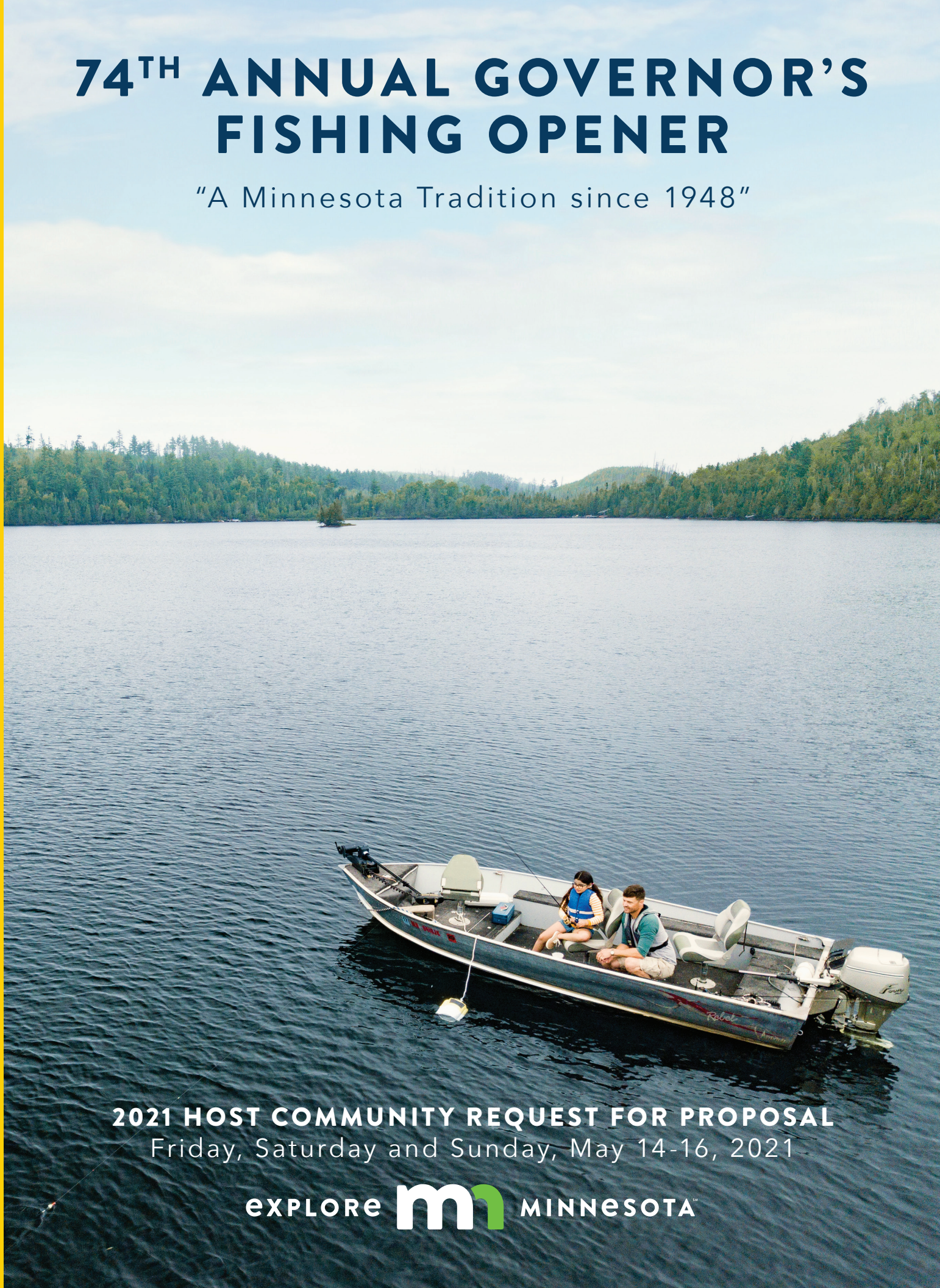
74TH ANNUAL GOVERNOR'S FISHING OPENER

"A Minnesota Tradition since 1948"

