



The Greater Golden Chamber of Commerce

**Request for Proposals**

**For Farmer's Market Manager Services  
RFP #FM\_121218  
December 13, 2018**

**The Greater Golden Chamber of Commerce  
1010 Washington Avenue  
Golden, CO 80401**

# **The Greater Golden Chamber of Commerce Farmer's Market Manager Services Request for Proposal**

## **1. SUMMARY:**

The Greater Golden Chamber of Commerce "Chamber" is seeking proposals from persons and firms "Proposer/Manager" to provide comprehensive management services for a permitted farmer's market in downtown Golden, Colorado. The selected Proposer/Manager will be responsible for providing services in accordance with the Scope of Services outlined in Section 6 below.

## **2. BACKGROUND:**

The Golden Farmers Market has operated for many years under a permit secured by the Chamber from the City of Golden for use of a public space. The Golden Farmers Market has been run in past years by a group of dedicated volunteers who worked under the auspices and guidance of the Golden Chamber of Commerce. For the past three years a private company was contracted for the management of the market.

The city of Golden, Colorado is a small town of 20,000 residents with a very active and involved community. Community character, volunteerism and maintaining the historic small-town feel are highly valued by Golden residents. The Golden Vision 2030 plan is a set of guiding principles for the City and outlines important characteristics about the City. A copy of the Vision 2030 Plan would be helpful to anyone responding to this RFP, as it provides information about what is important to community of Golden. Vision 2030 is available at [https://www.cityofgolden.net/media/GV2030\\_Final\\_120910.pdf](https://www.cityofgolden.net/media/GV2030_Final_120910.pdf) or by contacting the City of Golden Planning Division at 303-384-8097.

## **3. RFP SUBMITTAL INFORMATION**

The "Reviewers," the staff and board members of the CHAMBER in conjunction with staff from the City of Golden, will evaluate proposals received in the required format within the required time frame. During the review process, the Reviewers reserve the right to request additional information or clarification from those that submit proposals, or allow clarifications, corrections, of errors, or omissions. The Chamber reserves the right to retain all proposals submitted. Submission of a proposal indicates the Proposer's acceptance of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Chamber and the Proposer selected.

The preparation of the proposal will be at the total expense of the Proposer. There is no expressed or implied obligation for the Chamber to reimburse responding Proposers for any expense incurred in the preparation of proposals in response to this request. All proposals submitted to the Chamber shall become property of the Chamber and will not be returned.

The Chamber reserves the right to reject any or all proposals, in whole or part, to waive any informality in any proposal, and to accept the proposal, which, in its discretion, is in the best interest of the Chamber. Any proposer may withdraw his proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal will not be

effective unless made personally or by telephonic notification received prior to the closing date.

#### **4. DUE DATE and SUBMISSION INFORMATION**

All proposals are due not later than 3:00 p.m. on Friday, December 28, 2018, at which time they will be opened by the Chamber. Late submissions will not be accepted. To be considered, Proposer/Manager must (1) Email a pdf of the proposal with the name of the company submitting the proposal and the title of "Golden Farmer's Market RFP for Market Manager Services" to Golden Chamber of Commerce in c/o Nola Krajewski at [Nola@goldenchamber.org](mailto:Nola@goldenchamber.org) and (2) Mail one color original, and three hard copies of their proposal in a sealed envelope with the name of the company submitting the proposal and the title of "Golden Farmer's Market RFP for Market Manager Services" to: The Greater Golden Chamber of Commerce, 1010 Washington Avenue, Golden, CO 80401. Questions with regard to this RFP should be submitted by email to: Nola Krajewski at [Nola@goldenchamber.org](mailto:Nola@goldenchamber.org).

#### **5. SCHEDULE**

RFP Released:	December 14, 2018
Deadline for Receiving Questions:	December 19, 2018
Response to Questions:	December 24, 2018
Proposals Due:	December 29, 2018
Finalists Selected:	January 14, 2019
Presentations/Interviews (if needed):	January 21, 2019
Vendor Selected:	January 28, 2019

#### **6. SCOPE OF SERVICES**

The Chamber intends to obtain the services of a qualified Proposer/Manager to oversee all aspects of the Golden Farmer's Market as defined below. The Proposer/Manager shall utilize best industry practices and/or best management practices, which may require additional services not explicitly enumerated. Proposers shall identify any additional services required, price them, and explain them in their response.

1. The Chamber intends to present a high-quality Market experience with a unique and individual flair complementary to downtown Golden.
2. The Proposer/Manager shall assume full operational responsibility for mounting and producing the Golden Farmer's Market.
  - a. The Manager shall contract for and pay for 100% of the cost to market, mount and produce the Golden Farmers Market
  - b. The Manager shall assume 100% for management, underwriting, operation, risk, and liability for the Golden Farmers Market
3. Each week, the Proposer/Manager shall reserve 2-3 no-cost community booths for:
  - a. The Greater Golden Chamber of Commerce and/or the City of Golden
  - b. A Jefferson County non-profit organization (selected and approved by the Chamber)
  - c. A member of the Greater Golden Chamber of Commerce (selected and approved by the Chamber)

4. Each week, the Proposer/Manager shall assign 20% of the booths to local Jefferson County to Vendors.
  - a. There shall be no cost for the use of these booth to the Vendors other than weekly remittance 20% of their income each week to the Proposer/Manager. As with all Golden Farmers Market Vendors, these Vendors shall be responsible for reporting and paying the City of Golden the required sales tax.
  
