

Request for Proposals North Park Thursday Market



April 2018

North Park Thursday Market Manager Services

REQUEST SUMMARY

North Park Main Street is seeking proposals from persons and firms to provide management services for the North Park Thursday Market beginning June 14, 2018. The market manager (“Manager”) is responsible for working collaboratively with North Park Main Street staff on all aspects of the market’s management, including permit compliance, vendor selection, vendor space assignment, setup and breakdown supervision, coordination, security, revenue collection and other duties as required or as assigned by North Park Main Street. The selected manager will be responsible for providing services in accordance with the Scope of Services outlined in Section 3 below.

INTRODUCTION

North Park Main Street has been a major catalyst in North Park’s presence as one of the hippest, most colorful urban villages in San Diego. The business association has spearheaded efforts to showcase the vibrant, eclectic community to locals and tourists alike. The business district’s historic character combined with its unique blend of chic businesses, independently owned shops, and highly acclaimed restaurants has catapulted North Park to one of the City’s must-see destinations. NPMS works actively to recruit exciting new entrepreneurs and unique businesses as well as create and promote a variety of events designed to feature the vibrancy of the neighborhood.

ORGANIZATIONAL BACKGROUND

The North Park Business Improvement District (BID) was formed in 1985 as one of the first of 16 BIDs formed in San Diego to promote the revitalization of older urban communities within the city. The North Park BID transformed itself in 1996 by adopting the national Main Street economic development strategy and the name North Park Main Street (NPMS). In 2017, NPMS formed the North Park Property and Business Improvement District to address the maintenance and economic development needs of the district. NPMS consists of a Board of Directors of 15 volunteer business and property owners. The Board manages the budget for the BID and the PBID with a combined annual budget of approximately \$940,000. The Executive Director is responsible for day to day operations of the organization’s many programs as well as oversees a staff of five employees.

NORTH PARK THURSDAY MARKET BACKGROUND

The North Park Thursday Market is a thriving weekly Certified Farmer’s Market that has grown consistently since its start eight years ago. The year-round market occurs from 3pm – 7:30pm on three blocks of North Park Way, from 30th Street to Utah. Starting at 3000 North Park Way, farmers and vendors fill more than 90 tents with their locally grown produce, artisan grocery items, prepared foods and hand-crafted goods every Thursday, rain-or-shine. Prepared food is available for those who wish to eat dinner, mingle with neighbors and enjoy the outdoor setting. Local chefs regularly present cooking demonstrations with tasting experiences and musicians perform weekly filling the market with a festive ambiance. The North Park Thursday Market is situated in one of San Diego’s most coveted neighborhoods with a bustling community of supporters.

1. GENERAL RFP SUBMITTAL INFORMATION

A North Park Main Street designated committee will evaluate the proposals received. During the review process, NPMS reserves the right, where it may serve their best interest, to request additional information or clarification from those that submit proposals, or allow clarifications, corrections of errors, or omissions. Any and all changes in the RFP will be made by written addendum, which shall be issued by NPMS to all prospective proposers who have submitted proposals.

All proposals are due no later than **5:00 p.m. on Friday May 11, 2018** in person at 3939 Iowa Street, Suite 2, San Diego Ca, 92104 or by e-mail to Angela@northparkmainstreet.com. Late submissions will not be accepted.

2. SCHEDULE

North Park Main Street reserves the right to make changes to the below schedule, but plans to adhere to the implementation of the RFP process as follows:

RFP released:	April 13, 2018
Deadline for receiving questions:	May 1, 2018
Response to questions:	May 3, 2018
Proposals due:	May 11, 2018
Finalists selected:	May 17, 2018
Presentations/Interviews (if necessary):	May 21-23, 2018
Vendor selected:	May 25, 2018
Vendor to commence services:	June 7, 2018

3. SCOPE OF SERVICES

NPMS intends to present a high-quality, comprehensive event experience that compliments the existing branding of the Explore North Park program.

The fee necessary to perform all services as detailed in the Scope of Services shall include the cost for all assistants and out-of-pocket expenses.

Unless pre-approved by NPMS, all out-of-pocket expenses for Management services will be the responsibility of the Manager.

Equipment costs for normal operation of the Market may be invoiced as line-item expenses upon pre-approval of NPMS.

4. THE MANAGER'S RESPONSIBILITIES SHALL INCLUDE

Curate a Certified Farmer's Market that provides quality items in accordance with all State, County and City of San Diego requirements and regulations.

