

**REQUEST FOR PROPOSAL
FOR CERTIFIED FARMERS MARKET
OPERATOR
RIVERSIDE COUNTY**



**PREPARED BY:
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OCTOBER 2015

REQUEST FOR PROPOSAL

REAL ESTATE DIVISION – COUNTY OF RIVERSIDE

INTRODUCTION

The Real Estate Division (“the Division”) of the Economic Development Agency of the County of Riverside is accepting proposals from Farmers Market Operators to start up and operate a weekly Certified Farmers Market at the Riverside University Health System – Medical Center, 26520 Cactus Avenue, Moreno Valley. The Farmers Market is sponsored by the Healthy Riverside County Initiative (HRCI) of the County of Riverside. We are committed to promoting healthy eating and sustainable agriculture in California by providing fresh agricultural products directly from local farms to urban customers, which builds community and preserves California farmland. The Farmers Market will support both the Healthy Riverside County Initiative for Healthy Eating as well as contribute to the creation of a Culture of Health for all County Employees.

The Farmers Market will be located at Riverside University Health System – Medical Center, 26520 Cactus Avenue, Moreno Valley, as set forth in the site layout attached as Exhibit “A.”

SUBMITTALS

Submittals to the Division must address two categories: Qualifications for Services, and the Financial, Marketing and Operations Proposal.

Qualifications for Services

Respondents shall provide their qualifications including, but not limited to, the following:

1. Company Name and entity type, i.e, corporation, LLC
2. Experience and Background.
3. Qualifications of the Operator and key employees who will actively participate in the Farmers Market.
4. Three Client References.

Financial, Marketing, and Operations Proposal

Respondents shall submit a proposal based upon number one or number two of the following:

1. Financial Proposal. Pay to the County a percentage of the monthly gross revenues (specify percentage) on all goods and products sold at the Farmers Market. This proposal shall require that the Respondent provide monthly reports of all sales and calculations to justify the percentages paid to County.
2. Marketing Plan. In lieu of the above Financial Proposal, propose a Marketing Plan to advertise and market the Farmers Market as sponsored by the Healthy Riverside County Initiative (HRCI). This could include signage at the Market events or other advertising ideas, the objective being to inform the public of the events and market HRCI as well as the County’s Culture of Health for

employees. The Marketing plan must include a social media component. In addition, the Operations component of the proposal shall set forth the following:

3. Concept Design Plan. Provide a Concept Design plan including:

- a. Overall appearance of the market.
- b. Standards of appearance for tents and canopies.
- c. Detailed description of signage being requested for approval.
- d. Green waste plan including disposal.
- e. Power & water plan, if any.
- f. Sustainability plan for unsold produce – donations or commercial sale.
- g. Days/Hours of Operations.

4. List of Farmers Market Vendors

Provide the following:

- a. A list of the vendors providing Certified Farmers Market Products and other Non-Certified Products including description of products offered by vendor.
- b. The number of vendors providing Certified Farmers Market products.
- c. The number of vendors providing Non-Certified Farmers' Market products.

It is the objective of the County to limit non-certified products to 30% or less of the total products offered. Ideally the Farmers Market will offer a wide variety of healthy food choices to the public. Vendor lists and products will be submitted by the Operator to the County for quarterly review on the fifteenth day of the month after the last month of each quarter. See Appendix for allowed vendor products.

5. Optional: Featured Restaurants. Rotating Featured Restaurants with Healthy menu options are desirable.

6. Purchasing Programs. Provide plan to participate and accept:

- a. WIC Farmers Market and Senior Market Nutrition Programs (during summer months only).
- b. WIC Fruit & Vegetable Check program
- c. California Advantage, Electronic Benefits Transfer (EBT) cards for local residents to enable use of food stamp benefits to purchase produce at the farmers market.

7. Vendor Compliance program: Operator to provide a compliance plan for and all vendors to ensure compliance with all applicable law. Such a plan will include a checklist of compliance such as certification, licensure, and any other related compliance items. Operators will be responsible to work with all vendors to aid in compliance. Operator and vendors shall comply with all applicable law including but not limited to state, county, and local health regulations and obtain the appropriate permits, certifications and business licenses.

8. Insurance: Operator to provide evidence of Comprehensive General Liability in the amount of \$1,000,000 naming the County of Riverside as additional insured.

REVIEW OF SUBMITTALS BY COUNTY

The Real Estate Division will review the submittals and establish a short list of candidates based on

the following:

1. Direct Farmers Market or related management experience.
2. Qualifications of the respondents.
3. Economic or other aspects favorable to the County based on the financial/marketing proposal.

After review by the County, each respondent will be notified as to whether or not their proposal will result in establishment of a panel interview.

PROCEDURE AFTER NOTIFICATION

After notification, the Real Estate Division will coordinate meetings to interview the candidates regarding the terms of their proposals, scope of services provided and establishment of timelines. Based on this information the Real Estate Division will make a decision whether or not make an award. In the event the County makes an award, the successful candidate will enter into a License Agreement with the County. In the event there are no qualified candidates, the Division may choose not to award the contract and re-issue this Request for Proposal.

PROPOSAL SUBMISSION – CONTACT INFORMATION

Submittals shall be delivered to the Real Estate Division no later than:

5:00 p.m., Monday, November 9, 2015

Any requests for information (RFI's) may be submitted by phone or email to the contact listed below.

Any submittals received after this date will not be considered.

Submittals shall be delivered to the following address:

County of Riverside
Economic Development Agency
Real Estate Division
Attention: Trea Womack
3403 10th Street, Suite 400
Riverside, California 92501
(951) 955-4695
twomack@rivcoeda.org

County reserves the right to cancel this Request for Proposal at any time during the selection process.

APPENDIX

<u>VENDOR TYPE</u>	<u>TYPE OF PRODUCTS</u>	<u>% OF VENDORS</u>
Farmers & Food Products	Fresh Fruits, Vegetables, herbs or Flowers Bakery Products, Nut & Fruit Package Products, eggs, cheese, oils, Prepared Foods & Beverages meeting HRCI standards	No Less Than 70%
Non-Food Products	Imitation Floral, Cookware, soaps, candles	Up To 30%