5. The Proposer/Manager's responsibilities shall include, but not be limited to the following:
  1. Curate a certified Farmer's Market that provides quality items desired by the Golden community in accordance with all State, County and City of Golden requirements and regulations.
  2. Obtain, complete and maintain all permits and supporting documentation to satisfy all permitting requirements of the City, the State of Colorado and Jefferson County.
  3. Keep, update and maintain weekly records of vendors, sales and revenue in an orderly fashion available to the Chamber and the City.
  4. Obtain, maintain and operate all necessary equipment to allow all vendors to accept payment through Electronic Bank Transfer cards in relation to the Supplemental Nutrition Assistance Program ("SNAP") or work with the City of Golden to obtain a free EBT machine.
  5. Partner with LiveWell Colorado to offer Double Up Food Bucks Colorado to SNAP recipients. The Double Up Program allows recipients to receive up to \$20 in Colorado grown fruits and vegetables when they use their SNAP benefits at participating farmers markets or select retailers. Follow vendor fee collection as outlined by the Chamber.
  6. Track Market attendance and provide weekly reports.
  7. Prevent unauthorized vendors and/or local merchants from participation in the market without prior specific approval of the Market's manager.
  8. Maintain membership with the Colorado Farmer Market Association.
  9. Prohibit all vendor parking within the Market area except as absolutely necessary as in the case of farm trucks or food trucks.
  10. Direct all vendor passenger and non-commercial vehicles to City or other privately-owned parking structures for parking during market operations. Vendors must be discouraged from parking in the adjacent neighborhood during market operation hours.
  11. Provide off site vendor parking for all market vendors
  12. Provide a breakdown of the vendor fee structure.
  13. Maintain compliance with all noise and pollution standards and ordinances of the City.
  14. Ensure that all vendors are appropriately licensed with the City with regards to Sales and Use Tax licensing.
  15. Ensure that all vendors, including food vendors and food trucks are in compliance with all licensure including City of Golden Sales and Use Tax and County and State Health and Safety requirements.

16. Provide proof of liability insurance for the market and as individual vendors.
17. Farmers' markets must accept Supplemental Nutrition Assistance Program (SNAP) benefits and participate in LiveWell Colorado's Double Up Bucks program.
18. "SNAP Eligible Foods" as defined in section 18.04.010 of the Golden Municipal Code shall comprise a minimum of 51 percent of annual market revenue or 51 percent of market vendors.
  - a. "SNAP Eligible Food" means any food or food product for home consumption, and also includes seeds and plants which produce food for consumption, by SNAP households as determined by the Federal Food and Nutrition Act of 2008, as from time to time updated. SNAP Eligible Food does not include the following items: alcoholic beverages, tobacco products, hot food and any food sold for on-premises consumption, nonfood items such as pet foods, soaps, paper products, medicines and vitamins, household supplies, grooming items, and cosmetics.
19. Operate the Market on Saturdays, from 8 a.m. to 1 p.m. during the period of June 1, 2019 through October 5<sup>th</sup>, 2019. There will be no market on July 27, 2019, due to a special event.
20. Close streets and turning lanes not less than one (1) hour prior to Market operation time using appropriate signage and physical mechanisms as prescribed by the prevailing authorities.
21. Open all streets and passageways, including the removal of signage and physical mechanisms, no later than two (2) hours after the close of each Market event.
22. Ensure trip guards are used with all cables, cords, wires and conduits placed upon or running over ground.
23. Maintain and make available 2 - 3 Community Outreach Tables to be used by Chamber and non-profit participants selected and approved by the Chamber.
24. Perform all janitorial duties including collection/disposal of trash during and after each Market event.
25. Utilize City provided trash and recycling receptacles.
26. Comply with all requirements of the City in relation to a Special Event Application.
27. Create and implement a marketing and promotional program.
28. Encourage local and small business vendors to participate in the market.
29. Encourage, engage and utilize Chamber/Visitor Center volunteers to participate and assist with the market.