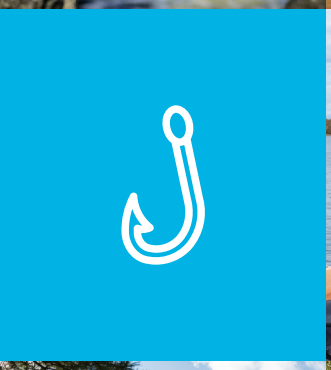


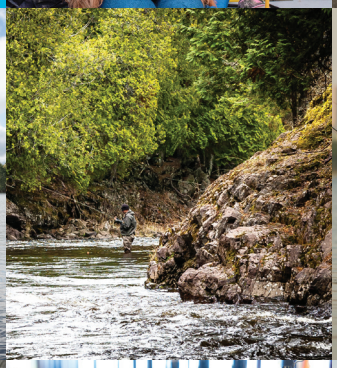
2021 HOST COMMUNITY REQUEST FOR PROPOSAL

Friday, Saturday and Sunday, May 14-16, 2021

EXPLORE MINNESOTA™

Time for the BWCA?
BAIT





MINNESOTA
GOVERNOR'S FISHING OPENER

The goal of the Annual Governor's Fishing Opener is to be a fully-customizable event, accessible and scalable to fit the needs of communities throughout Minnesota.

We invite you to talk with us about your marketing, media relations and civic goals, and consider how hosting this historic annual event can help achieve those objectives. As the host community for the Annual Governor's Fishing Opener, this high-visibility event can quickly elevate the awareness of your community and create a lasting local impact.

The information contained in this document represents all possible components of the Governor's Fishing Opener. Examples and recommendations of events and invitees are intended to be used as a basis for community discussion and consideration purposes. Core elements are mandatory and are identified in the document (page 14). Any additional events or enhancements are at the discretion of the host community.

Please contact Nicole Lalum, Explore Minnesota's Governor's Fishing Opener Coordinator with any questions or to submit a proposal.

Nicole Lalum
Central Regional Manager
Governor's Fishing Opener Coordinator
322 Laurel Street, Suite 32
Brainerd, MN 56401

M: 218-232-0883
E: nicole.lalum@state.mn.us
W: *mngovernorsopener.com*

HOST COMMUNITY REQUEST FOR PROPOSAL

Explore Minnesota (EMT) is seeking proposals for communities to host the Governor's Fishing Opener (GFO). This event is held annually and sponsored by Explore Minnesota in a cooperative effort by the host community, with support from the Minnesota Department of Natural Resources (DNR), and the office of the Minnesota Governor (GOV). A competitive scoring process is used to evaluate proposals for selection of each year's location. However, this request for proposal does not obligate the State to award the proposal.

PURPOSE

The purpose of the event is to shine a media spotlight on the host community, inspiring visitors and increasing familiarity. Natural resources, cultural assets, and the spirit of the people are all part of the story.

As the opening of the summer tourist season in Minnesota, the Governor's Fishing Opener generates local and national media coverage by hosting media, sponsors and dignitaries through an experience-based visit highlighting the very best of the area.

The host community of the Governor's Fishing Opener works closely within the framework provided by EMT alongside the GFO Coordinator to create a scalable, customized event specific to the community. In over 70+ years of this annual event, no two Governor's Fishing Openers are ever the same.

ELIGIBILITY

Community organizations-examples include chambers of commerce, convention and visitors bureaus, resort associations, or a committee formed specifically for the purpose of hosting the event. However, a specifically-formed committee must show documentation of support from local organizations.

If you've hosted within the last three years, know that priority may be given to a community that has not. In addition, considerations may be given to rotating geographic locations from year to year.

BACKGROUND INFORMATION

The Governor's Fishing Opener has been a Minnesota tradition since 1948. Designed to improve the State's economy through development of Minnesota's recreation industry, the first Opener was a cooperative promotion between Minnesota public officials, the Minnesota media and the resort industry. A special partnership continues today. State government, local communities and the hospitality industry work together to promote Minnesota fishing, outdoor recreation and other assets to the media.

