

# Big Stone Area Growth

## Request for Proposals • County Navigator/MNbump Coordinator

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### *INTRODUCTION:*

The purpose of this contracted position is to continue the workforce recruitment and community development efforts through the MNbump Initiative. MNbump was created as a tool to assist our businesses in recruiting and retaining the workforce needed to sustain and expand. Marketing (recruitment of workforce) our quality of life through photos and videos of real-time activities and connecting our residents and newcomers to each other and organizations of interest for the long-term retention of our workforce.

We hope to achieve this purpose through a single contracted position with a two-fold approach: first, the MNbump Coordinator portion of this position is to continue the MNbump social media and outreach program utilizing the MNbump.com website, Facebook, Google Calendar and other avenues to connect, direct and coordinate activities within the county and surrounding areas. Our focus for the MNbump Coordinator is on regional workforce and business recruitment, business development, general promotion of Big Stone County, youth and family resources and community activities; second, our focus for the County Navigator portion of this position is to foster better communication and coordination between the various organizations and groups within the County and to be a networking conduit for those wishing to access the various resources and organizations within the County.

The successful individual, firm, or organization selected in response to this Request for Proposals will perform services which shall include community resource referrals, web site and social media content and maintenance, contractor coordination, regulatory compliance, and other administration assistance for this project.

### *PROJECT DESCRIPTION:*

#### County Navigator Functions:

- Facilitate communication with and between all organizations, businesses, schools, churches and others to gather data and/or coordination of activities, connecting needs and resources
- Develop and maintain effective working relationships with all groups
- Actively maintain a county-wide calendar

#### MNbump Coordinator Functions:

Provide a Web Portal (MNbump) that communities have the opportunity to plug into

- Assist community representatives and leaders with links that will allow them to add content to the MNbump web site and Facebook posts
- Educate community officials on the value of doing more outreach and social media marketing
- Assist communities with adding supportive links to their web sites

## *TIMING & WORK SCHEDULE:*

The following schedule is established:

- Proposals for navigator/coordinator services must be received by BSAG no later than Tuesday, December 11, 2018.
- All proposals will be reviewed and evaluated by the BSAG Board of Directors by December 17, 2018. The board will recommend approval of a Proposal and authorization of a contract is anticipated.
- Begin implementation of activities immediately after notification of the award (expected to be by January 1, 2019).

## *SCOPE OF SERVICES:*

The Navigator/Coordinator shall report to, and be directly responsible to, the Big Stone Area Growth Board of Directors in performing the following services:

### County Navigator Functions:

- Facilitate communication with and between all organizations, businesses, schools, churches and others to gather data and/or coordination of activities, connecting needs, resources and people.
- Develop and maintain effective working relationships with all groups
- Actively maintain a county-wide calendar of events and activities

### MNbump Coordinator Functions:

Provide a Web Portal (MNbump) and social media outlets (Facebook, Google Calendar, Twitter, others) that individuals, communities and organizations have the opportunity to plug into

- Monitor and Update the MNbump web site and Facebook page
- Assist community representatives and leaders with links that will allow them to add content to the MNbump web site and Facebook posts
- Educate community officials on the value of doing more outreach and social media marketing
- Assist communities with adding supportive links to their web sites
- Work with volunteers and/or contractors to provide videography for the sites
  - Perhaps up to 5 community profiles or marketing pieces per year
  - Perhaps two special purpose videos per year (could be healthcare, housing, business opportunities, etc.)
  - Drone coverage – training for drone controllers and videography contractor

Determine with the BSAG Board the MNbump content that the Coordinator will create as part of this position – versus the content that the communities and organizations will need to cover with other staff or volunteers. Such content could be related to:

- Community events such as the County Fair, Cornfest, Graceville St. Patrick's Day, etc.
- Youth based activities such as 4-H, FCCLA, FFA, Summer Rec., Etc.
- Lifestyle activities such as golf, hunting, fishing, camping, bird watching, social groups, etc.

#### Additional General Duties

- Conduct research and program evaluations
- Research and apply for grant opportunities where possible
- Develop and manage resources for the purpose of sustaining the position
- Attend BSAG Board meetings to report on activities and receive direction
- Other duties as agreed to by contractor and BSAG board

#### *EVALUATION:*

The Big Stone Area Growth Board of Directors shall use “competitive proposals” procurement procedures, wherein the award of this contract will be made to the responsible firm whose proposal is most advantageous to the program, with price and other factors considered. All proposals will be evaluated by the Big Stone Area Growth Board of Directors.

Your proposal must contain four parts, each of which will be taken into account by the BSAG board in their consideration of awarding a contract for services:

- **Management & Staffing:** Describe your staffing configurations and the qualifications of professional personnel assigned to the project.
- **Technical Experience:** Describe your experience with this type of project, the activities that are proposed, and the County of Big Stone itself.
- **Proposal:** Describe services to be furnished and equipment that you have and/or will need to provide the services.
- **Cost and Pricing:** Provide all relevant cost information for expected monthly compensation and reimbursement for direct expenses.

#### *SUBMISSION OF PROPOSALS:*

Interested parties must submit their proposals no later than the date which is specified under “Timing & Work Schedule.” Please identify the envelope in which you are submitting your proposal with the words “County Navigator/MNbump Coordinator Proposal” or similar wording. Submit your proposal to:

Big Stone Area Growth  
c/o Vince Robinson, Executive Director  
Development services, Inc.  
PO Box 48  
Ivanhoe, MN 56142

For questions or clarifications about this RFP please call or email Vince Robinson:  
Cell: (507) 530-1756  
Email: vince@dsi-services.com

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Individuals or businesses owned by low- to moderate-income persons, minorities, handicapped individuals, and members of disadvantaged classes are particularly encouraged to submit proposals

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