



# Request For Proposal

Columbia Farmers Market Vendor Marketing Training Program  
Columbia Farmers Market  
PROPOSALS DUE BY: February 29, 2020



P.O. Box 10012  
Columbia, MO 65205



[manager@columbiafarmersmarket.org](mailto:manager@columbiafarmersmarket.org)  
[columbiafarmersmarket.org](http://columbiafarmersmarket.org)



573-823-6889

## **Company Background**

Columbia Farmers Market (CFM) provides both the local farmer and consumer a reliable, regulated marketplace for the direct exchange of high quality and safe food. CFM is a producer-only market with all vendors growing or making what they sell within 50-miles of Columbia. By facilitating such commerce, the market strives to meet the needs of the local consumer while encouraging sustainable agriculture in mid-Missouri.

## **Project Overview**

In addition to providing a critical point-of-sale for the delivery of locally-produced goods in mid-Missouri, CFM also serves as an incubator for new and beginning farmers. With an aging farmer population, CFM has experienced high turnover in the last few years. Many new and existing farmers, the majority of whom are from rural areas, need assistance responding to changing technology platforms, and lack adequate web presence to communicate with their customers about themselves and their products.

The resources granted to CFM through the 2014 USDA Farmers' Market Promotion Program (FMPP) grant provided CFM and its staff with the awareness, strategies, skills, and tools to develop and implement broad marketing practices that have increased its Saturday customer counts by 23% since 2014. These skills and increase in customers now allow CFM staff to be in a position to support the vendors with their individual marketing efforts. The marketing tools that CFM gained in the 2014 FMPP helped elevate the organization to a more professional position in Columbia, thus helping it expand its partnerships in the community. These partnerships led to the development of Columbia's Agriculture Park including the centerpiece of the park, the CFM four-season market pavilion.

With the first phase of Columbia's Agricultural Park completed and the knowledge and skills gained from the 2014 FMPP in place, CFM is thrilled to continue the growth and momentum of the organization as a whole by bolstering the marketing and advertising skills of individual vendors with our recently awarded 2019 USDA FMPP grant.

## **Project Goals**

The goals of this project include:

### *Objective 1: Vendor Marketing Education, Resources, and Training*

As traditional paper-based marketing techniques have fallen to the wayside in favor of online marketing practices, many of our vendors currently lack the understanding, resources, or the skills to develop and implement online marketing content and interaction with their urban customers. Our goal is to mitigate the lack of vendor marketing and advertising skills, by providing resources and training to vendors, which in turn will increase consumer awareness of local food and vendor sales at CFM.

### *Objective 2: Customer and Community Outreach*

Many individuals and community groups in the region lack adequate knowledge of local food products and producers available at CFM. Utilizing targeted marketing, through print, social media, and an updated CFM website, CFM will increase consumer knowledge of CFM producers and products, and encourage influential individuals in our community to share information about CFM with their networks. The expected goal, through this targeted marketing, is to increase attendance at the market, which will in turn increase vendor's sales of local food.

To reach these goals, Columbia Farmers Market is now accepting bids in response to this Request for Proposal.

## **Scope of Work**

CFM requests a marketing proposal to help design marketing and advertising training and materials for farmers market vendors and community outreach materials for CFM:

- *Implement a “**Site In A Day**” one-on-one training for 30 Columbia Farmers Market vendors. This will entail designing 30 unique, online identities and personalized websites. The sites are to be created in Squarespace and design materials are to be uploaded into the vendor's Canva accounts. The contractor will provide vendors with the necessary tools to maintain their website and unique online identities. Each vendor will receive a preliminary meeting with the contractor, and the “Site In A Day” trainings are anticipated to last 6-8 hours. Vendors will be required to complete “content homework” for the design of the website. Vendor photoshoots will be scheduled, outside of this contract, prior to site development.*
- *Develop a CFM Vendor **On-Boarding Marketing Kit** (an intro to marketing), specifically for this industry, with information on how and where they should be marketing, and how*

to implement the new tools and assets received at the “Site in a Day” workshop. This Marketing Kit will build upon and provide vendors with all the necessary tools needed to manage a successful online presence. It will provide them with free or inexpensive tools to market their unique message and product offerings to customers. The Tool Kit will include tips on how to manage their new websites, best social media strategies, customer service advice, and email marketing tips. A final PDF version of the On-Boarding Marketing Tool Kit will be sent to CFM.

