



# *The City of Harrison*

MICHIGAN

## **CITY OF HARRISON REQUEST FOR PROPOSALS MARKET MANAGER HARRISON CITY MARKET**

### **SECTION 1 GENERAL INFORMATION**

#### **I-1 Purpose**

This Request for Proposal (RFP) provides interested consultants with sufficient information to enable them to prepare and submit a proposal to the City of Harrison to satisfy its need for a Market Master for the Harrison City Market. This position is a contracted position for the oversight and operation of the four season farmers market in downtown Harrison. This arrangement will require approximately 30 hours per week, although there will be some weeks during which Consultant may not perform any services at all or, on the other hand, may work the full week. The pay structure is negotiable however the amount is not to exceed \$20,000 per year. The City of Harrison is an equal opportunity employer and provider.

#### **I-2 Issuing Office**

The RFP is issued by the City of Harrison. Proposals should be sent to:  
City of Harrison  
Attention: Tracey Beadle, City Manager  
229 E. Beech St.  
PO Box 378  
Harrison, MI 48625

#### **I-3 Project Statement**

The City of Harrison, located in Northern Michigan, situated in the middle of a agricultural area, represents a strong need for a year around facility for the purchase and the sale of locally grown foods and goods now and into the future. Not only does this contribute to the health and welfare of local residents, it provides economical growth in an area that otherwise would not be available to local growers.

#### **I-4 Response Date and Time**

To be considered, a proposal must arrive at the issuing office on or before 4:00 pm on February 24, 2016.

#### **I-5 Proposals**

To be considered, consultants must submit a complete response to this RFP, using the format provided in SECTION II. Each proposal shall be submitted in **three (3) copies** to the City Manager. The consultant shall make no other distribution of the proposals. An official authorized to bind the consultant to the provisions of the proposal must sign the proposal in ink. For the RFP, proposals must remain valid for at least (90) days.

#### **I-6 Addenda to the RFP**

In the event it becomes necessary to revise any part of the RFP, addenda will be provided to all consultants on record as receiving the original RFP. It shall be the bidder's responsibility to make inquiry as to changes or addenda issued. All such changes or addenda shall become part of the contract and all bidders shall be bound by such addenda.

### **I-7 Rejection of Proposals**

The City reserves the right to reject any and all proposals received as a part of this RFP, or to negotiate with any source whatsoever in any manner necessary to serve the best interests of the City. The City does not intend to award a contract solely on the basis of any response made to this request or otherwise pay for the information solicited or obtained. The City of Harrison reserves the right to take other action before a contract is signed or a purchase order is approved; even after City Council approves the bid.

### **I-8 Incurring Costs**

The City of Harrison is not liable for any cost by consultants prior to the issuance of a contract.

### **I-9 Type of Contract**

It is proposed that, if a contract is entered into as a result of this RFP, it will be a purchase of service contract. Negotiations may be undertaken with consultants as to price and other factors that show them to be qualified, responsible and capable of performing the work. The contract that may be entered into will be the most advantageous to the City of Harrison, price and other factors considered. The City of Harrison reserves the right to consider the proposals or modifications thereof received at any time before a contract is made, if such action were in the interest of the City of Harrison.

### **I-10 Disclosure**

All responses to this RFP shall remain confidential until the opening of the proposal by the issuing office on the date and time noted above. Thereafter, all responses shall be available for public inspection.

### **I-11 Acceptance of Proposal Content**

The contents of the proposal of the successful bidder may become contractual obligations, if a contract ensues. Failure of the successful bidder to accept these obligations may result in the cancellation of the award.

### **I-12 Prime Contractor Responsibilities**

The selected firm will be required to assume responsibility for all services offered in the proposal whether or not they possess them within their organization. Further, the City of Harrison will consider the selected firm to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

### **I-13 Contract Payments & Schedule**

The contract payment will be set at \$20,000 per year with a payment schedule to be determined by the consultant and the Harrison Market Board. This Agreement will begin March 1<sup>st</sup>, 2016 with renewal option March 1<sup>st</sup>, 2017. Either party may cancel this Agreement on 30 days notice to the other party in writing, by certified mail or personal delivery.

### **I-14 News Release**

News releases pertaining to this RFP or the service, study or project to which it relates will not be made without prior issuing office approval, and then only in coordination with the issuing office.

## **SECTION II**

### **INFORMATION REQUIRED FROM CONSULTANT**

Consultant proposals must be submitted in the format outlined below:

#### **II-1 Cover Letter**

In your cover letter please state any sales, marketing and promotional experience you may have. Address any event planning and customer relations experience. Please indicate familiarity with social media, creation of marketing material and bookkeeping capability.

## **II-2 Resume**

Please include a current resume including four references in combination of personal and professional.

## **II-3 Marketing Material/ Business Plans**

Attach a sample of any marketing material or a business plan you have created or had a part in creating.

## **II-4 Management Summary and Work Plan**

Include a brief narrative of your understanding of the proposed effort and the products and services that will be delivered. Please identify by bullet point possible strategies you will take in the first 60 days.

## **II-5 Additional Information and Comments**

Include any other information that is believed to be pertinent but not specifically asked for elsewhere, such as innovative ideas for additional services to be provided.

# **SECTION III**

## **SCOPE OF WORK**

### **III-1 Description of Work**

As part of its vision and initiative to support community and economic development in Harrison and surrounding areas, the City of Harrison has created a farmer's market in conjunction with an attached retail incubator called the Harrison City Market. The selected contractor will develop the Market Master role in the Harrison City Market as well as community including but not limited to the development and implementation of vendor contracts, market policies and procedures, customize and maintenance of financial records in accordance with any and all contributing grants and city accounting procedures. The ultimate goal of this position is to expand the capacity of local growers and enhance the quality of life of county residents.

### **III-2 Summary**

The Farmers Market Manager is a new and unique position that requires the attention and oversight of an individual who has small business and/or program development experience. The Market Manager will report to and work with the City of Harrison by way of an advisory board for the Harrison City Market. This position will oversee the daily operations of the farm market, as well as any market related planning and promotion activities, vendor and customer interactions and volunteers. The Manager will grow the demand for local food distribution from farms to institutions in Mid-Michigan. It is understood that Contractor's services will be rendered principally at Harrison City Market, but that the Contractor will also have opportunities to develop new business engagements offsite.

### **III-3 Responsibilities**

- Regular and robust marketing and promotion; representing the Farmers Market to the community.
- Farmer/Vendor selection and support, including assisting vendors with merchandising, marketing and business skills.
- Develop and maintain relationships with partnering agencies and nonprofits; find fund resources.
- Recruitment of farmers and vendors to keep the market viable.
- Maintain records including financial, attendance, and product. Keeping current all applicable permits, licensing and contracts.
- Apply and maintain ability to accept debit/credit, SNAP and any other applicable currency.
- Oversight of all day to day activities, special events and/or workshops
- Evaluate and write reports showcasing program effectiveness.
- Submit an itemized statement setting forth the time spent and services rendered with accompanying payment request.
- Work with the City of Harrison and the Harrison City Market Advisory board to ensure Market success.

**II-4 Minimum Qualifications**

- High School diploma or equivalent.
- Must have excellent communication skills.
- Ability to establish and maintain effective working relationship with vendors and community.
- Must have excellent management skills.
- Computer literate.