



February 22, 2012

Mr. Mark Jacobs
Land Commissioner
Aitkin County Land Department
209 2nd Street NW, Room #206
Aitkin, MN 56431

Dear Mr. Jacobs,

What are the things we always remember most from our childhood? The special times we have shared with friends, schoolmates, and loved ones experiencing and learning about the great outdoors. At Maven Perspectives LLC, we feel we can recreate those special times at Long Lake Conservation Center (LLCC) for many other Minnesotans as well as those beyond our borders. In response to your RFP dated January 2012, the enclosed proposal is being submitted with the utmost confidence that our team can achieve your desired results.

What do we uniquely bring?

- ❖ An understanding of the area and what those coming from out-of-the-area desire from our great Northwoods
- ❖ Diverse, yet integrated, educational and experience backgrounds centered around marketing and impactful project management
- ❖ Professionalism
- ❖ Ability to meld tradition with the modern advances in social media marketing
- ❖ Energy to reach your intended goals.

From market research and plan development, strategy development, and grant writing, we also bring with us a formidable network of contacts for potential market customers for the LLCC. Our experience working with governmental agencies underscores our commitment to remaining responsible for taxpayer's money, utilizing it in the most effective and efficient way possible. You can trust that our recommendations will have that responsibility reflected in all aspects of our work with Aitkin County.

We welcome and appreciate your consideration of our team for your project.

Sincerely,

A handwritten signature in cursive script that reads "Paula MJ Frings". The signature is written in dark ink and is positioned above the printed name and title.

Paula MJ Frings, Owner/CEO
Maven Perspectives LLC



**PROPOSAL FOR
LONG LAKE CONSERVATION CENTER (LLCC) MARKETING PROJECT
AITKIN COUNTY**

Date of Submission: February 22, 2012

Proposal Submitted by:



Maven Perspectives LLC
PO Box 612, Grand Rapids, MN 55744
218.259.1215, paula@mavenperspectives.com
www.mavenperspectives.com

Profile of Proposer

Maven Perspectives LLC is a network of experienced professional consultants with a proven successful track record that brings together skill sets matching the subject, timeline, capacity, and intensity required by each client. For the AITKIN COUNTY LONG LAKE CONSERVATION CENTER MARKETING PROJECT, your assigned lead consultant will be **Jane Bymark** with **Elizabeth Maher** as secondary lead and support by **Paula Frings** and **Jessica Knutson**. This team will be designated to your project to ensure that complete marketing services from traditional marketing research (data analysis, best tools to reach various market segments) to the most up-to-date marketing possibilities (social media, technology, etc.) are examined, recommended, and implemented.

Maven Perspectives LLC is well qualified to perform the AITKIN COUNTY LONG LAKE CONSERVATION CENTER MARKETING PROJECT. Our solid array of experience working with public, private, and non-profit organizations has resulted in successful completion of many projects including: Northern Minnesota Builders Association Rural Residential Licensed Contractors Labor Needs and Economic Impact survey project; Grand Rapids Area Chamber of Commerce Workforce Development Initiative encompassing the development and coordination of programs including CEOs in the Schools, Future Workers, TeenWorks, Job Skills Survey 2004 and 2009, National Work Readiness Credential; Itasca County's Forestry Education and Awareness Project; and the Vital Forests/Vital Communities Forest Continuing Education Project. For specific marketing related projects performed by your team of designated professionals, see the

qualifications and experience section below. For more information, please visit our website at www.mavenperspectives.com.

Maven Perspectives LLC serves a wide geographic region. Our network of consultants serve private businesses, governmental units, and non-profit organizations with specialty areas in education and workforce development, human services, marketing, research, and trade organization sectors. Clients who have experienced the Maven Perspectives LLC philosophy of quality, efficient, and "before-it's-due" service, serve as the marketing outlet for Maven Perspectives LLC. The range of activities provided include outcome-based project management, coordination, meeting facilitation, event planning, program design, grant management, writing and reporting services, research and assessment services, program coordination, strategic systems visioning, administrative and clerical services.

