

REQUEST FOR INFORMATION FOR

Marketing Services

**MINNESOTA LEGISLATIVE COORDINATING COMMISSION
ON BEHALF OF
MINNESOTA MISSISSIPPI RIVER PARKWAY COMMISSION**

REQUEST FOR INFORMATION

MARKETING SERVICES

Solicitor:	Minnesota Legislative Coordinating Commission (LCC) on behalf of the Minnesota Mississippi River Parkway Commission (MN-MRPC)
Requested Deadline for Information	Information submissions are requested to be received by the LCC by 4:00 p.m. (CT) on Monday, 11/9/2026
Submission Method	Information is requested to be submitted by email only.
Deliver to:	Electronic submission by email only to: Andrew.George@lcc.mn.gov Please title email: MN-MRPC Marketing Service Information
Contact Person:	Andrew George Minnesota Legislative Coordinating Commission Centennial Office Building Saint Paul, Minnesota 55155 651-297-7143 (voice); andrew.george@lcc.mn.gov
Content of this Packet:	Cover Page (this page) Section 1: Summary and Background, Page 3 Section 2: Summary of Scope and Objectives, Pages 3-5 Section 3: Submission of Information Responses, Page 5 Section 4: Eligibility, Evaluation, and Timeline, Pages 5-6

SECTION 1: Summary and Background

The Minnesota Legislative Coordinating Commission (LCC), a nonpartisan office of the Minnesota Legislature, is seeking, on behalf of the Minnesota Mississippi River Parkway Commission (MN-MRPC), information for providing marketing and outreach services to the MN-MRPC.

The LCC serves as the fiscal agent for the MN-MRPC and provides administrative services for the commission. As such, the LCC is the overall administrative entity for the MN-MRPC and is responsible for member coordination, commission meeting support, and other administrative services. Fiscal agent services include budget maintenance and payable services. For more information about the LCC, visit our [website](#).

The MN-MRPC is dedicated to the preservation, promotion, and enhancement of the scenic, historic, and recreational resources of the Mississippi River and its communities. In addition, the MN-MRPC's mission seeks to foster economic growth through increased tourism in the river corridor and develop the national scenic and historic parkway known as the Great River Road (GRR), a 565-mile National Scenic Byway and All-American Road from Lake Itasca State Park to the Iowa border (Minn. Stat. § 161.1419).

The MN-MRPC is a legislative commission under the administrative and fiscal oversight of the LCC. The MN-MRPC is comprised of 15 members: two members from the Senate; two from the House of Representatives; one member from each of the following state agencies: Explore Minnesota Tourism, Department of Transportation, Department of Natural Resources, Department of Agriculture, and the Historical Society; five regional citizen members; and an at-large member who is appointed by the other commission members. The MN-MRPC is part of the larger National MRPC, which includes state commissions from the nine other Mississippi River states: Arkansas, Illinois, Iowa, Kentucky, Louisiana, Mississippi, Missouri, Tennessee, and Wisconsin. For more information about MN-MRPC, visit our [website](#).

SECTION 2: SUMMARY OF SCOPE AND OBJECTIVES

The LCC is seeking information from qualified individuals or entities to provide marketing and outreach services to the MN-MRPC.

These services may include the following services for the MN-MRPC in coordination with the LCC:

General Marketing and Communication Services

- Assistance with email and mail inquiries from the general public (1-5 requests per month).
- Maintaining up-to-date contact information of community stakeholders, interpretive centers, and other byway partners.
- Ongoing communications to commission members, agency and technical partners, community stakeholders, Minnesota's 13 interpretive centers, and scenic byway contacts (1-2 times per month).

Coordination of Projects for Great River Road tourism

- Work with MRPC and LCC to determine the ideal messaging strategies for GRR and its partners.
- Work with MRPC and LCC on designing and implementing digital marketing plans on social media and other online platforms to increase GRR awareness (3-4 original posts per month).
- Ongoing proactive outreach to interpretive centers, convention and visitor bureaus (CVBs), and other byway partners to develop and deepen partnerships to raise the profile of the GRR (monthly).
- Participation in MN-MRPC quarterly and executive committee meetings.
- Coordinate the printing and distribution of GRR maps (approximately once every 18 months).
- Work with MRPC and LCC on design and production of GRR brochures and guides.
- Work with MRPC and LCC on design and execution of special projects, such as the annual Drive the Great River Road Month campaign (1-2 times per year).
- Website maintenance and updates, including social media, 10-state campaign incorporation, seasonal promotional opportunities, and updates as needed (<http://www.mnmississippiriver.com/>; This may be in coordination with vendor website maintenance services and the LCC.) (1-2 times per year).
- Work with MN-MRPC and LCC on National MRPC meeting planning when hosted by the MN-MRPC (once every 4-7 years).
- Interaction with ten-state national MRPC members and national MRPC and staff in support of the LCC, including possible participation in national MRPC committees.

- Work with MN-MRPC and LCC on strategic plan project work and other special project services as requested, including alignment with national scenic byway frameworks.
- Draft press releases about MRPC- and GRR-related news (2-4 times per year).
- Respond to new initiatives as they develop.

SECTION 3: SUBMISSION OF INFORMATION RESPONSES

The LCC is requesting information from qualified individuals or entities to provide such services.

Information responses are requested to be submitted by 4:00 p.m. (CST) 11/9/2026.

Each information response is requested to contain the following:

1. Transmittal cover letter including contact information for the individual or entity.
2. Summary of marketing services that the individual or entity may be able to provide to the MN-MRPC.
3. Description of individual/entity, qualifications, past tourism and marketing services experience, examples of marketing work if possible.
4. Description of experience with any intergovernmental or legislative infrastructure.
5. Fee information including estimated hours of service on a per/month basis and inclusive hourly cost or monthly retainer.
6. Any other information that may be helpful.

SECTION 4: ELIGIBILITY, EVALUATION PROCEDURE, AND TIMELINE

Eligible Applicants

This Request for Information (RFI) is open to all individuals and entities possessing the appropriate capabilities, qualifications, and experience.

Consideration of Information Submissions

Upon receipt and evaluation of qualified proposals, the LCC will consider the information provided and reserves the right to potentially negotiate the specific terms of the contract. If a contract is entered into, additional terms and conditions will be considered.

The LCC reserves the right to request an interview or ask follow-up questions to

respondents.

This RFI does not oblige the LCC to enter into a contractual agreement with any respondents. Funding for this type of work is subject to legislative appropriations to the LCC.

Timeline

10/6/26	RFI issued
11/9/26	Information submissions are requested to be submitted by Monday, November 9 th , 2026 to: Andrew.George@lcc.mn.gov Questions regarding this RFI and/or MN-MRPC and LCC should be directed to: Andrew George 651-297-7143 (voice); andrew.george@lcc.mn.gov
11/9/26	Information packets due to Andrew George