



**Byway Heritage Partnership Project 2020 – 2022**  
**Request for Proposals:**  
**Byway Coordinator**

The Minnesota River Valley National Scenic Byway via the City of Appleton is requesting proposals for a consultant to manage the Byway Heritage Partnership Project to fulfill requirements of a grant from the Minnesota Historical Society.

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January 14, 2021

The City of Appleton is requesting proposals to fulfill requirements of a grant from the Minnesota Historical Society.

**Questions about this proposal should be directed to:**

507.697.6147

[director@renvillecountyhistory.com](mailto:director@renvillecountyhistory.com)

**Proposal deadline: February 3, 2020**

**Proposals must be emailed to:**

Nicole Elzenga, Executive Director

Renville County Historical Society & Museum

507.697.6147

[director@renvillecountyhistory.com](mailto:director@renvillecountyhistory.com)

The Byway Alliance will review proposals and provide recommendations.

In reviewing the proposals, it is the intent of the city to evaluate the proposals based on the best value alternative as described in Minnesota Statutes 16C.28 Subd. 1, Paragraph A Clause 2 and Paragraph C.

The City of Appleton is the fiscal agent on this project.

Lead Partners on this project are: Lower Sioux Indian Community Tribal Preservation Office, Chippewa County Historical Society, Nicollet County Historical Society, Blue Earth County Historical Society and the Renville County Historical Society

## History of the Byway

The Minnesota River Valley National Scenic Byway (Byway) is a partnership that was formed as a result of grass-roots efforts by the people and agencies working and living along the Minnesota River. It was designated in 1996 by the Minnesota State Scenic Byway Commission and as a National Scenic Byway in 2002.

The Byway Alliance is made up of more than 45 members representing cities, counties, historical societies, tourism entities, DNR, MnDOT, Tribal communities, and interested citizens along the 287-mile stretch of the Minnesota River. These representatives collaborate to identify and fulfill objectives as outlined in the Minnesota River Valley Scenic Byway Corridor Management Plan and the Interpretive Plan. Today, the Byway Alliance remains the only organization working to promote the Minnesota River Valley on a regional scale. The Byway plays an important role in linking and promoting historical sites and stories to better tell the history of the Minnesota River Valley through a variety of efforts, including its programs, website, roadside signs, calendar, brochures, and other marketing materials.

## Lead Partners

For specific projects, the Byway alliance identifies Lead Partners to help shepherd the project forward. For this project, the Lead Partners will be: City of Appleton, Lower Sioux Indian Community Tribal Historic Preservation Office (LSIC THPO), Chippewa County Historical Society, Blue Earth County Historical Society, Renville County Historical Society, and the Nicollet County Historical Society.

Each Lead Partner will select a representative to participate through meetings, emails, and conference calls. These representatives will meet eight times during this project. They will hire a consultant to guide the project, utilize partner staff (LSIC) for writing and content, work with the consultants, review and approve the content and other deliverables, brainstorm additional steps, and strengthen the Alliance's capacity through developing relationships and building trust.

## Project background

The partners of the Minnesota River Valley National Scenic Byway will share services to develop three itineraries and explore additional opportunities to further develop local Heritage Tourism.

Over the past few years, the Byway alliance has worked to establish and nurture close relationships with the local Dakota community. These efforts have been extremely fruitful, helping to educate Byway

members on Dakota history and perspectives, helping to share ideas and resources among the parties, and helping to inform the content and tone of new interpretive material.

As this relationship has developed, the Partnership has had discussions about the need to review and possibly update the "U.S. - Dakota Conflict Self-Guided Brochure." We have also had discussions about the desire of both the local Dakota community and the Byway members to better promote contemporary Dakota culture. In addition, though our 2014 Interpretive Plan defined "The River's Legacy/Natural History" as one of the two central messages for the Byway, there is no present itinerary that highlights this theme. It is clear that a thoughtful consideration of itineraries is appropriate at this time.

This project will continue our work to strengthen the relationships between the partners of the Byway, including relationships between county historical societies and the Upper Sioux Community Tribal Historic Preservation Office (USC THPO) and the LSIC THPO. Note, though the USC THPO did not sign on as a Lead Partner of this project, they are interested in being included in this project to give input and review content. Also, many of the USC elders participate in the review process with the LSIC THPO. Our Byway Alliance members share a common desire to improve the quality and type of content available on the significance of the Dakota people in the Minnesota River Valley, and we will include the Dakota voice in the projects we work on.

## **Project Purpose and Goals**

The Lead Partners of the Minnesota River Valley National Scenic Byway will collaborate in order to develop three itineraries and to explore additional opportunities to further develop local Heritage Tourism. This project will strengthen the collaborations between Byway partners, including our Dakota communities, and provide better public access to high-quality Minnesota history through united historic resources.

