



Phone: (269) 756-9221

Fax: (269) 756-3031

**Village of Three Oaks  
Request for Proposals  
Three Oaks Farmers Market Manager**

**OVERVIEW**

This applicant will volunteer with the Village of Three Oaks Downtown Development Authority (DDA) to plan and organize the Village's farmers market program, partnering with local farmers. Applicant will work with DDA volunteers to manage the execution of all aspects of the Three Oaks Farmers Market to include concept development, planning, day of events coordination, overall event management logistics, programming, implementation, and analysis. For more detailed information see the Scope of Work section below.

**ORGANIZATION INFORMATION**

The DDA is a Main Street Program operating under the Michigan Main Street Program umbrella. The volunteer-led organization works with Village employees and are busy working year-round to fulfill the mission of enhancing a vibrant, historic business district through community efforts and public and private partnerships.

**EVENT DESCRIPTION**

The Three Oaks Farmers Market in the past has been scheduled to take place every Saturday from May through October from 9:00 AM to 2:00 PM, but can be changed. It is organized for facilitating personal connections that create mutual benefits for local farmers, shoppers and communities. To fulfill that objective, farmers markets define the term local, regularly communicate that definition to the public, and implement rules and guidelines of operation that ensure that the farmers market consist principally of farms selling directly to the public products that the farms have produced.

**APPLICANT RFP RECEPTION**

By responding to this RFP, the applicant agrees to be responsible for fully understanding the requirements of the RFP and will ask any questions to make sure that understanding is gained. The DDA reserves the right to reject any or all responses to the RFP, to advertise for new responses, or to accept any RFP response deemed to be in the best interests of the DDA. Acceptance of any RFP should not be construed as a contract nor shall indicate any commitment on the part of the DDA for any future action. The RFP does not commit the DDA to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.

**APPLICANT INFORMATION**

All applicants must submit the following information:

- Name and Overview: Name and number of employees (if applicable)
- Services: Description of business services offered
- Customer and Event References: List of similar events in the scope and industry
- Resume

**REPORT TO**

The applicant will report to the Three Oaks Village Manager.

**STATUS**

Contract



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## **COMPENSATION**

Compensation is negotiable.

## **SCOPE OF WORK**

- Develop a new plan for the Farmers Market that includes:
  - Scope of products/services to be sold
  - Farmers Market location
  - Day(s)/time of market
  - Plan for advertising
  - Plan for recruiting participants
  - Fees to be collected
- Manage and adhere to project timeline and budget.
- Provide an evaluation to DDA, including financial summary, at the end of the season.
- Recruit, manager relationships with sellers.
- Supervise market day(s) set-up and clean-up.

## **PROJECT SCHEDULE**

This schedule is based on our current guidelines but is subject to change.

December 14<sup>th</sup>, 2017: RFP Published

January 5<sup>th</sup>, 2018: Last day for written questions to be received on the RFP document intent.

January 31<sup>st</sup>, 2018: RFP Close Date

February 5<sup>th</sup>, 2018: Start Applicant Evaluations

February 15<sup>th</sup>, 2018: Award Contract

## **RECOMMENDED QUALIFICATIONS**

- Experience: Minimum 1-2 years' experience in all aspects of event planning including outdoor event experience.
- Experience managing volunteer team.
- Experience managing event budgets.
- Excellent organization and project management skills.
- Energetic, innovative, creative self-starter.
- Problem solver and results oriented.
- Able to work well under pressure of event deadlines.
- Ability to prioritize tasks in a fast-paced environment.

## **JOB LOCATION**

Three Oaks, Michigan

## **CONTRACT**

The contract resulting from this RFP will commence as of the date of execution of the contract and will terminate no later than one year after commencement.



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## **SELECTION**

Applicants who have demonstrated the capacity to meet our requirements will be notified via phone/email of our selection to move forward with the RFP Process.

## **PROPOSAL SUBMISSIONS**

All proposals should be in the following format:

- No more than 10 pages in length.
- Respond to all areas noted in sections above. Cite examples of current and previous work.
- Specify what skills you possess, including but not limited to, your approach, planning, sales strategies, and staffing.
- Supply recent event highlights. What projects you have successfully produced in the last 18 months, including dollar range. Include your current client list.
- Provide a short synopsis of what you believe a farmer's market should consist of, how it should be managed, and how new vendors will be incorporated into the market.

**Prospective applicants are invited to discuss the scope of work with the Village Manager.**

Responses must be printed, sealed and clearly marked with the following: "RFP Response – Farmers Market 2018".

Submittals must be received no later than 4:00 pm on January 31<sup>st</sup>, 2018, and shall be delivered to:

Village of Three Oaks

ATTN: RFP Response – Farmers Market 2018

21 N. Elm St.

PO Box 335

Three Oaks, MI 49128

Any questions or clarifications regarding definitions or interpretations of this RFP must be submitted via email (no phone calls) no later than December 21<sup>st</sup>, 2017 to: [villagemgr@threeoaksvillage.org](mailto:villagemgr@threeoaksvillage.org).