With an office at Commonsplace located in the Depot Building in the center of Grand Rapids, MN, Maven Perspectives LLC employs one full-time support staff, and part-time consultants and trainers dependent upon client needs.

As evidenced by the attached insurance coverage declarations, Maven Perspectives LLC is covered by a commercial general liability and umbrella policy equal to the amounts required for this project and has no history of insurance claims or ethics violations either present or past.

Maven Perspectives LLC does not foresee any conflicts of interest for the proposed work for the AITKIN COUNTY LONG LAKE CONSERVATION CENTER PROJECT. Maven Perspectives LLC does retain contracts with Itasca County, immediately connected to Aitkin County geographic lines however not for the type of services being proposed. For purposes of the AITKIN COUNTY LONG LAKE CONSERVATION CENTER PROJECT, Maven Perspectives LLC has assigned both a lead and secondary consultants to this project, both of whom do not play a role in the current contracts with Itasca County.

We view our responsibilities as serving as both a meaningful extension and partner of the Aitkin County Land Department and Aitkin County in the area of marketing and outreach for the Long Lake Conservation Center project. If the project is awarded to Maven Perspectives LLC, your team of professionals will accomplish the goals within this proposal to the best of our collective abilities, in a timely manner, with a quality result.

Qualifications and Experience

Jane Bymark is an experienced business consultant and project manager with a special interest in community and economic development. She has worked on many successful projects that showcased her ability to develop meaningful market research, project scope, work plans and budgets, all while staying within the parameters of the mission and vision of the client organization. She exhibits her leadership skills by organizing stakeholders, C-level personnel and project team members to stay on track with each project phase to ensure a timely completion within or below budget. Through her work in rural communities over the years, she has a firm understanding of the issues and obstacles in diverse, rural communities.

Jane is a graduate of University of Minnesota with a bachelor's degree in marketing and communications as well as a Master's in Business Administration with an emphasis in project management. She has combined her experience and education to work in the areas of business consultant, project and program

management, financial analyst, advocate for economic and community development and workforce development. Jane has successfully written and monitored grants for rural communities. She is also an alumnus of the Blandin Community Leadership Program.

Some of the larger projects she has either lead or was a team member of include: Deer River Hired Hands (expansion and relocation), Bigfork Valley Commercial Wellness Program, Bigfork Valley Chiropractic Department, Portage Health, Visit Grand Rapids Branding and Marketing Project, Ainsworth Project, Small Business Development Center Program, and many other projects relative to business start-ups, expansions, relocations, and conducting market research.

Jane is very active in her community. She has served on the board of directors of the Grand Rapids Area Chamber of Commerce and the Pokegama Lake Association. She is a member of the Chamber, and served as Chair of the workforce development committee. Through the years she has created strategic alliances in over 13 counties. She is abreast of community concerns and has a working relationship with other city and county organizations as well and many private organizations and non-profits.

Elizabeth Maher completed her Master's in Business Administration from Providence College with a concentration in management as well as a Bachelors of Science degree from Providence College with a major in marketing and a minor concentration in human resources

Her education has given her a solid background in marketing and communications. Throughout her studies she developed several marketing plans based on case studies from companies of all sizes. She also conducted market research for varying products and developed several research surveys.

Elizabeth has a solid understanding of social-media based marketing tools including Facebook, Twitter and Pinterest. She enjoys spending time using these tools and has learned how to use them to successfully promote products.

Elizabeth is currently working in Human Resources at UPM-Blandin Paper Company. She is involved in their hiring process, training programs, and safety program. She both conducts training and creates effective training and safety materials. She also updates several informational monitors around the mill daily using MagicInfo iAuthor software. She is part of their recruitment team and serves as a representative for the company at statewide career fairs.

Elizabeth has solid organization skills that help her complete large projects and conduct successful project management. She gained six years of experience in the non-profit sector at the Blandin Foundation. Her final year at the Foundation she held an internship position as their Conference Coordinator in their Public Policy and Engagement Department. She successfully organized multiple conferences for the Foundation related to forestry.