This project will include:

- Reviewing the existing itineraries relating to the Minnesota River Valley, and identifying gaps in topics, content, target audience, and/or location.
- With partners, explore redoing the "U.S. - Dakota Conflict Self-Guided Brochure".
- Define the goals for three new itineraries (topics/content, target audience, length, and location).
- Develop three new itineraries that move people along the Minnesota River and experience its history. It will hire staff at the LSIC to develop and write Dakota content for at least one of the itineraries that will focus on contemporary Dakota culture.

- Design/create printable versions of the three itineraries, post the itineraries on the Byway website, and circulate to the Byway Alliance.
- Design/revise the "U.S. - Dakota Conflict Self-Guided Brochure." as guided by the partnership.
- Brainstorm additional opportunities that could promote these histories, serve the partnership, or strengthen local heritage tourism. Identify next steps for collaborative efforts.
- Publicize the itineraries and project to the public, local media, and at conferences/local gatherings.
- A deeper goal is to continue to strengthen and develop the relationships between our partners and the Dakota tribes to build the trust and knowledge of each other that is a critical foundation for any future efforts. Both tribes are active members of the Byway Alliance and assist with Byway programming. The Byway can server as platform for the tribes to interact with other historical societies. For example, the Chippewa County Historical Society would like to add Dakota history to their site, which is also recommended in the Byway Interpretive Plan, and this partnership enables relationship building so they can connect with Dakota voices and legitimately reflect those voices in their projects.

## Project Scope

The Byway Coordination Consultant will manage the overall project and grant from date of contract to June 30, 2022.

The Byway Coordination Consultant will accomplish all steps as outlined in this proposal. Specific deliverables include:

- Hold eight meetings for the Lead Partners to develop new itineraries and brainstorm future collaborations
- Work with LSIC THPO for Dakota content
- Hire a designer to design new itineraries.
- Hire a Website Consultant to upload new and revised content to website.
- Fulfill requirements as outlined in the Timeline and the Proposed Payment Schedule for the Minnesota Heritage Partnership Grant G-HP-1812-22797 (see below).
- Financial management of the project including:
  - Payments to THPO staff
  - Honorariums for Dakota Elders
  - Outreach campaign
  - Website Consultant
  - Meeting expenses
  - Graphic Design consultant
  - Brochures printed

## Budget

The Byway Coordinator will manage the overall budget. They will be responsible for procuring subcontractors according to MNHS procurement requirements.

The firm will be reimbursed using the following budget:

### BUDGET REQUEST (Applicant View)

Budget Item	Amount Requested	Match
1. Byway Coordinator	\$30,000.00	
2. THPO Staff	\$13,500.00	
3. Honorarium for Dakota Elders	\$1,000.00	
4. Mileage for outreach to discovery sites	\$1,000.00	
5. Outreach campaign	\$4,000.00	\$1,000.00
6. Website Consultant	\$4,000.00	
7. Meeting expenses	\$500.00	
8. Conference expenses	\$2,000.00	
9. Graphic Design - itineraries	\$4,000.00	
10. Graphic Design - brochure	\$4,000.00	
11. Byway Alliance - in-kind		\$10,080.00
12.		
	<b>Total: \$64,000.00</b>	<b>Total: \$11,080.00</b>

## Timeline

This program will be completed by the June 30, 2022 deadline.

The specific purpose of this project is to coordinate the Lead Partners, connect with all active Byway alliance members and discovery sites, develop a list of possible new itineraries, initiate conversations about and explore new efforts, work with the LSIC THPO to develop new Dakota content for the itineraries and possibly the “U.S. – Dakota Conflict” brochure, develop one outreach campaign for the Byway, and utilize training to help the Byway increase awareness of local Heritage Tourism.

This project will be managed by a Byway Project Coordinator to do the following:

- Hold eight meetings for the Lead Partners to develop new itineraries and brainstorm future collaborations
- Work with LSIC THPO for Dakota content

- Hire a designer to design new itineraries.
- Hire a Website Consultant to upload new and revised content to website.

## Work Plan

March 1, 2021: Project Launch

Months 2-18: Strengthen Relationships and Brainstorm Additional Projects

The Lead Partners will work closely with the THPO partner, strengthening the collaborations and relationships between non-Dakota organizations and the tribes. As we create positive experiences and develop relationships, we will increase trust within the partnership. The Cultural Advisory Board of the LSIC will be a platform for Dakota elders and feedback for programming. In addition to the itineraries, we want to brainstorm and develop additional ideas for future collaborations.

Month 3: Review Existing itineraries / Develop Collaborative Ideas

- Review the existing itineraries available related to the Minnesota River. Evaluate them for topics, content, target audience, and/or location. Identify gaps.
- Develop a list of new itineraries ideas
- Reach out to all Byway members and Discovery sites to inform them of the efforts and invite them to submit ideas for itineraries or future collaborations with the Dakota Community.
- Develop plan on how to address "U.S. - Dakota Conflict Self-Guided Brochure" with input from all partners.

