



Neerland & Oyaas, Inc.

Creative Public & Private Connections

www.neerland.oyaas.com

**Proposal to the Minneapolis Park and Recreation Board
for Intergovernmental Relations Consultant Services**

To: Mary Merrill, Superintendent
Minneapolis Park and Recreation Board
2117 West River Road, Minneapolis, MN 55411
mmerrill@minneapolisparcs.org

From: Mark J. Oyaas, Managing Partner
Neerland & Oyaas, Inc.
mark@neerland.oyaas.com

Date: April 20, 2018

Thank you for the opportunity to submit a proposal to provide Intergovernmental Relations Consultant services to the Minneapolis Park and Recreation Board (MPRB). The following proposal outlines our vision for how we can support and provide assistance to Park Commissioners under the direct supervision of the MPRB Superintendent.

As someone whose life literally has been forged in large part by the Minneapolis Parks system, I view this opportunity as an honor to give back. The Minneapolis Parks have always been my "back yard." From youth sports of long ago to my regular Wednesday night golf league, they have always been at the center of my enjoyment and growth. My mother proudly served the MPRB as the Board's recording secretary and administrative assistant to three superintendents and many assistant superintendents. My sons worked the mowers and in recreation centers throughout their high school and college careers. Additionally, I have happily volunteered at a number of levels in support of this great system.

It was a pleasure to imagine the possibilities as we prepared the following proposal.

Submitted by:

Mark J. Oyaas
Managing Partner
Neerland & Oyaas, Inc.



Minneapolis
Park & Recreation Board



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PROPOSAL: INTERGOVERNMENTAL RELATIONS CONSULTANT

APRIL 20, 2018

Submitted by:

Neerland & Oyaas, Inc.

Mark J. Oyaas, Managing Partner

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NEERLAND & OYAAS, INC. PROPOSAL FOR SERVICES

April 20, 2018

OVERVIEW

Neerland & Oyaas, Inc. (N&O) is pleased to respond to the Minneapolis Park and Recreation Board's (MPRB) request for proposals (RFP) for an Intergovernmental Relations Consultant.

We believe the scope of services hits at the core our firm's capabilities and experience. For our firm's managing partner, Mark J. Oyaas, this opportunity has specific personal meaning. Mark has a lifetime of experience in MPRB's parks and programs. He has worked both professionally and as a volunteer to enhance its ability to sustain and grow the MPRB mission.

THE OBJECTIVE

The RFP lists communications with the many layers of local government that both influence and enhance the MPRB's mission and daily activities. The list includes obvious municipal partners—like the City of Minneapolis and the Minneapolis School Board—along with other levels of government including Hennepin County and the multiple watershed management organizations. Further, the consultant is asked to operate as a communications consultant to external partners, both governmental and nongovernmental organizations important to the MPRB mission. The third general element of the proposal falls under the category of "trusted advisor" assisting key staff and elected officials in effective communication, problem solving and advocacy of specific MPRB goals and objectives (or specific initiatives).

OUR PROPOSAL

The services requested are the core services that N&O has provided for public, private and nonprofit sectors for more than twenty-five years. Established in 1992, Neerland & Oyaas, Inc. is a professional consulting group designed to help organizations of all kinds reach their objectives by creatively connecting them to government, private sector, civic and financial resources. Charles Neerland and Mark Oyaas founded the firm to leverage their extensive public sector and private sector experience. They provide clients with expertise in matters relating to the role of profit and nonprofit organizations in local economic development. Further, N&O provides project management and discreet services to local governments in the Twin Cities to forward public purpose projects. N&O is a veteran-owned firm (official State of Minnesota recognition pending).

MARK OYAAS, N&O KEY CONTACT

Mark J. Oyaas would serve as N&O's key contact and manage the services outlined in the RFP. Mr. Oyaas is a principal in Neerland & Oyaas, Inc., a public affairs consulting company. The firm's core business focuses on advising clients on business opportunities in the public and nonprofit sectors. Mr. Oyaas' primary areas of expertise are in state and local government relations, grass roots lobbying, issues management and media relations.

Mr. Oyaas has also coordinated several projects on behalf of local governments and nonprofits including funding the successful expansion of the Minneapolis Convention Center and forging a successful partnership between the city of Minneapolis and the Walker Art Center in forwarding the center's \$90 million expansion project. He is key contact with current client CenterPoint Energy, advising on policy discussions, regulatory issues and constituent/customer problem solving.

Along with his partner, Charles Neerland, Mr. Oyaas is the co-founder of New Ballpark, Inc. (NBI), a grassroots organization comprised of business, labor, and civic leaders whose goal has been to forward a politically-realistic solution to the potential loss of Minnesota's Major League Baseball team. He served as NBI's primary spokesman in the media and before various government bodies.