The Opener event provides the community with an opportunity to highlight local fishing, recreational activities, attractions and points of interest. Over the years, media participation and coverage have expanded to include state, regional and national print and broadcast media.

COMMUNITY INVOLVEMENT

Communities interested in hosting the event should consider the volunteer resources available. Extensive community involvement is necessary to host a successful event. A planning committee of approximately 20 persons is formed, and meetings are held from May-April to develop the event activities and plans. It is required that a Host Coordinator be designated to organize the planning on the local level. This person may be staff from an existing organization, or someone specifically contracted for the event. If your community/organization is considering hosting this event, it is highly suggested that you contact Explore Minnesota for an overview presentation of the event before submitting the proposal.

BENEFITS
Each year over 100 media representatives attend the Minnesota Governor's Fishing Opener. Through media tracking efforts, reports have shown results that include just over a million dollars in media exposure directly related to the event and the host community. In addition to the immediate exposure, media representatives often use the information about the area from their attendance at the event for articles and reports in the future.

Other benefits identified by past host communities include an increase in lodging receipts during a slow occupancy period, the development and enhancement of community pride, and the awareness of the community to public officials.

HOST COMMUNITY REQUEST FOR PROPOSAL

What items should be included in the proposal? Detailed information on specifications are contained for reference in this request for proposal.

Please provide the following either through postal or electronic mail prior to deadline:

- ☐ **Proposal Packet** - include details in a section-by-section breakdown in the following areas:
  - Letter of Introduction - Introduce your organization and community to explain why you would like to be considered to host the Minnesota Governor's Fishing Opener.
  - Lodging - Potential lodging including event headquarters and any supplementary lodging facilities. Providing a map showing the lodging properties locations is appreciated. Event headquarters lodging located on proposed fishing waters may be given priority.
  - Facilities and Food and Beverage - Outline proposed locations for all core elements.
  - Fishing Waters – Identify the potential fishing waters with walleye and other species information.
  - Committees, Volunteers & Fishing Hosts - Overview of committee, volunteer and fishing host plans. Include any existing or potential partnerships with community organizations.
  - Additional Events & Activities - If you are interested in including additional events or activities, please provide overview(s).
  - Financial Commitment - Provide a statement from the sponsoring organization acknowledging financial commitment to fundraising and soliciting sponsorships.
- ☐ **Proposal Agreement** – Located at the end of this request for proposal with original authorized officer signature.
- ☐ **Meeting Minutes** - a copy of the sponsoring organization's board of directors meeting minutes presenting approval to submit a proposal to host the Governor's Fishing Opener with commitment to host the event should it be awarded including an original authorized officer signature.
- ☐ **Community Support** – (optional) Provide letters of support from local governments, lake associations, and community organizations.
- ☐ **Marketing Collateral** – include visitor guides, brochures maps and/or other pieces used for marketing the area to visitors. Include lodging property brochure(s).

REFERENCE MATERIALS & SPECIFICATIONS FOR EXECUTING A PROPOSAL

Numbers cited within this document are based on historical figures.
Core/required events are listed on page 14.

LODGING

Total Room nights

The historical average in room nights for the past five years is approximately 200 total room nights.

- Thursday night average 66
- Friday night average 98
- Saturday night average 38

Explore Minnesota requires designation of complimentary accommodations for approximately 30 guests staying for all three nights. There is a partnership grant to the sponsoring organization to assist with the costs incurred by the host community for this, reference the financial pages in this packet for more information.

Explore Minnesota coordinates an online event registration system and all individual-pay registration fees collected are paid directly to the sponsoring organization. The local planning committee will be responsible for assigning appropriate lodging accommodations.

Include potential properties and identify proposed event headquarters and any supplementary lodging facilities. Include with each property - their name, the potential number of rooms committed to event, physical addresses and website urls. Providing a map showing the lodging properties locations is appreciated.

