

# *Explore Minnesota Tourism*

*State of Minnesota*



## **9<sup>th</sup> Annual Minnesota Governor's Pheasant Hunting Opener Event**

### **2019 Event Proposal Outline**

#### **For More Information:**

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# Minnesota Governor's Pheasant Hunting Opener Event

## ***Background Information***

The Minnesota Governor's Pheasant Hunting Opener (GPHO) was established in 2011. The purpose of the event is to focus on Minnesota's hunting heritage, cultural traditions and the economic impact of the sport, as well as to generate associated travel and tourism.

The GPHO is a cooperative promotion between the host community, the Minnesota Department of Natural Resources (MN DNR) and Explore Minnesota Tourism. State government, local communities, hunting organizations, and the tourism and hospitality industry work together to promote Minnesota hunting and outdoor activities to the media.

The GPHO provides the host community with an opportunity to highlight area hunting and other recreational activities, attractions and points of interest.

## ***Event Outline***

This document outlines the basic responsibilities of hosting the GPHO. The GPHO is held annually and is sponsored by Explore Minnesota, MN DNR and the host community organization. Proposals can be submitted by the official tourism organization of the community. Examples include chambers of commerce, convention and visitors bureaus, or a committee formed specifically for the event. A specially formed committee must show documentation of support from local tourism organizations.

## ***Community Involvement***

Communities interested in hosting the event should consider the volunteer resources available. A high level of community involvement is necessary to host a successful event. A planning committee is formed, and meetings are held from December – October to develop the event activities and plans. It is required that an event planner be designated as the primary contact.

## ***Benefits of Hosting the Event***

Each year, numerous media outlets attend the GPHO. Media attending the event generate countless reports and stories that appear locally, regionally and nationally. The event creates hundreds of thousands of dollars in media exposure for the host community before, during and even long after the event has occurred.

## ***Anticipated Event Dates***

The GPHO dates are determined by the opening of pheasant hunting season in Minnesota. The MN DNR sets this date based on a number of criteria, but it typically falls on the second or third full weekend in October.

### ***Agreement***

A formal agreement between the host community organization, Explore Minnesota and MN DNR, solidifies the partnership for the GPHO event. Explore Minnesota will present the agreement to each entity for review and signature. Once signed by all partners, copies of the agreement will be given to each entity.

***Budget.*** As planning begins, an event budget must be submitted to EMT by February 1, 2019. Updated budget reports must be submitted to EMT every other month, which show income and expenses to date.

***Self Pays.*** Some guests pay for participating in the event with their own funds. These monies are paid to the host community/organization.

### ***Meals, Community Celebration Meal and Locations/Facilities***

The host community/organization must take responsibility for the Friday afternoon registration, Friday evening Hunter Host and guests pairing, Friday evening Community Banquet, the Saturday morning breakfast and interview location, and Saturday lunch/media event location.

- ***Community Banquet.*** This is a meal event for all hunter hosts, committee members, guests, media, and the general public at a designated location should be available. The meal will be complimentary for media and others as determined by the host community, with a set price per ticket for other invited guests and the general public. The dinner is held on Friday night.  
*Estimated attendance: 300-500*
- ***Breakfast – Saturday.*** Breakfast must be available for the hunting parties, guests and media at a designated location with space for media interviews beginning around 6 a.m. This will be complimentary for media and others as determined by the host community, with a set price per ticket for other invited guests. *Estimated attendance: 50 – 75*
- ***Lunch/ Media Event – Saturday.*** Lunch must be available for the hunting parties, guests and media at a designated location. This will be complimentary for media and others as determined by the host community, with a set price per ticket for other invited guests. *Estimated attendance: 50 – 75*
- ***Land Dedication.*** It has become a tradition, but not a requirement of this event, to hold a land dedication. This is an opportunity to highlight and celebrate a recently purchased piece of public land open to hunting. A 30-minute program on-site would feature the Governor, DNR Commissioner, EMT Director and 1-2 local people. *Estimate attendance: 100-200*

***Event Activities.*** The host community/organization can offer an alternate activity for guests and media who do not hunt (this is optional). There could be one activity on Friday afternoon, Saturday morning and Saturday afternoon. Examples may include tours highlighting area points of interest, outdoor recreational activities such as golf, fishing, etc., and children's school programs related to the outdoors.

***Hunter Host Pairing Meeting.*** An information meeting for the volunteer Hunter Hosts and guests will be held 1-2 weeks in advance of the GPHO. The meeting will be used to provide Hunter Hosts and guests with information for the event and to pair the Hunter Hosts with their hunting parties. Hunter Hosts, local planning committee, selected sponsors and staff will attend the meeting. *Estimated attendance: 50 – 75*

***Event Insurance.*** The host community/organization will be responsible to secure event liability insurance in the amount of \$2 million to cover all aspects of the event. Hunter Hosts are required to provide liability insurance as part of the agreement to become a volunteer for the event.