In addition to his work as a public affairs advisor, Mr. Oyaas directs *germ of an idea, inc*, the creative communications subsidiary of Neerland & Oyaas. Through this outlet clients are provided access to some of the region's finest talents to assist in finding creative solutions to communications objectives. *germ of an idea, inc* can assist on a number of levels from television production to internet communication. They also assist in the planning and implementation of events of all kinds including seminars, trade shows, political communications, employee/partner meetings and public meeting facilitation.

Employment History:

1991- Present: Neerland & Oyaas, Inc., Managing Partner since 2005
2003-2005 Vice President Public Affairs, Fleishman Hillard Minneapolis
(N&O affiliated during these years)
1982-1990 Principal Assistant to Hennepin County Commissioner Jeff Spartz
1980-1981 Council Aide, Minneapolis City Council, Council Member Judy Corrao
1979-1980 Government Relations staff assistant, Northwestern National Bank,
Minneapolis (now Wells Fargo, Minnesota)

Military Service: United States Army, Honorable Discharge 1976

Relevant Volunteer Service: Mr. Oyaas served as a charter member of the City of Minneapolis Internal Audit Committee representing the Minneapolis Park Board. He is one of three citizen appointments serving with three City Council Members, and he was reappointed by then-Mayor Betsy Hodges for a second term thereby reaching term limits per ordinance. Mr. Oyaas also

served on People for Parks and was that Board's chair in 2000. He and his wife Joan were active for more than a decade on their local Kenwood Recreation Center Board.

WORK PLAN

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

Description of Task	Start Date	Duration	Estimated Hours
1. Meet with key MPRB staff, elected officials and other key stakeholders to develop specific goals and objectives for outreach to individual governmental units.	June 4	Three weeks	24
2. Develop and vet key messages and supporting talking points.	June 18		10
3. Establish priorities and deadlines where possible.	June 25		8
4. Establish specific reporting mechanisms that define Who-How-What-When. Beyond ongoing regular reports establish hard dates for group downloads and feedback.	June 28		6
5. Implement communication strategy outlined in Tasks 1, 2 and 3.	July 1	Six Months	40 hours/month
6. Halfway point plan review and retool as necessary.	September 15	Two weeks	16
7. Ad hoc communications, problem solving and advocacy as directed.	July 1	Six Months	8 hours/month

PROJECT DELIVERABLES

Following is a complete list of all project deliverables:

Deliverable	Description
Tasks 1, 2 and 3	Establish a work plan that contains specific objectives for communication with prioritized targeted audiences.
Task 4	Establish agreed-upon reporting mechanism that is clear, available to the public upon request and holds consultants and client accountable.
Task 5	Communications and advocacy services on behalf of MPRB.
Task 7	Ad hoc communications services as needed.

CONTRACT FORM AND INSURANCE

Mark J. Oyaas, on behalf of N&O, has read and agrees to comply with the conditions of Attachment A to the RFP.

FEE PROPOSAL

N&O estimates that quality execution of these services would require approximately 335 hours at the government rate of \$150 per hour. We do not charge for travel, downtime or routine email and phone conversations. Therefore, the fee proposal for this project is:

335 Hours @ \$150 = \$50,000 Total

Expenses: (Insurance at cost, to be determined)

RELEVANT CASE STUDIES

We believe that this project contains some of the same key elements as the following successful projects N&O has worked on in the past:

- Minneapolis Convention Center Expansion—political and financing strategy development which led to the successful expansions of the Convention Center.
- Walker Art Center Expansion—political and financing strategy to develop a municipal parking solution to support the privately-financed expansion of the Walker Art Center.
- New Ballpark, Inc./Minneapolis Home Field Advantage—participated in development of a public affairs strategy that led to community support of a compact transit-oriented ballpark. This support opened the door for Hennepin County's political leadership to craft a public-private partnership with the Minnesota Twins that eventually resulted in Target Field.

Additionally, our ongoing work with CenterPoint Energy reflects our capability when the delicate constituent/customer needs arise. We look forward to discussing details should we be granted an interview.

REFERENCES

Commissioner John Gibbs
Three Rivers Park District Board
of Commissioners
john.gibbs@threeoversparks.org
763-694-2086

Al Swintek
Director, Local Government Relations
CenterPoint Energy
albert.swintek@centerpointenergy.com
612-321-4799

Commissioner Mike Opat
Hennepin County Board of Commissioners
mike.opat@hennepin.gov
612-348-7881

Council Member Lisa Goodman
Minneapolis City Council
lisa.goodman@minneapolis.gov
612-673-2207

Richard (Dick) Miller
Board of Managers
Minnehaha Creek Watershed District
dickrmiller@gmail.com
612-655-1121

CONCLUSION

We anticipate that many responders to this RFP will be responding with a goal that this opportunity evolves into a permanent position within MPRB. It was our goal to differentiate this response approaching the project as a first step in crafting a local government relations function without the bias that comes with seeking a permanent job. We believe this is very much in line with the elected board's wisdom to hire an interim superintendent with deep roots in the system to assist in finding a permanent leader.

We look forward to the opportunity to discuss this with you soon. Thank you for your consideration,

/s/ Mark J. Oyaas

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