Month 4 – 5: Develop new Itineraries / Develop Collaborative Ideas

Work the LSIC THPO to develop new content and materials for any Dakota-related itineraries

- Work with other Byway members to develop new content for any other itinerary
- Reach out to all Byway members and Discovery sites to inform them of the progress on the itinerary project, and them to submit ideas for future collaborations with the Dakota Community.

Months 6 - 8: Review and approve all Itineraries / Develop Collaborative Ideas

- Reach out to Lead Partners, all other active Byway Members and Discovery Sites to solicit feedback.
- Work with MNHS to approve Itineraries
- Put together feedback from all Partners and discovery sites for the Partnership to review
- Continue to discuss potential future collaborations with the Dakota Community.

Months 9-10: Design and Post Itineraries / Develop Collaborative Ideas

Hire graphic designer to design itineraries, suitable for printing.

- Review and finalize all graphic design work
- Hire website consultant to updated website with new itineraries
- Continue to discuss potential future collaborations with the Dakota Community.

- Complete revisions to "U.S. - Dakota Conflict Self-Guided Brochure" as directed by partners and upon review from the MNHS.

Months 11-18: Promote Itineraries and Project

- Reach out to Lead Partners, all other active Byway Members and Discovery Sites to deliver itineraries
- Develop recommendations for future collaborations with the Dakota Community.
- Share results of project at conferences such as the MN State Byway Conference and Explore Minnesota Conference, and with local media

**Proposed Payment Schedule**

Milestone	Payment Percentage	Date Due
1. Execute grant Agreement	30%	completed
2. GRANTEE must submit a detailed plan for procurement.	20%	In progress
3. Submit a draft of the three itineraries and associated materials at 50% or more completion to the Grants Office for review, comment, and possible edit. (Upload to Milestone/Condition 3 report in the SOCIETY'S grants portal, <a href="https://mnhs.fluxx.io">https://mnhs.fluxx.io</a> . Reviews may take up to 30 working days. Incomplete materials, or revisions to already submitted requests, restart the review clock.)	20%	7/1/2021
4. Conduct a presentation with the partners and the Grants Office once grant work is at least 75% completed. Upload proposed dates and times at least 30 days before the proposed presentation dates. (Upload to Milestone/Condition 4 report in the SOCIETY'S grants portal, <a href="https://mnhs.fluxx.io">https://mnhs.fluxx.io</a> .)	10%	1/1/2022
5. The GRANTEE will submit a completed final report including documentation for program expenditures and final products on or before July 1, 2022. (Work on the program must be concluded by June 1, 2022)	20%	6/1/2022

**Proposal content**

The proposal prepared in response to this RFP shall contain at a minimum the following information and be organized in the following manner:

1. The name, address and contact information of the firm submitting the RFP and identification of a parent company, if any;

2. The name, office location, qualifications, and experience of the individual who would be designated as overall project manager as well as any other team members, partners or sub-contractors contributing to the project. Include identification of work performed by these individuals in the last three to five years in projects of similar scope and their role in the master planning process;
3. Summary listing of projects that are similar in size, type, scale and complexity to this project with current contact information for clients who could serve as references. Responder's with the following client experience shall be the most desirable:
  - a. A proven work history with Dakota groups and Tribes in the Minnesota River Valley.
  - b. A proven work history with Byways
  - c. Familiarity with the Minnesota River Valley and members of the Minnesota River Valley National Scenic Byway.
  - d. Experience in integrating the planning goals and objective of multiple agencies charged with working together to achieve common goals.
  - e. Experience with updating a WordPress website.
4. The Cost Proposal involves submitting the following:
  - A. Acknowledgement of the firm, not to exceed price for the complete scope of services as described in the budget.
5. The response to items 1 through 3 in this list shall be limited to 10 numbered pages not counting the transmittal letter, table of contents or any title pages; resumes may be placed in an Appendix and will not be included in the 10-page limit; summaries of projects illustrating similar work may also be placed in an Appendix and will not count towards the 10-page limit, but should be limited to no more than five recent and relevant projects.

## **Proposal Evaluation**

The initial evaluations will be based on the content of the Proposals. The proposals will be ranked based on the following factors (weighting of each factor listed in parenthesis):

1. Demonstrated understanding of the project's goals and objectives (25%);
2. Qualifications of proposed project team related to: leadership; successful experience and technical competence in the type of skills necessary in planning projects of a similar size and scale (35%)
3. The Responder's experience with tribes and byways (25%);
4. The Responder's experience with the communities that the Minnesota River Valley Scenic Byway serves. (15%)

Following a review of proposals, the selection committee will select the preferred firm with whom negotiations will be opened regarding a final scope of work. Other firms will be notified of the selection

results. If negotiations with the preferred firm are unsuccessful, the selection committee will identify an alternative selection and extend an offer to that firm to open negotiations on development of a final scope of work.

### **Contract Development**

The City intends to enter into a contractual agreement with the apparent successful Responder for providing the needed professional services.

The content of this Request for Proposal and the successful Responder will be become integral parts of the contract but may be modified by the provisions of the contract.