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##### REQUEST FOR QUALIFICATIONS

CERTIFIED FARMERS MARKET OPERATION

SOUTH GATE PARK

###### **FOR THE CITY OF SOUTH GATE**

**Contact Information:**

Glenn Massey, Parks Superintendent

City of South Gate

4900 Southern Avenue

South Gate, CA 90280

(323) 563-5448

gmassey@sogate.org

**Due Date:**

Deliver to: Office of the City Clerk

8650 California Avenue

South Gate, CA 90280

**SCOPE OF SERVICES**

The City of South Gate is seeking a qualified operator to manage and promote the City’s Certified Farmers Market. The City is seeking an organization experienced in developing dynamic farmers market that is self-sustaining and that, through community outreach and education can increase community awareness and access to healthier foods. The primary goal is to develop a market that serves as a festive opportunity for the community to obtain quality fresh and organic foods and goods.

**MARKET LOCATION**

South Gate Park is located at 4900 Southern Avenue in South Gate and is a 96 acre central park serving the community of South Gate. The Market is located within Parking Lot #3 at the South East corner of the park. The Market location fronts Tweedy Blvd. providing excellent visibility.

**PROJECT BACKGROUND AND OVERVIEW**

For over 30 years the City of South Gate has hosted a weekly Certified Farmers Market located at South Gate Park. Current hours are from 10:00 a.m. until 3:00 p.m. on Mondays year round, including most holidays. With approximately twenty vendors, items available for purchase include an array of fresh locally grown produce, prepared packaged foods, cut flowers, and food to be consumed on-site. The market attracts hundreds of visitors every week, from local neighborhood residents to those visiting from nearby cities. The primary purpose of the Farmers Market is to offer members of the local community the convenience of purchasing fresh produce from local farmers, encourage sustainable agriculture, benefit local businesses and accommodate a weekly, family-oriented gathering place for residents. The goal of the Farmers Market is to continue providing fresh food alternatives in an effort to promote healthy eating.

**FINANCIAL ARRANGEMENTS**

The City will not provide any direct financial support to the Market. Staff from both the Parks & Recreation Department and the City Manager’s Office will assist with promotion of the Market through inclusion in existing City media outlets such as the City Newsletter, website, etc. The City will negotiate with the selected operator for a reasonable percentage of the Market’s gross receipts to be paid to the City to cover City facility costs associated with the Market.

Each Applicant should include a detail of their proposed financial arrangements in their proposal. Financial terms will not be the sole determining factor in selecting a contractor, but may be used as one of the selection criteria as indicated below. The City reserves the right to negotiate with the selected applicant if the proposed financial terms are not acceptable to the City. The City also reserves the right to negotiate with alternate vendors if the originally selected vendor is unable to come to an agreement on terms within a reasonable period of time.

**SPECIFICATIONS FOR RESPONSE**

In order to be considered as a qualifying proposal, the following information is required:

Each submittal should include the items listed below. However, the organization may include additional materials as appropriate.

I. General:

Provide a descriptive summary demonstrating the organization’s general qualifications that the market is operated by a local nonprofit organization with the goal of providing fresh fruits and vegetables to the local community, including developing and implementing farmers markets. At a minimum, this would include the following items:

1. Overview of organization

2. Experience developing and implementing local farmers markets

3. Experience coordinating with local community organizations and merchant groups

4. Community building and promotional skills

5. Ongoing success of markets

6. Ability to provide local, organic produce and goods

7. Ability to provide multiple payment options including EBT

8. Provide at least three professional references

II. Community Outreach

The City is interested in a contractor who will promote healthy eating in our community and who will help to educate our residents, particularly our youth, in better nutrition. Provide an outline of programs that you are currently running or that you would propose to run in South Gate that would promote and educate our community regarding better nutrition and healthy eating habits.

III. Financial Agreements

Provide a short outline of how the City would be paid from the proceeds of the market to reduce its costs in providing the facilities and oversight for this operation. Include specific information as to how the City’s payment would be calculated. If on a percentage basis, please include a monthly minimum payment amount as well as an estimate of the total annual payment to be expected.