**Event Contact with Health Department.** The planning committee/host community must contact the Health Department to determine any needs regarding food handling at the event.

**Name Badges/Lanyards.** The host community/organization is responsible to provide name badges and lanyards for all official participants.

**Lodging and Headquarter Property.** The sponsoring organization/host community must provide lodging as follows:

- **Thursday Night** – No complimentary lodging needs to be offered, however some rooms should be blocked for any staff that needs to come in early.
- **Friday Night** - Complimentary lodging for between 30-50 media guests. Non-complimentary lodging for up to 100 people; including legislatures, invited guests, staff, etc.
- **Saturday Night** – Host Community is not obligated to offer complimentary lodging for Saturday night but may want to offer it to any media who indicate they will be staying for the weekend.

If adequate lodging is not available at one property, one lodging business will be established as the headquarters for the GPHO event. Other arrangements may be considered and should be outlined. Any additional lodging should be located in the near vicinity of the host property. Lodging properties must be dog-friendly for this event and must include documentation, on lodging letterhead by an authorized representative indicating the property is dog-friendly.

The rate charged to the planning committee by the lodging properties should be the same at each property. Friday and Saturday night lodging is part of the event package. A flat rate is charged to the attendees for Thursday evening. All money for lodging is paid to the host organization, which in turn will pay each property the flat rate.

**Transportation.** The host community must be within reasonable driving time of an airport. There may be a need for limited transportation for media and other guests to and from the airport. There may be an additional need for limited transportation to the event locations.

**Governor's Pheasant Hunting Opener Event Commemoratives.** The host community/organization is responsible for providing any commemorative items, such as hats, clothing, bags, etc. Sponsors may contribute additional items for distribution. Media information, schedule of events, where to buy a hunting license, maps, community visitor guide, DNR and Explore Minnesota materials should also be included and handed out to media and registered guest. This information can be included with the commemoratives or handed out separately in welcome bags.

**Governor's Pheasant Hunting Opener Event Logo.** Explore Minnesota will provide the host community with the official Minnesota Governor's Pheasant Hunting Opener logo to be used on commemorative items. Commemorative items must be distributed to all officially registered attendees of the event. All uses of the official logo must receive approval prior to being utilized.

**Fundraising & Sponsorships.** The host community/organization is responsible for fundraising for the event. They will solicit contributions and sponsorships from national, state and local Minnesota businesses, organizations, or statewide associations to help offset the cost of meals, lodging, commemoratives and other promotional items for event guests. Other fundraising activities may include tickets for the Friday/Saturday community celebration, raffles or a live & silent auction.

The host community/organization must work closely with and receive final approval from Explore Minnesota in selecting any contributors and supporting sponsors.

While fundraising should concentrate on covering the expenses of the event, some communities have had funds remaining after expenses have been met. In the event that fundraising for the GPHO results in revenue over expenses, the host community/sponsoring organization is required to work with Explore Minnesota to develop a marketing plan for tourism marketing activities to promote the host community area.

***Example Event Schedule (can be changed based on community needs)***

**Friday**

- 1-4 p.m. Kick-off Registration and Community Activities
- 5-7 p.m. Final Registration at the Banquet Facility, Social Hour, Silent Auction Viewing (if host community chooses)
- 6-9 p.m. MNGPHO Banquet

**Saturday**

- 6-8 a.m. Media Interview Opportunities
- 6-8 a.m. Breakfast & Final Hunting Host Pairing
- 8:30 a.m. Depart for hunting
- 11:30 a.m. Lunch for Hunters and Invited Guests.
- 12:00 p.m. Land Dedication (if host community chooses)
- 12:30 p.m. Interview Opportunities & Event Ends
- 1:00 p.m. Optional Afternoon Hunting (if community can accommodate and chooses to offer)

***Additional Notes:***

This outlines the basic responsibilities of hosting the Minnesota Governor’s Pheasant Hunting Opener event. The host community/organization must work with Explore Minnesota to develop an event schedule that not only highlights the Pheasant Hunting Opener, but also provides opportunities to showcase tourism activities within their area.

## **2019 MINNESOTA GOVERNOR'S PHEASANT HUNTING OPENER EVENT Proposal Outline Information**

Explore Minnesota is seeking proposals to host the 2019 Minnesota Governor's Pheasant Hunting Opener Event. This event is held annually and is sponsored by Explore Minnesota, Minnesota DNR and the host community organization. A competitive scoring process will be used to evaluate proposals to select the location. This request for proposal does not obligate the State to award the proposal.

***Anticipated Event Dates: October 11-12, 2019\****

*\*The Minnesota Pheasant Hunting Opener dates are determined by the Minnesota DNR Opener Dates. Depending on other Opener Dates, State and Federal Hunting Guidelines the Minnesota Governor's Pheasant Hunting Opener could fall on the second or third full weekend in October.*

### ***Who can submit proposals?***

Proposal can be submitted by the official tourism organization of the community – examples include chambers of commerce, convention and visitors bureaus, or a committee formed specifically for the event. A specially formed committee must show documentation of support from local tourism organizations.