## **7. FEE STRUCTURE:**

- a. Upon mutual execution of this contract, the manager shall remit to the Greater Golden Chamber of Commerce, a partial fee payment of \$3,000.00. This \$3,000.00 Engagement Fee is due at the signing of the Management Service Contract.
- b. Subsequently, the Proposer/Manager will make a payment to the Greater Golden Chamber of Commerce on October 7, 2019 of the greater of (1) 50% of the total

net profit accompanied by a detailed statement listing gross income and expenses, or (2) \$12,000.00

## **8. FORMAT/PROPOSAL OUTLINE**

The proposal shall be organized and submitted with the following elements:

- A. Cover Page
- B. Table of Contents
- C. Executive Summary: Provide a brief summary describing the Proposer's ability to perform the work requested; a history of the Proposer's background and experience providing services; the qualifications of the Proposer's personnel to be assigned to this project, any subcontractor, sub consultants, and/or suppliers and a brief history of their background and experience; and any other information called for by this RFP which the Proposer deems relevant, including restating any exceptions to this request for proposal. This summary should be brief and concise to apprise the reader of the basic services offered, the experience and qualifications of the Proposer, staff, subcontractors, and/or suppliers.
- D. Methodology: Describe the methods by which your firm or organization would fulfill the services requested in the Scope of Services and subsequent sections of this Proposal.
- E. Other required information:
  - a. Managing Company's Name, Address, Phone Number, Email Address and Web URL
  - b. Proposer's Contact information to include name, title, address, telephone number and email.
  - c. Letter of Authorization signed by an individual authorized to bind the Proposer/Manager, stating that the Proposer/Manager has read and will comply with all terms and conditions of this RFP.
  - d. Attachments: Proviso of any attachments the Proposer/Manager wishes to be reviewed by the Reviewers in support of your proposal.
- F. Qualifications and Experience of the Proposer/Manager and Proposed Project Team
  - a. Describe your or your organization's or firm's history and organizational structure. Include the size of the firm, location of office, years in business, certified markets managed, organizational chart, name(s) of owner(s) and principal parties, and number and position titles of staff.
  - b. List the members of your team who will be responsible for managing the Market and providing ongoing support, and their experience. Denote the staff person(s) who will be the on-site Management during Market operations and manage the SNAP and Double Up Bucks programs.
  - c. Describe how the team managing the Market will be supervised.
  - d. Describe your firm's or organization's experience managing certified farmers' markets. Describe comparable markets managed by your firm in the last five years, including the number, scope of services provided, and the status of each.
  - e. Comment on other areas that may make your firm different from your competitors.

- f. Identify how your firm or organization would curate the Market to maintain an individual identity complementary to the unique character of Golden.
- G. Proposed Budget:
  - a. Include a detailed budget identifying:
    - i. Expected income sources from table fees, memberships, donations, sponsors, fundraisers, etc.
    - ii. Expenses, which include ongoing operating costs, such as advertising and promotional materials, wages for the market manager, insurance, permits, office space, etc.
- H. Fees:
  - a. In light of Section 4.3., provide a pro forma that identifies Market costs, revenues and the fee required for Market Management services.
  - b. Describe any remaining fees not previously detailed in the above.
- I. References
  - a. List the name, address and telephone number of references from at least three (3) certified farmers' markets. Include a brief description of the work provided for each reference. You may offer more than three recent similar projects if desired. The references should include the start date of the project and the date of completion for each project.
- J. Implementation Schedule:
  - a. Include a detailed implementation schedule with the first Market to be conducted June 1, 2019 in accordance with key milestones and timelines for deliverables. Identify any assumptions used in developing the schedule.
- K. Certificate(s) of Insurance
  - a. The Chamber will require the successful Proposer to provide Certificates of Insurance evidencing required coverage types and the minimum limits.
- L. Sales and Use Tax License
  - a. The proposing organization does not require a valid Sales and Use Tax License to respond to this RFP. However, the successful Proposer will be required to be in good standing with the City in relation to a Sales Tax and Use License during the contracting process and maintain an active license throughout the contracted period.

## **9. EVALUATION OF PROPOSALS**

Proposals will be judged on the Proposer's ability to provide services that meet the requirements set forth in this document. The Chamber reserves the right to make such investigations as it deems necessary to determine the ability of the Proposer to provide services meeting a satisfactory level of performance in accordance with the City's and the Chamber's requirements. Interviews and presentations by one, several, or all of the Proposers may be requested by evaluators if deemed necessary to fully understand and compare the Proposer's capabilities and qualifications. The adequacy, depth, and clarity of the proposal will influence, to a considerable degree, its evaluation. Proposals will be evaluated based on the Proposer's qualification and experience, response to questions and the proposed scope of service, the proposed budget, the proposed fees, and references.

## **10. RESERVATION OF RIGHTS**

The Greater Golden Chamber of Commerce reserves the right to solicit sponsors for the 2019 Golden Farmers Market and receive any and all funds from these sponsorships and other Greater Golden Chamber of Commerce specific event and general sponsorships.

Request for Proposal is made on December 14, 2018 by the Greater Golden Chamber of Commerce Board of Directors, Sarah Barba, Chairman of the Board of Directors and Lorraine DAversa, Chair Elect of the Board of Directors. Please direct all questions and inquiries to the Greater Golden Chamber of Commerce in c/o Nola Krajewski, Member Relations Manager, at [Nola@goldenchamber.org](mailto:Nola@goldenchamber.org). Thank you