While other arrangements will be considered, ideally preference will be given to a community with lodging facilities located on the fishing waters and outfitted to headquarter the GFO

- Holding registration in a centrally located, dedicated space large enough for five (5) 8-foot tables or equivalent with electricity and internet access provided Thursday through Saturday
- Lodging most attendees
- Serving most meals
- Accommodate live media event in a dedicated area with these minimum telecommunications requirements:
  - ◊ Internet - 20/20 high-speed WiFi and ethernet capability
    - » WiFi capability is also encouraged (but not required) at various locations throughout the community to accommodate media requests
    - » Located within 15 minutes of fishing site and any supplementary lodging properties

FACILITIES AND FOOD & BEVERAGE

Adequate facilities and food & beverage (F&B) service is paramount to a successful event.

- Host communities are encouraged to incorporate local flavors in F&B service
- EMT approves all menus
- F&B service must be in accordance with the health and safety regulations of the MN Department of Health and the MN Department of Agriculture
- Specialty facility requirements are listed
- Host community covers costs of F&B procurement, preparation, serving, applicable taxes and gratuities

Numbers cited within this document are based on historical figures.
Core/required events are listed on page 14.

Thursday
Fishing Host Appreciation Dinner providing appreciation of volunteer fishing hosts and bestowing crucial information for the upcoming event.

- F&B: full dinner & non-alcoholic beverage service
- Program: local planning committee, DNR, Coast Guard (if applicable), & EMT
- Special Equipment: PA system, projection capabilities, speaker podium
- Attendees: volunteer fishing hosts, appropriate host planning committee and appropriate staff

Estimated attendance: 110

Friday
Media Event – Coffee & Continental

Community Picnic the picnic is open to the general public as well as registered guests. This is a celebration featuring community pride. Besides the picnic and a short program, communities often include family activities, educational programs, displays & entertainment. Downtown areas, city parks, or other central locations serve well as venues with indoor inclement weather options included.

- F&B: full picnic meal & non-alcoholic beverage service
- Program: local planning committee, EMT, GOV & DNR. Focus is on the community and the area. The Governor and/or Lt. Governor and other dignitaries may also be part of the prog ram.
- Special Equipment: stage, podium, PA System & chairs for those speaking
- Attendees: general public, registered guests, local planning committee, fishing hosts, volunteers, sponsors, staff

5 year estimated attendance: 1500-4000

FACILITIES AND FOOD & BEVERAGE (Continued)

Saturday
Shore Lunch located on proposed fishing waters, consider access to phone lines and/or internet as well as electricity & docking facilities when doing site selection.

- F&B: commercially sold walleye with appropriate side dishes & non-alcoholic beverage service. Box lunches may be requested for those not attending shore lunch.
- Program: a press conference with the Governor may be planned
- Special Equipment: consider electric needs, possibly a PA system
- Attendees: Registered guests, volunteer fishing hosts, sponsors, official attendees, local guests, local planning committee and appropriate staff

3 year average attendance: 270

Celebration Reception & Dinner the culmination in executing a successful event, fishing challenge awards, recognition of the local planning committee and the announcement of next year's host community.

- F&B: Reception should include hors d'oeuvres and non-alcoholic beverage service. Dinner is a full meal with non-alcoholic beverage service.
- Program: local planning committee and EMT and including community and committee recognition, special guests and fishing challenge awards.
- Special Equipment: PA system, projection capabilities with two (2) screens
- Attendees: Registered guests, special guests, local planning committee and appropriate staff

3 year average attendance: 210

FISHING WATERS

DNR INFORMATION

Distance to fishing waters from lodging sites can be a determining factor when scoring the proposals. Hence, proposed fishing waters should be in close proximity to the host property.

When submitting the proposal, make contact with your local DNR fisheries personnel to help with the information.

Include information on the proposed fishing waters describing the fishing potential, including the walleye catch potential for that time of year; size of lake(s)/rivers and public access information.