Elizabeth held a position on the Minnesota Orchestra, Common Chords Project-Grand Rapids committee. She served as a liaison between the core committee and the Minnesota Orchestra staff. It was a year of planning that lead to a week of unique events and great interaction between the Grand Rapids community and the Minnesota Orchestra.

Paula Frings is the Owner and Chief Executive of Maven Perspectives LLC. Insight, ingenuity, and innovation have helped her to provide clients with trusted and positive results. In 1997, Paula started Cleveland Management and Consulting Group, adding professionals with unique perspectives to the company and growing it into the current Maven Perspectives LLC. She has consulted for organizations, governmental agencies, non-profits, and businesses and has pioneered strategic initiatives that have resulted in unsurpassed impact on communities.

Under her leadership and together with her clients, Paula has provided program development services incorporating solid solutions in the form of sustainable and ongoing strategies. Frequently referred to as "...someone who doesn't let the grass grow under her feet", Paula combines her international experience with her diverse training and education in quality improvement, business, human resources, and program and project management for the benefit of her clients.

Paula's sense of responsibility and intuition, along with Bachelor's degrees in both business administration and teaching along with advanced studies, national public speaking and training on developing strategic partnerships ensures clients the type of results they expect year after year. She attended part of her college years in Aalborg, Denmark and has received extensive training in facilitation and continuous quality improvement philosophy. She is also a Blandin Community Leadership Program alumna. Serving as the lead project manager for the Grand Rapids Area Chamber of Commerce Workforce Development Initiative in Grand Rapids, Minnesota and as lead project manager for clients such as Blandin Foundation, Minnesota State College and Universities DARS/Articulation Task Forces, Northern Minnesota Builders Association, North Itasca Hospital Healthcare Career Development/Awareness Project, Quad County Projects, and Itasca County sponsored Forestry Education and Awareness Program (FEAP) and Diversionary Work Program (DWP).

Jessica Knutson is the Administrative/Employment Services Coordinator for the Maven Perspectives LLC team. She brings over eight years of experience providing program coordination services in the human services field. Committed to quality through careful attention to detail, strong organizational skills, and the importance of timelines and goals is at the heart of Jessica's work ethic. Her ability to interact easily with people of diverse backgrounds, cultures, and professional levels, gives her the necessary and comprehensive perspectives that ensure a well-rounded result for clients.

Jessica is involved with the Grand Rapids Area Chamber of Commerce's Workforce Development Initiative, Program Committee, serves as Co-Chair for the Chamber's Ambassador Committee and professionally serves as program lead for the Diversionary Work Program (DWP).

References

- Bud Stone, Grand Rapids Area Chamber of Commerce, 218.326.6619
- Diane Weber, Itasca Economic Development Corporation (past President), 218.326.9411
- Garrett Ous, Itasca County Land Department, 218.327.2855
- Terri Friesen, Itasca County Health and Human Services, 218.327.6136
- Don Hoag, Duluth Workforce Development/City of Duluth, 218.730.5770
- Michelle Ufford, NE MN Office of Job Training, 800.325.5332

Approach

The "perspectives" approach has served Maven Perspectives LLC well in the past, and is an approach sought by clients. This approach provides the flexibility to adjust to data and information that becomes available during the process and is especially important for new quality built and innovative results. For purposes of the AITKIN COUNTY LONG LAKE CONSERVATION CENTER MARKETING PROJECT, Maven Perspectives LLC intends to closely coordinate with your staff and/or volunteer committee(s) to build upon the rich history of work already accomplished.

Maven Perspectives LLC will provide the services defined below for the AITKIN COUNTY LONG LAKE CONSERVATION CENTER PROJECT.

