

# Minnesota Intelligent Rural Communities Program

## WINONA COMMUNITY PROJECT REQUEST FOR PROPOSAL

### BACKGROUND

C. K. Blandin Foundation has included the City of Winona in its Minnesota Intelligent Rural Communities (MIRC) Program. This program has been funded through the US Department of Commerce's NTIA Broadband Technology Opportunities Program. The Foundation has provided our community with \$85,000 for projects that promote the use of broadband technology.

MIRC is following the Intelligent Community framework; an approach that relies on five elements:

- **Broadband** – ensuring wired and/or wireless broadband availability
- **Knowledge Workers** – ensuring that workers have the skills necessary for good jobs
- **Digital Inclusion** – ensuring that all have broadband access and necessary skills
- **Innovation** – providing new or more efficient government and business services
- **Marketing/Advocacy** – attracting investment and talent to our community

Under the terms of our grant with Blandin Foundation, over the next two years our community will identify and implement at least three projects that increase broadband use; at least one of these projects must address digital inclusion (ensuring that all have broadband access and necessary skills). More information about Intelligent Communities can be found at [www.intelligentcommunity.org](http://www.intelligentcommunity.org).

### PROJECT CATEGORIES

We are seeking project proposals in three categories:

- 1) Projects that promote high-speed internet usage for the underserved (seniors, minorities, recent immigrants, low-income, and other underserved populations). Example projects include: directly providing computers to individuals, creating a computer lab or enhancing an existing lab, increasing afterhours (after 5 p.m. and weekend) access to the internet, and improving internet access at public facilities.
- 2) Websites or web content that serves as a clearinghouse for general community resources and promotes public access to the internet. An example project would combine links to Winona 360, Visit Winona, governmental sites, and others to create a digital front-door to Winona. The website or web content would also inventory public internet access (e.g. public wireless hotspots, library access, etc.) and publish this information on-line.
- 3) Projects that promote increased business vitality through increased broadband use. Example projects include: providing Wi-fi in tourism-oriented public spaces (e.g.

Levee Park, Lake Winona area, etc.), enhancing tele-medicine opportunities, or increasing the capacity for websites to handle transactions (e.g. paying bills online).

### ELIGIBLE APPLICANTS

Community organizations (local units of government and not-for-profit organizations, including health care facilities and schools) are eligible applicants. Private, for-profit entities can participate in partnership with eligible organizations. Applicants can request up to \$45,000 of the \$85,000 available. However, projects of all sizes/monetary amounts are encouraged. Remember that at least 3 projects will be funded.

### MATCHING REQUIREMENTS

- 1) All proposals must include in-kind support (e.g. staff time, materials, etc.). Proposals that include a cash match will receive bonus points upon application review (see next page).
- 2) A cash match is not required for projects that provide widespread public/community benefits and that are open to large numbers of community members. Examples of these types of projects would include computer and Internet training, community organization web site development and/or training, e-commerce training, etc.
- 3) A 1:1 cash match is required for projects that primarily benefit individual organizations. This would include application development or network improvements, including proposals to launch a tele-health application for the local hospital, a web server for a unit of government, or a new e-commerce capable web site for the chamber of commerce.

### TIMELINE

- 1) Proposal Submission Deadline: Friday, October 1<sup>st</sup> – 4:30 p.m.
- 2) Project Selection Announcement: November 1<sup>st</sup>.
- 3) Project Commencement: January 1<sup>st</sup>, 2011.
- 4) Project Completion Deadline: Feb 28<sup>th</sup>, 2012.

### SUBMITTAL REQUIREMENTS

Proposals may be submitted electronically to [cespinosa@ci.winona.mn.us](mailto:cespinosa@ci.winona.mn.us) or delivered to the Community Development Department, 2<sup>nd</sup> floor Winona City Hall, 207 Lafayette Street, attention Carlos Espinosa. Proposals have a 10 page limit including the application form and attachments. Letters of support from partners or other organizations involved in the project are highly encouraged. Letters of support will not be considered attachments, and thus will not count toward the page limit.

### REPORTING REQUIREMENTS

Recipients of funding will be required to report expenses for the following budgetary items on a bi-annual basis: personnel and benefits, organizational operations, professional

services/consultants, capital outlay, and in-kind match. More information and assistance with these requirements will be provided upon project selection.

PROPOSAL SCORING

The proposals will be scored based on the following criteria:

	Points Possible
Degree to which proposal fits project category	30
Inclusion of community partners	10
Impact of project on broadband/high-speed internet use	10
Project readiness	10
Bonus: Cash match	5
Bonus: Multiple languages	5
Bonus: Creation and promotion of public wireless hotspots	5
Bonus: Sustainability of project	5

In the event of a tie, projects that better represent the five elements of the Intelligent Community framework will be given higher priority.

MORE INFORMATION

Contact Carlos Espinosa, Winona Assistant City Planner at 507-457-8216 or [cespinosa@ci.winona.mn.us](mailto:cespinosa@ci.winona.mn.us)

**Minnesota Intelligent Rural Communities Program  
WINONA COMMUNITY PROJECT RFP APPLICATION FORM**

<b>PROJECT NAME:</b>
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**Name of Organization:**  
\_\_\_\_\_

**Contact Name:**  
\_\_\_\_\_

**Telephone:**  
\_\_\_\_\_

**Email:**  
\_\_\_\_\_

**Project Category:**

Underserved      Clearinghouse Website or Web content      Business Vitality

**Intelligent Community Element (circle categories that apply):**

Broadband      Knowledge      Digital      Innovation      Marketing/  
Workers      Inclusion      Advocacy

**Please add attachments as needed to address the following:**

- 1) Project Purpose
- 2) Project Narrative
- 3) Project Partners
- 4) How this project will increase use of broadband
- 5) Other Project Benefits

**Project Budget:**

	<b>Grant Funds Requested</b>	<b>Source 1:</b>	<b>Source 2:</b>	<b>Total:</b>
Equipment				
Software				
Training				
Personnel				
Other -				
Other -				
Other -				
<b>Total</b>				

**Are all other funds committed?**      Yes      No

**If yes, please provide proof of commitment (e.g. letter of support). If no, what is the status of these funds?**