- Implement Vendor **On-Boarding Marketing Kit Workshop**. This presentation will go over the On-Boarding Marketing Kit. Providing an in-person workshop will allow the marketing contractor to go into details on the available tools and resources CFM vendors can use, and how to execute a successful online marketing campaign. The workshop will give the producers opportunities to ask questions about the PDF Tool Kit previously received. (CFM will coordinate the location. The presentation will be recorded by CFM and used to train future vendors.)
- **Update and transfer Columbia Farmers Market’s website from WordPress to Squarespace**. This includes refreshing the site, using current branding, transferring 35 current pages, and adapting existing plugins and widgets to SquareSpace.
- Provide vendors with **10 marketing trainings**. Specifics on trainings will be decided at a later date, depending on vendor needs. Time length of trainings will vary, but anticipated to be around 2 hours each. Trainings may include topics such as marketing skills, website management, social media practices, graphic design help, etc.
- Update the Columbia Farmers Market [Food from Home](#) 68 page booklet. The majority of the copy will be written by project staff. Booklet photographs will be arranged outside of this contract.

## Target Deliverable Schedule

**Final Project Due:** November 30, 2022

Each deliverable has a different expected completion date.

- 30 unique online identities, websites and load materials in Canva.
  - *Delivery date: approximately 10 sites per year. All sites completed by November 30, 2022.*
- Online Marketing Kit (PDF file)
  - *Delivery date: April 1, 2020*

- Online Marketing Kit Presentation
  - *Delivery Date: April 15, 2020*
- Update and transfer Columbia Farmers Market website to Squarespace.
  - *Delivery Date: May 15, 2020*
- Provide 10 Vendor Marketing Trainings
  - *Delivery Dates: November 30, 2022; 3 in 2020, 4 in 2021 and 3 in 2022.*
- Update design elements and new content in the 68-page Food from Home booklet.
 

All design files will be delivered to CFM, as well as a printable PDF file.

  - *Delivery Date: July 31, 2020*

If these dates need to be adjusted, please include your readjusted proposed dates, as well as your reasoning for shifting the schedule. All proposed date changes will be considered. The final project completion dates, November 30, 2022, for all deliverable is non-negotiable.

## **Existing Roadblocks Or Technical Issues**

- This project is funded through the 2019 Farmers Market Promotional Program (FMPP) USDA grant. The budget listed below is the maximum allowable amount of funds that can be spent on the deliverables.
- Each site must have a unique online identity and represent each individual entrepreneurial businesses. Reusing the same “template” for each vendor will not be acceptable.
- Many vendors have minimal backgrounds working with various digital platforms and are going to require extra patience in teaching them how to create and maintain their online presence.

## **Budget Constraints**

Each deliverable has a different maximum allowed budget.

- 30 unique online identities, websites and load materials in Canva.
  - *Maximum Budget: \$85,500 (\$2850/website)*

- Online Marketing Kit (PDF file)
  - *Maximum Budget: \$3040*
- Online Marketing Kit Presentation
  - *Maximum Budget: \$1995*
- Update and transfer Columbia Farmers Market website to Squarespace.
  - *Maximum Budget: \$3990*
- Provide 10 Vendor Marketing Trainings
  - *Maximum Budget: \$18,050*
- Update design elements and new content in the 68-page Food from Home booklet. All design files will be delivered to CFM, as well as a printable PDF file.
  - *Maximum Budget: \$3895*

This project is funded through a federal grant. The prices listed above are the maximum allowed costs for each item.

## **Questions Bidders Must Answer To Be Considered**

1. Do you have an interest and/or passion in local agriculture and healthy lifestyles?
2. Do you specialize in helping beginning entrepreneurs?
3. Are you a current Columbia Farmers Market shopper?
4. Do you have a skilled team of professionals in place that can handle this workload and this type of project?
5. Are you located locally (Columbia or mid-Missouri)?
6. Are you comfortable working with vendors that have minimal backgrounds working with various digital platforms?