Strategizing, Market Research and Grant Writing Services:

We will provide:

- Conduct SWOT analysis (strengths, weaknesses, opportunities, threats)
- Conduct landscape review of current marketing strategies
- Conduct "opportunity" (market) research through surveying, data analysis and assessment strategies to identify market segments leading to successful results including identification of new clients for LLCC in the areas of retreats, meetings, workshops, re-unions, or other types of group gatherings that would utilize a facility such as LLCC
- Contact potential clients to determine expectations for meals, lodging, meeting space, and programs, etc.
- Recommend service modifications to LLCC staff to ensure client expectations are exceeded and provide a potential client listing to LLCC
- Explore grant opportunities and apply for same in cooperation with Land Commissioner as indicated for effective implementation of the developed marketing plan.

Marketing Plan Development and Outcome Generation:

We will:

- Develop a comprehensive marketing plan for LLCC based on research, intended results, and opportunities inclusive of timelines, strategies, and economic/social/technological feasibility
- Recommend up-to-date marketing strategies including: social media and technology, internet marketing

General Administrative/Marketing Services:

We will:

- Participate in meetings, as requested, including meetings with Land Department and/or business/client organizations, local businesses and members of the public on any proposed business collaboration projects in order to relate the processes and procedures involved, and LLCC and Land Department staff meetings, County Board meetings and work sessions as deemed appropriate.
- Provide assistance to clients/organizations with interest in doing business in Aitkin County.

Period of Performance

From date of award for up to four months



Fee Proposal

Based on the scope of work as defined in this proposal, Maven Perspectives LLC offers the client a guarantee of quality work within the specified timeline and the following budget:

	Time and Talent	Travel -TBD	Program Materials -TBD
Strategizing, Market Research & Grant Writing	\$16,500		
Marketing Plan Development & Outcomes	\$ 9,800		
General Administration/ Marketing Services	\$ 9,500		
Estimated Project Total	\$35,800	\$ TBD	\$ TBD

- A not-to-exceed budget for travel and program materials will be established jointly with Aitkin County upon award of the project to Maven Perspectives LLC.
- Mileage is billed at the current IRS rate. Other travel related costs will be direct billed.
- Materials will be billed direct.
- Services will be billed monthly for services rendered during the previous month. Submitted invoices will detail services rendered with time spent, dates of services, and personnel handling said services with the fee for services clearly stated.

Submitted Per Staff Request

Long Lake Conservation Center - 3/2012



Goal #1: Market Research

Strategy #1 Internal Landscape Review

% Done	Action	Due By	Person(s) Responsible	Budget
0%	Review current marketing plan	4/15/2012	Jane/Liz	\$6,250
0%	Visit facilities	4/15/2012	Jane/Liz/Paula	
0%	Review mailing list of current clients	4/15/2012	Jane	
0%	Review current functions and offerings	4/15/2012	Jane/Liz	
0%	P.E.S.T analysis	4/30/2012	Jane	
0%	S.W.O.T analysis with staff, and all stakeholders	4/30/2012	Jane/Paula	

Strategy #2 External Landscape Review

% Done	Action	Due By	Person(s) Responsible	Budget
0%	Create and conduct interviews and surveys	4/30/2012	Jane/Liz	\$6,250
0%	S.W.O.T analysis with locals, non-locals, current, former and potential clients	4/30/2012	Jane	
0%	Industry Trends	4/30/2012	Jane	
0%	Strategic Planning Session	4/30/2012	Jane	
0%	Complete final report on market position of LLCC	4/30/2012	Jane	

Goal #2: Exploring New Markets

Strategy #1 Clarifying Scope and Establishing Drivers

% Done	Action	Due By	Person(s) Responsible	Budget
0%	Setting priorities	5/2012 to 6/2012	Jane	\$4,000
0%	Strategic planning session	5/2012 to 6/2012	Jane	
0%	What does LLCC want to accomplish?	5/2012 to 6/2012	Jane	
0%	Profit margins/# of client visits	5/2012 to 6/2012	Jane	

Strategy #2 General Marketing

% Done	Action	Due By	Person(s) Responsible	Budget
0%	Review current marketing materials and strategies	4/2012 to 6/2012	Jane/Liz	\$5,500
0%	Review website	4/2012 to 6/2012	Jane/Liz	
0%				