

Columbia Farmers Market is accepting proposals for marketing companies for the *Columbia Farmers Market Vendor Marketing Training Program*. To access the Request for Proposal please visit:

<https://columbiafarmersmarket.org/columbia-farmers-market-vendor-marketing-training-program-photographer-rfp/>. Proposals are due by April 6, 2020. For questions or concerns connected to this RFP, please email [manager@columbiafarmersmarket.org](mailto:manager@columbiafarmersmarket.org) or call (573) 823-6889.

# Request For Proposal

Columbia Farmers Market Vendor Marketing Training Program  
Columbia Farmers Market  
PROPOSALS DUE BY: April 6, 2020

## **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 producers. With an aging farmer population, CFM has experienced high turnover in the last few years. Many new and existing producers, 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 producers 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 producers 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 photography proposal to capture and communicate the identity and narrative of CFM, CFM producers, as well as their farms and/or production facilities. Photos will be used by individual farmers market producers on their websites and social media pages, and in CFM community outreach materials.

- ***On-Farm/Site Photo Shoots*** - *Travel to 30 CFM producers' farms or production sites and take 100+ photographs for each participating producer to use on their website, social media accounts, etc. Producer photoshoots will be scheduled with the assistance of CFM project staff. Image ownership will be provided to CFM*

*project staff and producers, via digital files. Sharing via Dropbox will be the preferred method of file transferring.*

- **CFM Market Photo Shoots** - Visit CFM on three occasions over the course of this project to shoot and deliver 75+ photos per shoot for the new CFM website, marketing, and community outreach materials. CFM will share these photos with the producers, which can be also used on their new websites. Image ownership will be provided to CFM project staff via digital files. Sharing via Dropbox will be the preferred method of file transferring.
- **CFM Market Vendor and Staff Headshots** for the [Food From Home Booklet Version 2](#). Visit CFM and take 65-70 vendor headshots for the Version 2 booklet. These booklets will also be distributed to customers at CFM, throughout the community to local restaurants, Columbia Chamber of Commerce, Columbia Visitors Center, and hotels. Image ownership will be provided to CFM project staff via digital files. Sharing via Dropbox will be the preferred method of file transferring.

## **Target Deliverable Schedule**

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

Each deliverable has a different expected completion date.

- 65-70 CFM Vendor Headshots and Staff Photos
  - *Delivery Date: July 1, 2020*
- 30 On-Farm/Site Photo Shoots.
  - *Delivery date: approximately 10 photoshoots per year. All completed by November 30, 2022.*
- 3 CFM Photo Shoots.
  - *Delivery Date: 1 Columbia Farmers Market Photo Shoot per year. All Completed by November 30, 2022.*

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 date, November 30, 2022, for all deliverables 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.
- All of our vendors live within 50-miles of the Columbia as the crow flies. Some farms/sites are up to an hour from Columbia. CFM staff will do our best to assist the contractor in scheduling multiple photo shoots on the same day with farms/sites that are in close proximity to one another.
- Many vendors' production is seasonal. The majority of vendor photoshoots will occur during the months of June-September, though CFM staff will try to schedule vendors during winter months as well, when possible.

## Budget Constraints

Each deliverable has a different maximum allowed budget. Maximum budget costs will need to include equipment and editing expenses.

- 65-70 CFM Market Vendor and Staff Headshots
  - *Maximum Budget: \$750*
- 30 On-Farm/Site Photo Shoots (including travel).
  - *Maximum Budget: \$18,000*
- 3 Columbia Farmers Market Photo Shoots.
  - *Maximum Budget: \$1,500*

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 have experience working with beginning entrepreneurs?
3. Are you a current Columbia Farmers Market shopper?

4. Do you have the time and resources from late spring to early fall to complete the majority of the on-farm/site photo shoots? (Some shoots will be able to be scheduled during winter months, based upon vendor's products.)
5. Do you have the ability to travel to producers farms and production sites?
6. Are you located locally (Columbia or mid-Missouri)?
7. Do you specialize in doing both portrait and landscape photography?
8. Do you specialize in doing both indoor and outdoor photography? (Some of our vendors work in prep kitchens or have indoor vegetable production while others farm or produce outside).
9. Do you own all potential lighting, lenses, and other miscellaneous photography equipment necessary to complete this project?

## **Evaluation Metrics**

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

- 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 5 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 April 6, 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 March 30, 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 time period 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 showcase through photographic images.
- Ability to characterize the unique personality of each vendor and their products through photographic images.
- Willingness to reschedule shoot if the weather is not ideal for the scheduled day.
- Capacity to provide transportation to on-farm/site photo shoots.
- 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.
- Timely delivery of deliverables and ability to give advance 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