Consider including a letter or statement of support from the DNR and lake association.

FISHING HOSTS

The host community to provide approximately 100 fishing host volunteers or enough volunteers to host up to 225 media representatives and registered guests of the event.

Hosts must be knowledgeable of area fishing but need not be professional guides. For Saturdays' fishing, each host must provide a boat, motor, fishing equipment, bait and tackle, and must have a current Minnesota boat license, liability insurance and safety equipment as required by Minnesota laws. (Guests are responsible to secure their own fishing license).

In cases of navigable waters as defined by the U.S. Coast Guard, the sponsoring organization must secure approval of the U.S. Coast Guard to meet Federal Government requirements. Be sure to check to see if the waters within the proposal are considered navigable waters by the U.S. Coast Guard.

The host committee will be responsible for submitting applications of at least 5 fishing hosts for consideration of special hosting duties - with suggestions for the Governor and Lt. Governor, and other dignitaries. Explore Minnesota will gain final approvals. All applicants should be prepared to be interviewed by EMT and/or security personnel. All five persons submitted for consideration, must know they will be subject to security/violation checks by Capitol Security and the Department of Natural Resources. The five persons are selected from the roster of willing host volunteers.

A fishing challenge is part of the event; however, no monetary or significant prizes are awarded.

OTHER INFORMATION TO INCLUDE

TRANSPORTATION

Include information on the nearest commercial airport. There may be a need for limited transportation for media and other guests to and from the airport.

Transportation to and from the community events and functions via vans, buses, or cars may be a necessary consideration. Please include transportation and parking for off-site events in proposal.

MEDIA INFORMATION

Explore Minnesota hosts the official website for the GFO, www.mngovernorsopener.com. The planning committee will be asked to submit local story ideas with regard to outdoor activities, historic sites of interest in the area and complete event information. The website will be used to promote the event and the host community to media representatives and sponsors that are qualified to be invited to attend the event.

You may include short media story ideas in your proposal.

SHOWCASE ACTIVITIES

The host community may choose to showcase activities for registered guests of the event. Most activities will be on Friday. Showcase activities may include tours highlighting outdoor recreational activities such as golf, lake tours, business tours, children's programs related to outdoors, etc. There may be a separate schedule of activities planned for the Governor and Lt. Governor in coordination with Explore Minnesota.

All activities and tours must be pre-approved by Explore Minnesota.

You may include ideas for showcase activities.

FINANCIAL INFORMATION

FINANCIAL COMMITMENT

The annual Governor's Fishing Opener is a public/private partnership between the host community and EMT. Budgets in the last few years have ranged from $120,000-$350,000 (in cash & in kind). Explore Minnesota devotes numerous resources to ensure a successful event including significant staff time, public relations & media monitoring, and other hard costs.

In addition to this investment, EMT also provides a $10,000 grant to the sponsoring organization to cover lodging and meal expenses related to members of the GFO official working state staff. The grant requires the sponsoring organization submit a minimum investment of $20,000 in cash expenses. The grant is paid to the host organization based on actual audited dollar for dollar expenditures. State monies may not be used for reimbursement of liquor expenditures.

The host community may generate the necessary capital to participate in this event through raffles, sponsorships or existing funds. Regular budget and financial reports will be included in the monthly planning meetings showing income and expenses to date.

While fundraising should concentrate on covering the expenses of the event, some communities have had funds remaining after expenses have been met. The sponsoring organization must agree that any funds retained will be used exclusively for marketing campaigns that promote the host community.

REGISTRATION

All guests of the GFO must be approved by the Governor's Office and must register to participate. Explore Minnesota coordinates an online event registration system and all individual pay registration fees collected are paid directly to the sponsoring organization. The costs of participation in the event for media representatives, certain sponsorship levels and other designees are the responsibility of the host community and complimentary to those guests. A portion of the Explore Minnesota GFO grant is intended to cover the costs for assigned staff with official duties, and members of the Governor/LT Governor's delegation. Elected officials and their guests are required to pay fees.

