

# FOREVER SAINT PAUL CHALLENGE

## OFFICIAL GUIDELINES AND CRITERIA FOREVER SAINT PAUL CHALLENGE

### ELIGIBILITY

We welcome ideas from anyone who loves Saint Paul. It's that simple. You might work here, live here or just come to play every so often. If you care about Minnesota's capital city, we invite you to help shape its future.

Anyone may submit an idea via email, mail, voicemail or at select in-person events. If you submit your idea through our website at [MN IdeaOpen.org/foreversaintpaul](http://MN IdeaOpen.org/foreversaintpaul), you must be age 12 or older, per state guidelines for online participation. Online entrants under the age of 18 must obtain consent from a guardian or parent. On the online entry form, you will be asked to provide a parent or guardian name and contact information for consent purposes.

Individuals are eligible to submit their own idea or on behalf of a group or organization. Please note that in all Forever Saint Paul Challenge promotions, credit for the idea will go to the individual first and the organization or group second.

### WHO IS NOT ELIGIBLE TO ENTER AN IDEA?

Any organizations that receive financial benefit from the Forever Saint Paul Challenge and Idea Open are not eligible to enter an idea. This includes: The Saint Paul Foundation board and staff members, as listed at [mnpartners.org](http://mnpartners.org), and their immediate family members; Citizens League staff members; Grassroots Solutions staff members; Padilla Speer Beardsley staff members; Pocket Hercules staff members; and other consultants/contractors affiliated with the Forever Saint Paul Challenge.

Forever Saint Paul Challenge judges also are not eligible to enter an idea. Challenge reviewers may enter an idea, and special care will be taken to ensure that either they are not assigned their own idea to review, or they must recuse themselves from reviewing, commenting on and scoring their own idea.

### CONFLICT OF INTEREST

Given our expansive network of supporters that help us spread the word and fabulous sponsors that make the Challenge possible, we may encounter conflicts of interest. All volunteer reviewers and judges are required to sign The Saint Paul Foundation's conflict of interest policy and disclose in writing any potential conflicts of interest. In the event of a known conflict, reviewers and judges remove themselves from discussion and decision-making specific to the conflict.

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a Minnesota Community Foundation venture

## WHEN CAN I ENTER MY IDEA?

You may submit your ideas starting on February 13, 2013 at 11:00 a.m. CST and ending on Wednesday, April 3, 2013 at 5:00 p.m. For mailed-in entries, your entry must be postmarked on or before April 1, 2013. Any ideas submitted outside of these deadlines will not be eligible to win.

## CHALLENGE IV TIMELINE

- February 13-April 3: Idea submission period
- March (TBD): Idea Open House events
- May 9: Semi-finalists announced
- May 13-June 7: Idea shaping workshops for semi-finalists
- June 10-August 8: Judging to select finalists
- August 13-September 2: Public voting on three finalists
- September 9-October 4: Challenge Champion is celebrated!

## HOW TO ENTER

Enter as many ideas as you wish via email, mail, MN Idea Open.org, voicemail or at select events. We offer multiple ways to enter:

- Submit your ideas online at [MN Idea Open.org/foreversaintpaul](http://MN Idea Open.org/foreversaintpaul).
- Mail your written entry to:  
Forever Saint Paul Challenge entries  
c/o Grassroots Solutions  
2828 University Avenue SE, Suite 150  
Minneapolis, MN 55414
- Submit your entry at one of our Idea Open Houses (see [MN Idea Open.org/foreversaintpaul](http://MN Idea Open.org/foreversaintpaul) for schedule)
- Leave a voicemail on our Challenge phone line at 612.217.1580.
- Email us your entry at [info@MN Idea Open.org](mailto:info@MN Idea Open.org).

ALL ideas—no matter how they were submitted—will be posted online at [MN Idea Open.org/foreversaintpaul](http://MN Idea Open.org/foreversaintpaul). Contact us at [info@MN Idea Open.org](mailto:info@MN Idea Open.org) or 612.217.1580 for assistance. You will receive an email or phone call as a confirmation that we have received your entry.

For mail, voicemail and email submissions, we also require the following:

- Your name
- Phone number and/or email address
- City and/or county and state in which you reside

If you do not provide us with all of the requested information, and we are not able to reach you to gather it, your idea will not be entered into the Forever Saint Paul Challenge.

## WHAT SHOULD I INCLUDE IN MY ENTRY?

Make sure the following items are included in your entry or it may be disqualified for lack of information:

- **Write a descriptive title.** This is how others will find your idea on our website to cheer you on and—if you become a finalist—vote for your idea.

