



Request For Proposal

Columbia Farmers Market Vendor Marketing Training Program
Columbia Farmers Market
PROPOSALS DUE BY: March 10, 2021



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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 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 videographer proposal to create 70 professionally shot and produced short videos for CFM and its producers. 64 short videos will be created to highlight CFM vendors, and 6 short films will feature the history and future of the Columbia Farmers Market. These videos will highlight the power of buying local food, as it strengthens our community and local economy. We will utilize these videos to post on the vendors' new websites, social media platforms (Facebook, Instagram, Twitter, YouTube), the CFM website, and blogs. The short CFM vendor videos (2-3 minutes) will introduce the producer to the viewer; highlight their products, their farming/production practices, background, etc. The vendor videos

will be based on the *Food From Home* booklet, a print publication that was published in August 2020 and distributed throughout the Columbia community.

- **Vendor Profile Videos** - Film and edit 64, 2-3 minute long vendor profile videos for each participating producer and CFM to use on their website, social media accounts, etc. Vendor Profile Videos will be scheduled with the assistance of CFM project staff.
- **CFM Market Videos** - Film and edit 6 short CFM videos that will feature the history and future of CFM. Videos can include staff, vendors, and customer voices and will highlight CFM's role in the community and the local food economy. Videos will be displayed on the new CFM website, social media accounts, etc.

Target Deliverable Schedule

Final Project Due: November 30, 2022

Each deliverable has a different expected completion date.

- 64 Vendor Profile Videos.
 - *Delivery date: approximately 32 videos in 2021, 32 in 2022. All completed by November 30, 2022.*
- 6 CFM Market Videos.
 - *Delivery Date: 3 CFM Market Videos in 2021, 3 in 2022. All completed by November 30, 2022.*

If these dates need to be adjusted, please include your adjusted 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.

- Many of our vendors live outside of Columbia. CFM staff will assist the contractor in scheduling producers for their profile videos. Videos can happen on Saturdays when vendors are at the farmers market, but videos on their farms and/or at their production sites are preferred, but not required.

Budget Constraints

- 70 CFM Vendor and Market Videos (Filming and Editing)
 - *Maximum Budget: \$17,500*

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 for local agriculture and healthy lifestyles?
2. Do you have experience working with beginning entrepreneurs?
3. Are you a current Columbia Farmers Market shopper?
4. Are you located locally (Columbia or mid-Missouri)?
5. Do you specialize in doing documentary storytelling and clearly communicating an individual's story?
6. Tell us a little about your style of videography. What sets you apart?
7. Are you timely in finishing and delivering products for clients?
8. Do you have the ability to travel to producers' farms and production sites?
9. Do you own all potential lighting, lenses, and other miscellaneous photography equipment necessary to complete this project, and are you capable of shooting quality footage both indoor and outdoor (i.e., inside greenhouses, outside on farms, and inside the market)?
10. Are you skilled at editing and crafting a story from raw footage?
11. Do you subcontract any filming or editing to other businesses?
12. How do you protect against memory card and hard drive failures?

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 March 10, 2021, by emailing PDF document(s) to manager@columbiafarmersmarket.org. Bidders who are interested in submitting a proposal should inform Corrina Smith (manager@columbiafarmersmarket.org) no later than February 24, 2021.
- 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. The 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.
- Regular meetings between the contractor and CFM will be held to assess project progress.
- CFM retains the right to remove or replace contractors.
- 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 producers.
- Ability to grasp the core principles of CFM and its producers and showcase through film.
- Ability to characterize the unique personality of each producer and their products through film.
- Flexibility in scheduling and willingness to work on Saturdays to film CFM, CFM staff, and market producers, and ability to travel to vendor production sites for filming.
- 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 producers.
- Timely delivery of deliverables and the ability to give advance notice if a deliverable is behind schedule.
- Background working with federal grants

Contact Information

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

Corrina Smith
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