**Proposal Format**

* Three (3) copies of the proposal shall be submitted in writing with all associated attachments on or before 2:00pm on the due date. Proposals may only be received by the City Clerk’s Office at 8650 California Avenue, South Gate, CA 90280. In addition, one (1) electronic copy of the proposal in PDF format is requested.
* All proposals shall be 8 ½” by 11” and appropriately bound. A compact disc containing an electronic copy is also required.
* An officer who is authorized to execute legal documents on behalf of the organization shall sign the proposal.
* Information within the proposal should be clearly marked and formatted with the following sections.
  1. **Executive Summary** (max 1 page) – Provide an overview of the proposed market, your organization and its ability to be able to provide the services proposed.
  2. **Understanding of Project** (max 1 page) – Provide information which expresses and verifies your understanding of the services being requested and the City’s goals and desired outcomes for this project.
  3. **Experience and Background** (max 2 pages) – Explain in detail your organizations ability to ensure that the project achieves or exceeds goals and expectations through your experience with market management, promotions and community involvement.
  4. **Proposed vendor list** (max 2 pages) – Provide a list of proposed or potential vendors that your organization has an existing relationship with. Provide a brief outline of what criteria you will use in determining which vendors are appropriate for this market and your proposed mix of vendors by category.
  5. **Payment Options** (max 1 page) – Provide a detailed account of the various payment options which you can provide our residents who shop at the proposed farmers market. Because of the nature of our community, EBT and similar assistance programs are a must.
  6. **Community Outreach Programs** (max 2 pages) – Provide an outline of community education and outreach programs that you have run or that you would propose to run as part of this agreement to promote and educate our community about nutrition and healthy eating habits.
  7. **Financial Arrangements** (max 1 page) – Provide the proposed financial terms as indicated in Section III above.
  8. **References** (max 1 page) – Provide a minimum of three references for which you have provided similar services within the last three years. Provide a brief outline of the scope and location of the market as well as name and contact information of your primary contact with the City or agency.
  9. **Conclusion** (max 1 page) – Each proposer may include up to one page of summary which explains the overall value of their proposal and what they can bring to the City of South Gate as our Farmers Market Operator. This section will not be graded, but may be included in the award of the overall rating points.

**Questions concerning Proposal Requirements**

All questions regarding this RFQ should be addressed to:

Glenn Massey, Parks Superintendent

Phone: (323) 563-5448

Fax: (323) 564-8632

E-mail: [gmassey@sogate.org](mailto:gmassey@sogate.org)

# EVALUATION AND SELECTION PROCESS

All applicants will be evaluated and rated based on applicant’s demonstrated capability and experience in managing and operating a Certified Farmers Market as outlined in the scope of work. Applicant’s qualifications will be evaluated and graded by a committee consisting of three staff members and a final score will be assigned to each proposal based upon the criteria listed under “Proposal Format” above. Each section will be graded on a scale of 0 – 5 points with 0 being totally unresponsive and 5 having completely met all expectations in the topic area. Raters will be allowed to award up to a maximum of an additional 5 points based upon the overall appeal of the individual proposal.

Those proposals judged as being “most qualified”, will be contacted and given the opportunity to make a presentation to the Parks & Recreation Commission at one of their regular meetings. The Commission will select the most desirable proposal from those making presentations. Staff will negotiate a professional services agreement with the selected applicant and the final agreement will be presented to the City Council for approval. The new agreement is expected to be effective as of July 1, 2014.

# ANTICIPATED SELECTION SCHEDULE

The following timetable is anticipated:

May 23, 2024 Request for Proposal is released.

June 20, 2024 Proposals due by 2:00 p.m. to City Clerk

July 11, 2024 Presentations by Top Candidates to the Parks & Recreation Commission (TBD)

July 23, 2024 City Council awards Professional Service Contract

August 5, 2024 First day of operation under new contract

# NOTICE TO CANDIDATES

This Request for Proposals does not constitute a contract or an offer of employment. The cost of preparation of proposals shall be the sole obligation of the consultant. All proposals, whether accepted or rejected, shall become the property of the City.

The City reserves the right to reject any and all proposals. Elements and/or tasks may be added or deleted at the discretion of the City pending negotiation of the scope of work and compensation.

The organization shall certify that no official or employee of the City or any business entity, in which an official of the City has an interest, has been employed or retained to solicit or aid in the procuring of the Agreement for a Certified Farmers Market operation. No such person shall be employed in the performance of the Agreement.

The organization selected will be required to negotiate and sign a professional services agreement with the City of South Gate and abide by all terms stated in the agreement including providing certificates of insurance as specified in the agreement.

The City assumes no responsibility for “late proposals” and it is the sole responsibility of the consultant to ensure that the proposal is received at the City Clerk's office prior to due date. No faxes or emails will be accepted. Late responses, including responses postmarked before but not received until after proposal due date, will not be accepted and will be returned unopened to the applicant.

**City Staff Involvement**

City Staff will provide consistent and thorough involvement in monitoring and coordinating with the market operator or manager, as well as in reviewing and evaluating submittals, etc. The City Council approves all final decisions regarding award of contract, policy decisions, and adoption of final documents.