

City of Waldport
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April 12th, 2021

REQUEST FOR PROPOSAL: Market Services for Waldport

DUE DATE: April 26th, 2021 at NOON

Introduction:

The City of Waldport is soliciting for groups, individuals or entities to organize and operate a 'Market' during a period of time over the summer months utilizing the space at the Community Center for operations. Detailed requirements are provided.

Background:

Waldport is a small bedroom community located 15 miles south of the Newport, the Lincoln County seat. It has roughly 2300 residents, over 10,000 in the nearby communities and grows substantially during the summer months due to tourism. Waldport for many years has had a 'Wednesday Market' which served as our area's farmers market due to conflicting markets on the weekends in nearby cities. We have gone through differing methods in operations by the City, but as of last year the City has decided to better serve the community by outsourcing the operation to local vendors in order to better allow for creative approaches and ideas. Last year, due to COVID, a vendor operated it on a trial basis successfully, though with few actual dates.

Objectives:

The primary purpose of the Market will be to offer community members an opportunity to purchase fresh, locally grown produce and other artisan goods, provide vendors an opportunity to sell their products locally, to benefit local businesses, and to create a social gathering place in town at an accessible location.

The City of Waldport is requesting proposals from qualified firms/individuals for professional services in the creation and overall management of the Market. Services are expected to begin in May, 2021 or shortly thereafter.

The successful proposer shall be expected to comply with all applicable Oregon laws.

The venue will be the large parking area located at the City's Community Center. The Community Center will be closed during the 2021 summer, but it is expected that after 2021, the restrooms will be available.

The term of this RFP will be three years. The City reserves the right to terminate at any time.



Proposal Requirements:

General

The proposal should be concise, well organized, and demonstrate the proposer's qualifications and experience applicable to the project. The proposal shall be limited to fifteen (15) one-sided pages (8 1/2 x 11 inches), inclusive of resumes, graphics, forms, photographs, cover letter, etc. Type size and margins for text pages should be in keeping with accepted standard formats for desktop publishing and processing and should result in no more than five hundred (500) words per page in either MS Word or PDF format.

The proposal must include a discussion of the proposer's approach to the project, a breakdown and explanation of project tasks, a proposed project schedule, an estimate of costs, documentation of the proposer's qualifications for the scope of work, and any other relevant materials.

Contents

Proposals submitted in response to this RFP shall be in the following order and shall include:

Executive Summary – Include a one (1) page summary of the entire proposal describing the most important elements of the proposal.

Identification of the Proposer, Including:

Legal name and address of company or non-profit.

- Legal form of company or non-profit (e.g. partnership, corporation, non-profit status, etc.). If joint venture, identify the members of the joint venture and provide all information required within this section for each member.
- Disclosure of "parent company" if proposer is a wholly-owned subsidiary.
- Address(es) of office(s) working on this project.
- Name, title, address, email, and telephone number of the person to contact concerning the proposal.

Experience and Technical Competence

- Describe the proposer's experience in operating other markets. List the name and location of the market and type of work accomplished in operating the market. Include reference contact information, as applicable. Describe experience recruiting, retaining, and managing market vendors.
- Describe any past market logistics experience including, but not limited to, booth arrangement, traffic flow, parking, market event set-up and take-down, and any other related information. Briefly describe your advertising and marketing philosophy and experience as it relates to small markets.



- Describe your knowledge of and indicate your ability to obtain all regulatory/health permits applicable to the operation and management of a market.

Proposed Method to Accomplish the Work

Briefly describe the proposer's technical and management philosophy regarding the successful operation of a market.

Knowledge and Understanding of Local Environment

Describe the proposer's experience working in the local environment and proposed local presence for interacting and/or working with the City of Waldport.

Project Organization and Key Personnel

- Describe proposed project organization, including identification and responsibilities of key personnel. Describe type of availability and hours during non-market hours, (e.g. office location/hours, phone, fax and email capabilities). Provide an indication of the approximate staffing level(s) for the project. The City of Waldport's evaluation will consider the proposer's entire project team.
- Describe the experience of the proposer's project team, including the team's project manager, and other key staff members, on projects of similar size, capacity, and dollar value.
- Provide a three-year projected operational budget of costs and services proposed, including but not limited to costs associated with marketing, vendor recruitment, special events, and projected City monetary and/or in-kind contribution(s), if any.
- Provide a project timeline for services provided leading up to, and including the opening day of the market, operation throughout the market season, and the close of the market at the end of the season.

Financial Documents

Include any other relevant documents which demonstrate your ability to undertake this endeavor.

Resource and Infrastructure Requirements

A detailed list of expectations of City resources, and expectations which might need to be provided, and how those objectives will be met if the City cannot provide them. And a detailed accounting of how the Market's operation will work under COVID restrictions.

Exceptions to this Request for Proposal

The proposer shall certify that it takes no exception(s) to any portion of the RFP. If the proposer does take exception(s) to any portion of the RFP, the specific portion of the RFP to which exception(s) is taken shall be identified and explained.



Submittal Requirements:

- An electronic of the proposal shall be submitted to dann.cutter@waldport.org with 'RFP Submission for Market' as the subject line of the email or printed on 8.5" by 11" and hand delivered to City Hall. Proposals submitted by facsimile are not acceptable and will not be considered.
- The proposal shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer.
- The entire proposal must be received no later than Noon, April 26th, 2021.
- Failure to comply with the requirements of the RFP may result in disqualification. Proposals and/or modifications received after the hour and date specified above may not be considered at the discretion of the City.

Questions:

All questions pertaining to the requirements or market should be made by email to: Dann.cutter@waldport.org. Please use the subject 'market questions'.

Selection Process:

All submissions will be evaluated by the City Manager and a recommendation made to the Council for acceptance. In addition to above, encouraged criteria are as follows:

- Proposer's understanding of project, including purpose and scope, required tasks.
- Proposals which provide compensation returned to the city as percentage of operations.
- Proposals which are creative in days/times of operation to grow attendance.
- Extra consideration will be given to those proposals which incentivize food vendors
- NON-CONFLICTING multiple proposals may be considered. (i.e. a vendor market on a weekday, and a 'swap meet' market on the weekend would be non-conflicting uses.)

Timeline:

Issue of RFP: April 12th, 2021

Deadline for RFP: April 26th, 2021

Selection of Proposals: April 29th, 2021

Receipt of Insurance and notice to proceed: May 8th, 2021



SPECIAL CONDITIONS

Reservations -

This RFP does not commit the City of Waldport to award a contract, to defray any cost incurred in the preparation of a proposal pursuant to this RFP, or to procure or contract for work

Public Records -

All proposals submitted in response to this RFP become the property of the City of Waldport and are public records and, as such, may be subject to public review.

Right to Cancel -

The City of Waldport reserves the right to cancel, for any or no reason, in part or in its entirety, this RFP, including but not limited to: selection schedule, submittal date, and submittal requirements.

Additional Information -

The City of Waldport reserves the right to request additional information and/or clarification from any or all proposers to this RFP.

Insurance Requirements -

The City of Waldport requires consultants doing business with it to obtain insurance. The required insurance certificates must comply with all requirements and must be provided within one week (7) days of notice of selection and prior to the commencement of any work on the project.

(NOTE: Insurance requirements will be appended at a later date – please email dann.cutter@waldport.org to request the insurance requirements so that when available they can be emailed to all parties interested)