Additional guests may attend pending space availability. These guests individually pay for participating in the event with their own funds. These monies are paid directly to the sponsoring organization. The individual amount will be determined between the host community and Explore Minnesota based on historical figures and estimated costs of the event. 3 year historical average: $11,400

(Historically, one-night lodging has not been an option.)

SPONSORSHIPS

The State reserves the right to approve/reject potential business sponsors. The local planning committee works closely with and receives final approval from Explore Minnesota in selecting sponsors.

The State of Minnesota does not permit exclusive rights or grant overall official designation to any business or organizations willing to participate in the Opener event. Sponsorships may not be solicited under the premise of access to any government officials. No photos taken at the Governor's Fishing Opener of any government officials or the official logo may be used in any business sales promotions and the committee must agree to make their sponsors aware of these restrictions. Sponsors must agree that press releases related to the Minnesota Governor's Fishing Opener event will be submitted to Explore Minnesota for review prior to release to the media or public.

The local planning committee solicits sponsorships from state and local businesses, organizations, or statewide associations to offset the cost of hosting the GFO, including meals, lodging, commemoratives and other items. Sponsorships are considered for cash investment as well as in-kind services and products. EMT is also in contact with various businesses and organizations that may be potential sponsors of the GFO. The local planning committee will work with EMT to finalize sponsorship participation.

To be compatible with the GFO's high profile there is a need for limitations on sponsorships that mitigate the potential for negatively impacting the integrity of the event.

No tobacco sponsorships are allowed.

Alcohol distributors or businesses may be considered sponsors in a lower level sponsorship category for specific event functions. Any alcoholic beverages must be served by a licensed beverage provider and must follow all state and local government regulations. All liability for the beverage service is the responsibility of the sponsoring organization/and or business. The sponsoring organization is responsible for obtaining approvals from the State/Explore Minnesota for these types of sponsorships. Acknowledgement of sponsorship will be provided in the same manner as others in the same sponsorship level.

Historical sponsorship packages are provided as a guide. Most major sponsor packages allow participation in the weekend event. Consider lodging and meal space availability when planning sponsorships.

Be sure to include an outline of sponsorship and fundraising in your proposal.

OTHER ITEMS FOR CONSIDERATION

COMMEMORATIVES

The host community will be required to provide welcome & schedule information and an adjustable-size hat for all registered guests, fishing hosts and local committee.

Additional, but not required, promotional items could include:

- A bag, tote or something similar
- An item of clothing, jacktes preferred
- A nametag lanyard
- Event information such as schedules, area event maps, detailed fishing waters information on, area attractions, and other points of interest of the area.

OFFICIAL LOGO USE

The Governor's Fishing Opener logo is the property of the State of Minnesota and Explore Minnesota, including the customized yearly update of the image to reflect the host community. The host community will receive a collateral package with logo usage and color protocols.

The GFO Coordinator is to receive advance notice on all uses of the logo including promotion of the event, sponsor use, commemorative items and other instances. Commemoratives must be proofed in advance.

Explore Minnesota has the final approval authority on any Minnesota Governor's Fishing Opener logo use. The logo may not be used for any company business sales material or as any type of endorsement of a product or company.

EVENT INSURANCE REQUIREMENTS

The sponsoring organization will be responsible for securing and maintaining event insurance to cover all aspects of the event. The policy(ies) shall cover all public venues that will be used during the Opener event. A certificate of insurance as evidence of the required insurance coverage must be submitted to Explore Minnesota at least 90 days prior to the event.