## **Evaluation Metrics**

Columbia Farmers Market will evaluate bidders and proposals based on the following criteria:

- Statement of agency mission and philosophy
- List of key staff
- Previous experience/past performance history.
- Samples and/or case studies from previous projects.
- Projected costs.
- Experience and technical expertise.
- Responsiveness and answers to questions in the previous section.

## Submission Requirements

Bidders must adhere to the following guidelines to be considered:

- Only bidders who meet all 7 metrics in the Evaluation Metrics section should submit a proposal.
- Successful bids will be evaluated for:
  - Responsiveness to requested information;
  - Efficient use of available resources;
  - Professional experience of the responding contractor;
- Proposals must be submitted by February 29, 2020, by emailing PDF document(s) to [manager@columbiafarmersmarket.org](mailto:manager@columbiafarmersmarket.org). Bidders who are interested in submitting a proposal should inform Corrina Smith ([manager@columbiafarmersmarket.org](mailto:manager@columbiafarmersmarket.org)) no later than February 21, 2020.
- Include samples and references with your proposal.
- A proposed schedule must also be included and clearly expressed.
- Failure to comply with these guidelines will result in an automatic rejection.

## Rules and Disclaimers

- Columbia Farmers Market reserves the right to evaluate each proposal for the maximum benefits to the goals and objectives of the Market and not simply award the contract to the lowest bid.
- Columbia Farmers Market reserves the right to follow its adapted Procurement Standard of Conduct policy.
- Some bidders could be invited to meet with the CFM staff to clarify specific details about their bid.

- This RFP does not constitute a commitment by CFM to award a contract.
- Process for notifying:
  - CFM project staff will make a recommendation to the Columbia Farmers Market Board of Directors for selecting one specific bidder to fulfill the requested activities. Award of the contract is entirely up to the decision of the Columbia Farmers Market Board of Directors.
  - Award notification and contract negotiation: Once the CFM Board of Directors selects a successful bid, CFM project staff will negotiate a contract beneficial to both parties, and a contract will be signed.
- CFM assumes no responsibility or liability for costs incurred by bidders prior to the contract award.
- Confidentiality policy: CFM will not release information to other bidders or anyone else (other than CFM Staff & CFM Board of Directors) regarding the content of any bid during the RFP process.
- Deliverables and other materials provided by the contractor to CFM become the property of CFM.
- Schedule of regular meetings between contractor and CFM.
- CFM retains the right to remove or replace subcontractors.
- Reasons for Termination of contract:
  - The contract may be terminated for the impossibility of performance, or if it is impossible for the contractor to perform the required activities of the contract.
  - This contract may be ended by either party giving written notice to the other party.
  - This contract can be terminated if either party is guilty of fraud or misrepresentation.
- The Contractor must pay their own taxes, FICA, liability insurance, workers compensation and all other expenses required to do business as a contractor in the State of Missouri.
- Procurement Record Keeping
  - All procurement documents must be maintained by CFM.
  - The contractor must provide access to records to CFM and AMS.
  - CFM and contractor records must be retained for three years after final payment is made and all pending matters are closed.
  - Records must be retained for an extended period of time if any audit, litigation, or other activity involving FMPP project funds occurs.



## What We're Looking For in Potential Vendors

- Ability to identify and articulate the target market of CFM and individual vendors
- Ability to grasp the core principles of CFM and its vendors and incorporate them into appropriate marketing and outreach strategies
- Proposals with content that is appropriately unique and cutting-edge, while proven in terms of results and backed up by data
- Flexibility to work with vendors who have varying goals and expectations as to outcomes for their marketing campaigns
- Patience to work with vendors who have little to no experience utilizing online resources or social media platforms
- Demonstrated ability to stay within budget while obtaining desired results
- Honest, timely, clear and transparent communication
- Ability to develop and maintain a respectful working relationship with CFM staff and vendors
- Unique designs for each of the 30 websites and online presence
- Timely delivery of deliverables and ability to give advanced notice if a deliverable is behind schedule
- Understanding that the vendors are in fact their real clients in this project
- Background working with federal grants

## Contact Information

For questions or concerns connected to this RFP, we can be reached at:

Corrina Smith  
[manager@columbiafarmersmarket.org](mailto:manager@columbiafarmersmarket.org)  
(573) 823-6889