### ***What items should be included in the proposal?***

Complete the proposal agreement form and attach it to your written event proposal. The event proposal must include details in the following areas:

1. Lodging – include proposed lodging headquarters and names and location of any other committed lodging facilities. \*Lodging properties must be pet/dog-friendly for this event and must include documentation, on lodging letterhead by authorized representative indicating the property is dog-friendly.
2. Community support – provide letters of support from local government, conservation clubs and/or other related organizations (i.e. agriculture, natural resources, gun clubs, etc.)
3. Provide examples of hunting and outdoor recreation promotion in organization's marketing program. (website, brochures, advertising)
4. Financial commitment – include past experience of the organization in fundraising.
5. Information on past experience of the organization in hosting events.

6. Facilities – proposed locations for a Hunter Host Pairing meeting, Friday evening Community Celebration Dinner, Saturday morning hunter breakfast & media time, and Saturday hunter lunch.

*Propose locations and facilities for the following activities/events:*

**Friday Afternoon 1-4 p.m.**

- Media Tours
- Registration
- Other Community Activities

**Friday Evening 4-9 p.m.**

- Community Banquet – seating minimum of 300
- Optional after banquet activities

**Saturday Morning 6-8:30 a.m.**

- Hunter Host Pairing meeting
- Saturday Morning **B**reakfast

**Saturday Afternoon 11:30 a.m. – 1 p.m.**

- Land Dedication
- Lunch on-site or at Land Dedication Site
- Media Interviews

7. Identify hunting locations, both public and private hunting lands, committed to the event.
8. Hunter host recruitment (between 30-50) – how will you secure needed hunter hosts & dogs?
9. Optional activities – include samples of the types of optional activities that may be planned for the event.
10. Transportation information – include distance from a commercial airport and distances to proposed hunting sites.
11. The sponsoring organization must provide a current copy of the Board of Directors of the CVB or Chamber of Commerce Meeting Minutes with the approval of the governing board of directors' acceptance and commitment to host and sponsor the event should it be awarded.

*When will the Community be notified if they have received the Event?*

Proposals must be received no later than **August 1, 2018** to be considered for hosting the 2019 event. A competitive scoring process will be used to evaluate proposals to select the event location. This request for proposal does not obligate the State to award the proposal.

Below is a tentative timeline for a site visit, notification, attending the current year event and first planning meeting for the following year's event.

**2019 Minnesota Governor's Pheasant Hunting Opener - Event Timeline**

- August 1, 2018                      2019 MN GPHO Event Proposal Due
- September 2018                      Prospective Host Community Site Visit with Event Chair
- October 1, 2018                      Notification to organizations
- October 12-13, 2018                2018 MN GPHO Event in Marshall
  - Announcement of 2019 MN GPHO Location
  - Up to four representatives from the 2019 host community to attend the 2017 MN GPHO Event in Luverne, MN
- December 2018                      First Planning Meeting for 2019 MN GPHO Event

**All questions should be directed to:**

Lisa Havelka, Event Coordinator  
Minnesota Governor's Pheasant Hunting Opener  
Explore Minnesota Tourism  
PO Box 454 Medford, MN 55049  
P: 507-389-2683 | Cell: 507-837-9042  
Toll-free: 888-975-6766  
Email: [lisa.havelka@state.mn.us](mailto:lisa.havelka@state.mn.us)



## 2019 Minnesota Governor's Pheasant Hunting Opener Event Proposal Agreement Form

Please complete and sign the agreement below and attach to the proposal information requested in the specifications along with a copy of the sponsoring organization (CVB or Chamber of Commerce) current meeting minutes showing approval of support for submitting to host the 2019 Governor's Pheasant Hunting Opener; including the signature of the Officer of the Sponsoring Organization.

Name of Sponsoring Organization \_\_\_\_\_

Host Community \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

Tourism Region:                      Southern \_\_\_\_ Central \_\_\_\_ Northwest \_\_\_\_ Northeast \_\_\_\_ Metro \_\_\_\_

Signature of Officer of Sponsoring Organization \_\_\_\_\_

Printed Name \_\_\_\_\_

Signing this form signifies agreement of the organization to provide a minimum of the requirements as outlined in the attached proposal information if selected as the 2019 Minnesota Governor's Pheasant Hunting Opener event host community and sponsoring organization.

\*\*\*Please attach a copy of the organization's (CVB or Chamber of Commerce) meeting minutes showing approval of submitting a proposal for the Minnesota Governor's Pheasant Hunting Opener event; including the signature of the Officer of the Sponsoring Organization.\*\*\*

### **Disclosures:**

Proposals are carefully considered and compared. This request for proposal does not obligate the State to award the proposal. The State reserves the right to cancel the solicitation if it is considered to be in its best interest.

**All documents must be received by August 1, 2018 to be considered for hosting the event. Please return to: Explore Minnesota Attn: Lisa Havelka PO Box 454 Medford, MN 55049.**