POLICY REQUIREMENTS

1. Workers' Compensation Insurance
   A. Statutory Compensation Coverage
   B. Coverage B – Employers Liability with limits of not less than:
      - $100,000 Bodily Injury by Disease per Employee
      - $500,000 Bodily Injury by Disease Aggregate
      - $100,000 Bodily Injury by Accident
2. Automobile Liability Insurance
   A. Minimum Limits of Liability:
      - $2,000,000 – Per Occurrence - Bodily Injury and Property Damage Combined Single Limit
   B. Coverages:
      - X Owned Automobile
      - X Non-owned Automobile
      - X Hired Automobile

3. General Liability Insurance
   A. Minimum Limits of Liability:
      - $2,000,000 – Per Occurrence
      - $2,000,000 – Annual Aggregate
      - $2,000,000 – Annual Aggregate applying to Products/Completed Operations
   B. Coverages:
      - X Premises and Operations Bodily Injury and Property Damage
      - X Personal & Advertising Injury
      - X Blanket Contractual
      - X Products and Completed Operations
      - X State of Minnesota named as Additional Insured

Additional Insurance Conditions

- Policy(ies) shall be primary insurance to any other valid and collectible insurance available to the State of Minnesota with respect to any claim arising out of the Opener event.
- An Umbrella or Excess Liability insurance policy may be used to supplement the underlying policy limits to satisfy the full policy limits required herein.

Additionally, volunteer fishing hosts are required to provide watercraft liability insurance. Fishing hosts will be required to sign a statement declaring that they have watercraft liability insurance coverage on the watercraft that will be used during the event.

SAMPLE SCHEDULE

YOUR COMMUNITY, MINNESOTA
Minimum requirements are identified below in blue text.
Exact times to be determined based on event.

THURSDAY

Registration	**Noon - 9:00 p.m.**	**Headquarters**
Fishing Host Appreciation Dinner	6:30 p.m.	

FRIDAY

Live Media Event	**5 a.m. – 10 a.m.**	
Registration	**8 a.m. – 9 p.m.**	**Headquarters**
Golf Event	9:30 a.m. – 3 p.m.	Local golf course
Natural Resource Tour	9 a.m. -Noon	Depart from
Kids Fishing and Outdoor Events	10 a.m. – 2 p.m.	*PUBLIC EVENT*
Local Attraction	1:30 p.m. - 3:30 p.m.	Depart from
Community Picnic	4 p.m. - 7 p.m	*PUBLIC EVENT*
Pairing	7 p.m.	Hosts arrive
	7:30 p.m.	Guests arrive

SATURDAY

Registration	**6 a.m. - 9 p.m.**	**Headquarters**
Opening Ceremony & Launch	**8 a.m.**	**Launch location**
Shore Lunch	**11:30 a.m. - 1:30 p.m.**	
Fishing Challenge ends	**4 p.m.**	
Celebration Reception	5:30 p.m.	
Celebration Dinner	6:30 p.m.	

2021 GOVERNOR'S FISHING OPENER HOST COMMUNITY

PROPOSAL AGREEMENT FORM
Please complete and sign. Include this form with all information in the specifications listed on page 5 of this request.

Completed proposals should be emailed to:

Nicole Lalum
Explore Minnesota Governor's Fishing Opener Coordinator
P: (218) 232-0883
nicole.lalum@state.mn.us

Name of Sponsoring Organization
_____

Host Community _____

Contact Person _____

Address _____

City _____ Minnesota Zip Code_____

Phone _____ Cell Phone _____ Fax _____

E-mail Address _____

Website Address _____

Region [ ] Northwest [ ] Central [ ] Northeast [ ] Metro [ ] Southern

Authorized Officer's Signature
_____

Printed Name _____

Please include a copy of the sponsoring organization's meeting minutes presenting approval to submit a proposal to host the Governor's Fishing Opener that includes an authorized officer's signature.

Signing this form signifies agreement of the organization listed to provide the minimum specifications outlined in this request for proposal if selected as the 2019 Governor's Fishing Opener host community and sponsoring organization.

_____ Authorized Officer Initials

Proposals are carefully considered and compared. This request for proposal does not obligate the State to award the proposal. The State reserves the right to cancel the solicitation if it is considered to be in its best interest.

Explore Minnesota
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St. Paul, Minnesota 55101
USA

exploreminnesota.com/industry-minnesota