Provide EBT services for the Market.

Abide by all Federal, State and local laws, rules and regulations, and all City policies and directions.

Keep, update and maintain weekly auditable records of vendors, sales and revenue in an orderly fashion available for inspection by NPMS and provide weekly accounting with all back up documents supplied to account for expenditures.

Manager present onsite each Thursday from 1:00pm until the last vendor leaves and area is fully maintained.

Manager will be present at each Market to handle vendor issues, oversee set up and break down of the event.

Attend NPMS Promotions Committee Meeting each month and present updates on the Market.

Work collaboratively with NPMS to bring in new and exciting activities to enhance the environment of the market. These may include but are not limited to chef demonstrations, brewer demonstrations, kid's activities, crafts and educational sessions.

Work collaboratively with NPMS to provide information and content to assist with the promotion of the market through social media, print press and television. All social media and market promotions will be contracted with a professional service and paid for by NPMS.

Adhere to specific security measures as denoted by the City of San Diego Police Department (SDPD) and the City of San Diego Fire Department (SDFD).

Follow vendor fee collection practice as outlined by NPMS staff.

Track Market attendance and provide quarterly reports.

5. ABOUT THE MARKET

The Market shall include approximately 60-80 vendors, of which 5-10 sell produce. The remainder will sell goods including prepackaged foods, prepared foods, beverages and gifts.

The Manager shall provide NPMS with a list of vendors, their contact information and their certifications on a quarterly basis to ensure compliance with the required threshold proportions.

Operate the Market on Thursdays from 3:00 a.m. to 7:30 p.m. rain or shine.

Close streets and turning lanes not less than 1 hour prior to Market operation time using appropriate signage and physical mechanisms as prescribed by the prevailing authorities.

Open all streets and passageways, including the removal of signage and physical mechanisms, no later than two (2) hours after the close of each Market event.

Secure storm drain curtains during all Market activities each week.

Ensure trip guards are used with all cables, cords, wires and conduits placed upon or running over ground.

Maintain and make available a Community Outreach Table to be used by NPMS staff.

Provide portable generators and related equipment capable of providing adequate electrical power to light vendors' booths after sundown, as needed.

Provide a summary describing the Proposer's ability to perform the work requested; a history of the Proposer's background and experience providing services; the qualifications of the Proposer's personnel to be assigned to this project, any subcontractor, subconsultants and/or suppliers and a brief history of their background and experience; and any other information called for by this RFP which the Proposer deems relevant. This summary should be brief and concise to apprise the reader of the basic services offered and the experience and qualifications of the Proposer, staff, subcontractors and/or suppliers.

6. REQUEST FOR PROPOSAL REQUIREMENTS

- Company name and address.
- Describe your or your firm's history and organizational structure. Include the size of firm, location of office(s), years in business, certified or non-certified markets managed, organizational chart, name(s) of owner(s) and principal parties and number and position titles of staff.
- List the members of your team who will be responsible for managing the Market and providing ongoing support, and their experience. Denote the staff person(s) who will be on-site Management during Market operations.
- Describe how the team managing the Market will be supervised.
- Describe your firm's experience managing certified farmers' markets and non-certified markets.
- Describe comparable markets managed by your firm in the last five years, including the number, scope of services provided, and the status of each.
- Comment on other areas that may make your firm different from your competitors.
- Identify how your firm would curate the Market to maintain an individual identity complementary to the unique character North Park.
- Provide a pro forma that identifies Market costs, revenues and the fee required for Market Management services.
- Describe any remaining fees not previously detailed in the above.

CERTIFICATE(S) OF INSURANCE

Manager will provide a valid certificate of insurance reflecting policies that are in effect for the duration of the contract for each of the following coverage types:

a) Commercial General Liability Insurance with limits of at least One Million Dollars (\$1,000,000) per occurrence, subject to an annual aggregate of at least Two Million Dollars (\$2,000,000); b) Automobile Liability Insurance with a limit of at least One Million Dollars (\$1,000,000) per occurrence; c) Worker's Compensation Insurance with Employer's Liability coverage with a limit of at least One Million Dollars (\$1,000,000) if applicable. Manager shall name NPMS as additional insured for its management of the Market.

BUSINESS TAX CERTIFICATE

The proposing organization does not require a City of San Diego business tax certificate to respond to this RFP. However, the successful Proposer will be required to acquire a City of San Diego business tax certificate during the contracting process and maintain an active certificate throughout the contracted period.