

Request for Proposals Concession Vendors Fulton Street Farmers Market 2017



Statement of Purpose

In order to enhance the atmosphere of the market and to give customers and vendors an option to purchase “ready-to-eat” foods on the market grounds, the Fulton Street Farmers Market (FSFM) is releasing a Request for Proposals (RFP) for concession vendors to participate in the market subject to certain terms and conditions. For the market’s purposes, any applicant intending to sell any kind of “ready-to-eat” foods will be termed a “concession vendor”.

Background Information

Established in 1922, FSFM is the city’s largest and oldest Farmers Market. Overseen by the Grand Rapids Department of Parks and Recreation, FSFM resides in the Midtown Neighborhood. In 2013, operations of the Market obtained its own Board of Directors.

The market is open Tuesdays, Wednesdays, Fridays and Saturdays from 8:00 a.m. to 3:00 p.m. from the first Saturday in May through the Saturday before Christmas and January through April on Saturdays from 10:00 a.m. to 1:00 p.m., and a Sunday ARTisans market from 11:00am to 3:00pm. The Market hosts roughly 11,000 shoppers on a typical week and sees more than 300 different vendors throughout the year.

Scope of Work

If selected, a concession vendor will be expected to attend all agreed upon market days, unless other arrangements have been made prior to absence with the FSFM staff. The concession vendor will be bound by the rules of the FSFM (see attachment), and will operate under the direction of the market staff. Days and hours of operation are negotiable, and will be negotiated on approval of proposal. FSFM is responsible for advertising and promotion of the market as a whole, and if accepted, your business will be included on related materials. You will also be able to promote your presence at the market on your own.

Terms of Contract

If accepted, your participation in the market would be for one market season (May 6, 2017 through December 23, 2017), with the option to negotiate end of season dates and hours of operation based on customer volume. The FSFM reserves the right to repeal the invitation to participate in the market at any time without cause. Concession vendors will be responsible for compliance with all federal, state and local regulations and a failure to abide by such regulations will require FSFM to rescind any invitations to participate in the market. In considering participation for future seasons, some preference will be given to vendors who have successfully completed a market season although FSFM always maintains sole discretion in awarding invitations for participants. Concession vendors will be required to pay for their space on a daily basis. **The fees for the 2017 season are negotiable, but will range between \$20 and \$60 per market day, with discounts for weekday attendance.**

Requirements for Proposal Submission

Please answer the following questions in their entirety. You may mail your proposal to FSFM or e-mail your proposal to the FSFM manager.

1. Briefly describe your business (ownership, duration of operation, plans for future) – essentially, what is your Strategic Business Plan?
2. What spatial needs and infrastructure (electricity, etc.) would your business require? – Pictures of set up are extremely helpful. (Those wanting to examine market space should contact Joe to schedule a meeting)
3. Are you currently fully licensed? If not, what are your plans for obtaining licensing?
4. Please attach a sample menu with price points.
5. What would you like us to know about your business?
6. What would make you an asset to the Fulton Street Farmers Market?
7. The FSFM is open four days a week (Tuesday, Wednesday, Friday and Saturday from 8:00 a.m. to 3:00 p.m.). **What days/hours are you interested in having your business at the market?**
8. The FSFM also runs a Sunday ARTisans Market June through September from 11:00 a.m. to 3:00 p.m.. Would you be interested in vending at this market? (This will not affect our review of your proposal, but if interested, you may be contacted by the ARTisans Market Committee for scheduling).

Evaluation and Award Process/Schedule

The FSFM vendor committee (consisting of six elected FSFM vendors), and market staff will review all proposals and make award decisions. Applicants will be chosen based on these following criteria with an emphasis on availability to attend weekday market days but will also consider: the complementary nature of foods offered to the general operation of the market, emphasis on local food sourcing, and pricing of foods offered.

The RFP is open to any applicant from the general public and will be available for review and submission from February 10, 2017 to March 6, 2017. The deadline for proposal submission is March 6, 2016. Proposals are required to be **received** by March 6th at 5:00 p.m. to be considered. Proposals submitted after the deadline will not be reviewed. Decisions will be made and applicants will be notified no later than March 31, 2017.

Questions or correspondence should be directed to:

Joe Lesausky, Assistant Market Manager
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(616)454-4118

*e-mail is the preferred method of correspondence and will result in a quicker response.