



The City of Othello

500 East Main Street OTHELLO, WASHINGTON 99344 Telephone (509) 488-5686
Fax (509) 488-0102

REQUEST FOR PROPOSALS (RFP) FARMERS MARKET FEASIBILITY STUDY

The City of Othello ("City") is soliciting proposals from qualified consulting firms to conduct a feasibility study for a farmers market.

Four (4) copies of the proposal package must be submitted **on or before 5:00 P.M. on Friday, July 13, 2018.** Submittal methods:

- Mailed or hand delivered to City of Othello, 500 East Main St, Othello, WA 99344. Proposals shall be sent in a sealed envelope and clearly marked: "Proposal – Farmers Market Feasibility Contract" in the lower left corner.
- Emailed to Wade Farris, City Administrator, at wfarris@othellowa.gov with the subject line "Proposal – Farmers Market Feasibility Contract".

Proposers shall be fully responsible for any and all costs incurred in the preparation and submittal of their proposals.

Proposers who submit the required proposal package by the submittal deadline will be evaluated as described below and may be invited for an interview. **If interviews are held, they are expected to be during the the week of July 30, 2018 in the City Council Chambers at 500 East Main Street (City Hall) in Othello.**

For specific instructions on information to include in the Proposal, refer to the section below entitled Proposal Elements. Evaluation of the Proposals and ultimate consultant selection is identified in the section entitled Selection Process and Evaluation Criteria below.

Minority- and women-owned firms are encouraged to submit proposals. The City of Othello is an equal opportunity and affirmative action employer.

Any updated information on the proposal process will be posted on the City's website at <https://www.othellowa.gov/bids>.

Questions regarding this solicitation should be directed to Wade Farris, City Administrator, by email only at wfarris@othellowa.gov.

PROJECT DESCRIPTION

The City of Othello (City) is seeking an experienced consultant to assist in preparing a feasibility study for a permanent farmers market in Othello. The consultant will work with a diverse local steering committee to objectively assess feasibility from several angles: 1) Market—consumer demand, vendor base and balance, regional competition, scope and scale; 2) Financing—projected costs and potential sources of funding for development, operations and maintenance; and 3) Location—size, centrality, and access. The results of the assessment will enable community leaders to make an informed decision as to whether, and at what scale, to proceed with this significant local investment.

BACKGROUND

Seeking to build on the area's strong agricultural foundation, some public and private sector leaders propose siting a permanent farmers market in Othello to enrich the livelihoods of agricultural producers and specialty food businesses, attract regional tourism dollars, and enhance the lives of residents. They envision greatly expanding the scope, size, location, and economic impact of the popular but limited Othello Evening Market and Business Expo. Sponsored by the Othello Chamber of Commerce, the Market operates from a corner of Pioneer Park every Thursday, July through October, from 3:00 to 7:00 p.m. It serves a primarily local consumer base and its tables, stands, and other equipment are set up on the site each week.

The immediate need, and the basis for this RFP, is to test the feasibility of the concept of a permanent farmers market.

SCOPE OF WORK

The Scope of Work will include, at a minimum, the following elements:

1. Participate in the creation of and ongoing consultation with a steering committee, including stakeholders such as the City, agricultural industry, chamber of commerce, economic development council, port, and irrigation district.
2. Become familiar with the existing Othello farmers market, including agricultural producers, specialty food companies, other vendors, sales, location, frequency, and management.
3. Conduct Market Analysis: Conduct market research, including factors such as consumer demand, community support, niche opportunities, agricultural vendor base and balance, market competitors, and potential barriers to siting a permanent farmers market in Othello. Solicit input from the Steering Committee and the broader Othello community. Report to the Steering Committee on the results of the Market Analysis, including the likely scope and scale of farmers market that could be supported. Completion by October 31, 2018.
4. Conduct Site Analysis: Identify potential permanent farmers market sites. Analyze sites to assess aspects such as space, centrality, transportation access, utilities, zoning, ownership, and other relevant factors. Report to the Steering Committee on the results of the Site Analysis, including a ranking of options and recommendation of the preferred location. Completion by December 31, 2018.
5. Conduct Financial Analysis: Use information gathered in the market and site analyses to project potential costs of siting, developing, maintaining, and operating the farmers market. Identify potential sources of income and revenues, including vendor fees and grants. Report to the Steering Committee on the results of the Financial Analysis, including best judgement of financial feasibility. Completion by February 28, 2019.
6. Report: Draft and present a final report with findings and recommendations on the feasibility of creating a permanent Othello Farmers Market. If determined feasible, include a tactical plan of next steps, such as milestones, timelines, and lead participants. If determined infeasible, include incremental approaches to improve the economic impact of the current farmers market. Completion by April 30, 2019.

PROPOSAL ELEMENTS

Each proposal should identify the following:

1. What is your experience and technical expertise that make you qualified to conduct a feasibility study for Othello's Farmers Market?
2. List the qualifications and experience of key personnel who will be assigned to this project, and the percentage of time committed to the contract.
3. Describe your approach to accomplishing the scope of work, including steps, timelines, and lead personnel for each element. Recommend any additions to the scope of work that you believe are important, and explain why.

4. Provide a budget and cost breakdown for accomplishing the scope of work. Explain your billing rates and any multipliers which might apply. The estimated budget for the project is not to exceed \$45,000.
5. Describe your communication plan for dealing with City staff, the Steering Committee, and the public.
6. Identify the current work load of your firm and discuss how the City of Othello's scope of work will be balanced with that work load.
7. Do you have working relationships with state and federal funding and regulatory agencies? If so, please describe.
8. Provide references from three similar projects, and an example (or link to an example) of a feasibility study you have done.

SELECTION PROCESS AND EVALUATION CRITERIA

A committee of City personnel will evaluate and rate the qualification proposals and developed a short list of potential consultants. Following the evaluation of the Proposals, the City may choose to interview one or several of the potential consultants, but may proceed to award a contract without an interview.

The evaluation criteria will include:

1. Project team experience with similar projects.
2. Project team member qualifications.
3. Approach to the project, including compatibility of the approach with the City's size and characteristics.
4. Cost efficiency.
5. Capability of meeting the project schedule.

SELECTION SCHEDULE

The proposed schedule for consultant selection, subject to change, is as follows:

1. Deadline for Submittal of Proposals July 13, 2018 @ 5:00 p.m.
2. Preliminary Selection of short list firms July 20, 2018
3. Notify Firms Chosen for Interviews (City Option) week of July 23, 2018
4. Interviews (if held) week of July 30, 2018
5. Final Selection August 3, 2018
6. Complete Contract Negotiations August 10, 2018
7. City Council Approval August 13, 2018
8. Execution of Agreement August 14, 2018

TERMS AND CONDITIONS

The City of Othello reserves the right to reject any and all Proposals and to waive irregularities and informalities in the submittal and evaluation process. This solicitation for Consultant Services does not obligate the City of Othello to pay any costs incurred by respondents in the preparation and submission of a Proposal. This solicitation does not obligate the City of Othello to accept or contract for any expressed or implied services. Furthermore, the City of Othello reserves the right to award the contract to the next most qualified Consultant if the selected Consultant does not execute a contract within thirty (30) days after the award of the proposal.