



## **Bloomington Community Farmers' Market Evaluation Request for Proposals (RFP)**

### **Challenge**

The City of Bloomington Community Farmers' Market is celebrating its 50<sup>th</sup> Anniversary in 2024. The Market has grown and developed through the years and is currently at a place where policies and structure should be reviewed.

The climate of the Farmers' Markets in Bloomington has transformed in recent years and there are now more options for both vendors and customers. This new landscape presents an opportunity to pause and look at all aspects of the market and determine a best path forward.

### **Purpose**

The City of Bloomington Parks and Recreation and the Bloomington Community Farmers' Market are seeking to develop a set of action plans and recommendations based on a thorough evaluation of the market. The evaluation would provide the staff with resources, data, action plans and a written report that will guide the Market for future years.

As part of the evaluation process, we are seeking a firm to conduct research and perform engagement opportunities (as appropriate) based on topics derived from the market community.

### **Scope**

Based on a recent market issues, discussion with the Farmers' Market Advisory Council and staff, the following topics were identified as most important:

1. Identifying and benchmarking our market against other City run markets.
2. Researching best practices in the areas of booth pricing, vendor recruitment, balancing of different types of vendors.
3. Community input of the market, including likes, dislikes and future expectations.
4. Vendor input of the market, including the points system, pricing, policies and future expectations.
5. Calculating the economic value of the Market.

All proposals shall include a methodology approach to answer the five priority areas along with associated costs and timelines for each broken out separately. Final deliverables are expected to be in the form of an electronic report, infographics, raw data, and/or a combination of electronic materials that effectively convey the results. Project is expected to begin February 2024 and be completed by September 2024.

It is the intent of this process to focus on information relevant to Indiana by providing as much localized and regional information as possible, augmenting with national information as appropriate.



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### Submittal

All interested firms must submit an electronic proposal to Leslie Brinson at [brinsonl@bloomington.in.gov](mailto:brinsonl@bloomington.in.gov) by **4:00 pm Eastern on December 8th, 2023**. All proposals must include:

- Cover page referencing the response to this RFP
- Cover letter
- Firm profile(s)
- Main point of contact
- Detailed approach to accomplishing the scope of work including deliverables
- Project schedule/timeline
- Proposed total budget (including anticipated expenses if applicable)