- **Do not exceed the character limits.** There's no need for a full proposal. We just want to hear your idea in a few simple, straightforward sentences. Keep your answers within the stated character limits (word counts are approximate, not hard limits).
- **Answer the Challenge questions:**
  - What would you do with one million dollars to make Saint Paul great? (approx. 250 words or 2,000 characters)
  - What makes your idea different or unexpected? (approx. 100 words or 800 characters)
  - How will your idea make a difference in Saint Paul? (approx. 100 words or 800 characters)
  - Why do you think people will recognize or remember your idea after it comes to life? How might it inspire others to do something similar in their community? (approx. 100 words or 800 characters)
- **Meet the criteria.** Your idea should address three things: innovation, impact and sustainability. Take a look at the criteria below (see *Challenge Criteria*) to make your idea the best that it can be.
- **Submit in English.** We only accept entries in English. Please contact us at [info@MN IdeaOpen.org](mailto:info@MN IdeaOpen.org) if you or someone you know needs help translating an idea to English.

If we receive ideas that exceed the maximum character count, we will make an effort to contact you and invite you to revise your idea to meet the requirement. We will not revise your idea on your behalf. If we cannot reach you, or we do not receive your revision by 5:00 PM CST on April 3, 2013, your idea will not be entered into the Forever Saint Paul Challenge.

## CHALLENGE CRITERIA

We encourage you to think BIG. This is a million-dollar Challenge for a million-dollar idea! At the same time, your idea should have reasonable potential to become reality. If your idea is to create the first-ever space program for Saint Paul, we'll tell you now that it's not going to make the cut.

We hope to see ideas that transform *your* corner of Saint Paul. You don't have to be a resident to claim that corner, either (see *Eligibility*). And ask for help! We love ideas that are worked on together.

You don't have to explain in detail *how* you'll implement your idea, you just need to make it clear that it *can* be done. We also don't expect you to know how to spend \$1 million dollars—but to the best of your ability, try to envision an idea that could be significant enough to fill those shoes.

### **Innovation**

We are looking for creative ideas. Your idea can be new, or offer a fresh twist on a past or present project. Be imaginative!

### **Impact**

We are looking for ideas that will make a difference for the better—creating or improving on something valued by your community. Your idea also must benefit a community in the Saint Paul area. Community may be defined broadly—it can be your neighborhood, your youth group, a local park or business, or city. We define Saint Paul by its geographic boundaries. Visit for [stpaul.gov](http://stpaul.gov) for reference.

### **Sustainability**

We are looking for ideas with some staying power—ones that will “stick”—or have the potential to be replicated or expanded in your community or other communities.

## SELECTION PROCESS

### THE REVIEW AND JUDGING PROCESS

We read and evaluate every idea that is submitted by the entry deadline. The process works like this:

**Semi-Finalist Round:** Volunteer reviewers read all ideas and narrow the entries to the semi-finalists (25-30) based on the three criteria: innovation, impact and sustainability.

**Finalist Round:** Expert panel of judges narrows 25-30 semi-finalists to 3 finalists.

**Public Voting:** The public votes for the winning idea.

### WHAT IF IDEAS ARE THE SAME?

If two or more ideas are *identical* then only the entry submitted first will be considered. For entries that are mailed in, date of submission will be the date the entry is postmarked. If we determine the ideas are similar but not identical, each idea will be reviewed on its merits against the criteria. All decisions are final. The spirit of the Idea Open community is one of openness and trust. We ask all participants to uphold this spirit and respect one another's ideas and give proper credit.

## OWNERSHIP OF IDEAS

As a participant in the Forever Saint Paul Challenge, your submitted (published) idea becomes public and you allow the Idea Open and The Saint Paul Foundation to promote, share and implement your idea. We want and encourage you to be involved in your idea, but we also understand if you choose not to be involved or circumstances prevent your participation. When that happens, we reserve the right to promote your idea for the aforementioned purposes—and we still give you credit, of course! Your idea is viewable by the public online. Other community members may comment on your idea, make suggestions and share it with others.

## ELIGIBILITY TO VOTE

Minnesota residents of all ages may vote at select in-person events and/or via SMS/text messaging. You also may vote on our website at [MN IdeaOpen.org/foreversaintpaul](http://MN IdeaOpen.org/foreversaintpaul), but state guidelines require that online voters be age 12 or older. Online participants under the age of 18 must obtain parental or guardian consent prior to voting.

## HOW TO VOTE

Three ideas will be selected as finalists and made eligible for public voting. You may vote once per email address (for online voting) and once per phone number (for SMS/text voting). You also may vote once at select in-person events.

### WHAT HAPPENS IN THE EVENT OF A TIE?

A run-off vote between the two tied finalists will take place in the event of a tie. Run-off voting will be held for one day, and run-off votes may be cast via text message or on our website at [MN IdeaOpen.org/foreversaintpaul](http://MN IdeaOpen.org/foreversaintpaul). Any eligible voters (see *Eligibility to Vote*) would be eligible to vote in the run-off, regardless of whether or not they had voted during the initial voting period.

## SEMI-FINALIST EXPECTATIONS

We will host several in-person events designed to help semi-finalists refine their ideas and receive expert guidance—as well as meet one another and network. If you have a fiscal agent in mind, this is the stage at which you articulate that. You don't need agreement from the fiscal agent yet. We just want to know if you have one in mind. If you don't know of one, our experts can help you identify possibilities. Our experts may include community or corporate leaders and program officers with expertise in business development and grant writing.

Semi-finalists may have an opportunity to share their ideas at the 2013 Great River Gathering in Saint Paul. Details to follow. Semi-finalists under the age of 18 must obtain a parent or guardian's consent to participate and may be required to provide written consent to continue in the process.

## FINALIST EXPECTATIONS

All three finalists are required to appear in a short video to “pitch” their ideas. That video is shared on [MN IdeaOpen.org/foreversaintpaul](http://MN IdeaOpen.org/foreversaintpaul), the Idea Open YouTube channel and various traditional and social media. Finalists may have opportunities to promote their ideas at public events and be interviewed by various media. We ask finalists to be as flexible as possible, as opportunities often come up at the last minute.

Finalists also are required to participate in a basic criminal background check conducted by an independent, qualified firm. This applies to individuals who submit an idea on behalf of an organization, as the individual is associated with the idea for promotional purposes. The background check does NOT include a credit check. Finalists submit their personal information directly to the third-party agency. The Saint Paul Foundation and Idea Open do not have access to your personal information, and results are kept strictly confidential and used only to determine further eligibility in the Forever Saint Paul Challenge.

Finalists under the age of 18 must obtain a parent or guardian's consent to participate and may be required to provide written consent to continue in the process. Finalists must be available during the judging process. If you cannot be reached, you may be disqualified. We will make every effort to reach you, but timing is critical.

## CHALLENGE CHAMPION EXPECTATIONS

Expectations are the same as semi-finalists and finalists above. Additionally, the Champion will be asked to complete reporting requirements throughout implementation of his/her idea. Technical assistance will be available to meet this requirement.

## CHALLENGE GRANTS AND PRIZES

The winning idea receives \$1 million for implementation. This amount is considered a grant and will be awarded to a recognized organization, verified and approved by The Saint Paul Foundation.

The individual with the winning idea receives a \$1,000 cash prize for his or her participation. Each runner-up (two) receives a \$500 cash prize, and each semi-finalist receives a \$100 cash prize.

If you receive a cash prize of any amount, please consult your tax advisor to determine any tax implications.

## IMPLEMENTATION GUIDELINES

You may be as involved as you want to be in your idea's implementation. Your involvement is not required and credit for your idea will be attributed to you. In all instances, the \$1 million grant will go to an organization verified by The Saint Paul Foundation that agrees to act as the fiscal agent for the project. Individuals are not eligible to receive the grant. If you do not indicate a preferred organization to receive the grant, we will select the fiscal agent. We also reserve the right to choose a fiscal agent different from your preference if we determine that another organization is a better fit for implementation. Our goal is to ensure that your idea is a success.

If implementation involves multiple organizations, we will work with you to determine the most suitable disbursement of the grant. We expect implementation planning to start within 12 months from the date the grant is issued. Completion may take some time, and we will work with you to create a reasonable timeline.

## USE OF PERSONAL INFORMATION

Any personal information used to submit an idea or vote will be used for Forever Saint Paul Challenge purposes only. Emails are collected and used for Idea Open and Forever Saint Paul Challenge communications only. You may unsubscribe at any time. When you submit an idea, your name and county are made public with your idea on the website. Your name and county also are used with your idea for the public voting phase. All other identifying information such as age and contact information is confidential and does not appear on the public website.

## QUESTIONS?

If you need help with your entry or have questions that are not answered here, please contact us at [info@MNideaOpen.org](mailto:info@MNideaOpen.org).