



Sustainable Economic Enterprises of Los Angeles

1125 W 6th Street Suite 500 ☞ Los Angeles CA 90017 ☞ TEL (323)463-3171 ☞ FAX (323)463-1062 ☞ www.seela.org

Project Name or Description: SEE-LA Food Business Accelerator

Contract Services: Marketing Consultant

Contract Period: April - September 2020

Contract Value: Maximum of \$10,000

Company Name: Sustainable Economic Enterprises Los Angeles (SEE-LA)

Address: 1125 W Sixth Street #500, Los Angeles, CA 90017

Time and Place of Submission of Proposals: Please submit proposals by March 27, 2020, 5:00PM PST, via email to: employment@see-la.org (Subject Line: Food Business Accelerator Marketing Consultant).

Timeline

Proposals due: March 27, 2020, 5:00PM, Pacific Time

Proposal review and rating: March 30 to April 3, 2020

Finalist notification and interviews: April 6 to 10, 2020

Vendor Selection Notification: April 13 to 17, 2020

Contract start and end dates: April 22 to September 30, 2020 (approximate)

Inquiries: All inquiries regarding this request for proposals and the application process should be directed to Osunkoya Chavon, Program Coordinator via email at osunkoya@see-la.org.



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1. Background/Introduction

Sustainable Economic Enterprises of Los Angeles (SEE-LA) is the largest mission-driven operator of farmers' markets in Southern California and a leader in improving food access and nutrition education. Our programs include:

- Six farmers' markets: Atwater Village, Central Avenue, Crenshaw, Echo Park, Hollywood, and MLK Campus.
- Benefits and Incentives Program that ensures that our markets serve as a venue for WIC and CalFresh redemption, partners with organizations to advocate for food access, and manages incentives which provide fruit and vegetable vouchers to low income customers.
- Bring the Farmer to Your School program, in which local California farmers have provided sessions about local agriculture to children at Title I schools for over 15 years.
- Pompea Smith Good Cooking/Buena Cocina Nutrition Education Program, which offers hundreds of nutrition education and cooking demonstrations across South LA each year.

Supported by federal U.S. Department of Housing & Urban Development (HUD) Community Development Block Grant (CBDG) and HUD Section 4 Capacity Building for Community Development and Affordable Housing Program funds, the SEE-LA Food Business Accelerator will work with a cohort of food entrepreneurs selected from our network of farmers' markets to provide comprehensive services that will create and maintain quality food-sector jobs and support food business growth and sustainability.

2. Project Goals and Scope of Services

With collaboration from community partners, the Accelerator will provide direct services that include recruitment of program participants, case management, and linkage to financing opportunities, subsidized test kitchen space, educational webinars, networking events, and business and marketing advising to a cohort of 12 Los Angeles based food entrepreneurs. The participating food entrepreneurs will represent an array of food business types including prepared foods, catering, shelf stable and packaged foods, baking, and confections. Some may wish to scale into brick and mortar establishments, expand their current business model, or move into new food product categories.

We are seeking a Marketing Consultant that will develop tailored marketing plans for 12 small food business entrepreneurs using a variety of market tested, industry specific strategies to support the overall program goals of supporting food business sustainability and growth that leads to the creation of quality food-sector jobs. The Marketing Consultant will meet with food entrepreneurs to assess their goals and work collaboratively on the marketing plans at each party's discretion and on a regular basis, and will meet with SEE-LA project managers once monthly during the term of the contract for progress updates.



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Performance will be evaluated based on adherence to timelines, meeting of milestones outlined in the proposal and contract, and results of evaluations conducted with clients (program participants). Consultant will be asked to submit a brief narrative report on outcomes of the services provided at the end of the contract period.

3. Elements of Proposal:

The proposal shall contain sufficient detail to convey the consultant's knowledge, skill, experience and ability to satisfy project requirements. The following must be provided:

- Brief proposal summary and signed cover letter
- Consultant/Firm information:
 - Contact information
 - A summary of the individual or firm's history, experience, and capabilities. Include information such as: year business/consultancy was established, strategic intent of company/consultancy, and SLB (Small Local Business), MBE (Minority Owned Enterprise), WBE (Woman Owned Enterprise) certifications if applicable.
- Resume of individual/team that will be working on the project.
- List of recent clients.
- Contact information for 3 client references.
- Approach and scope of work:
 - A proposed description of methodology and timeline for estimated deliverables for the project
 - *A pricing plan and total cost estimate*: identify rates to be charged for performing the tasks necessary to accomplish the objectives of the contract and itemize the types of anticipated expenses. Individuals who will be working under the contract should be identified by: 1) name, 2) rate or cost basis and 3) expected use during contract execution 4) suggested payment schedule. The project budget is up to, but not exceeding, \$10,000.
- Format:
 - PDF files preferred.
 - No longer than 7 pages in length, and in 12 point type.

4. Evaluation Criteria

Selection criteria include :

- Compliance with this RFP
- Demonstrated understanding of the project



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- Detailed narrative of services to be provided
- Track record of success in developing marketing plans in food and beverage industries.
- Demonstrated interest in working with communities/clients that are low-income, people of color, and/or women identified.
- Qualifications of the individual/firm
- References
- Competitive pricing

5. Budget

A maximum of \$10,000 over 5 months.

6. Challenges

- Funding for this program is released monthly and is invoice based, thus SEE-LA requires a sufficient turn-around time to pay consultants (30 days).
- This is the first time SEE-LA has formalized this type of technical assistance work for food entrepreneurs. There may be program start-up challenges during the first months of program launch.
- Some food entrepreneurs will have minimal to no marketing plans in place. The consultant/firm selected must be able to work with entrepreneurs in a variety of positions.

7. Proposal and Contract Administration

Per our internal guidelines and those of our funding source:

- Email submission of proposal is required.
- Proposals must be submitted in English with quotes/pricing noted in dollar units.
- All costs incurred in the preparation of a proposal will be the responsibility of the proposer and will not be reimbursed by SEE-LA.
- Individual/firm selected will function as independent consultants and not as agents of SEE-LA.
- Proposals are due by **11:59pm, Pacific Time, on March 27, 2020**. Proposals received after that time will not be considered.
- SEE-LA will provide email notification of contract award or rejection for all proposals by **5:00 pm, Pacific Time, April 17, 2020**.
- By virtue of submitting a proposal, the consultant agrees to adhere to all terms and conditions outlined in this RFP.
- Proposals shall be made as firm offers, for the set period of time noted in the RFP.
- SEE-LA reserves the right to further negotiate the terms and conditions of contracts awarded.



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- Elements of the RFP and successful proposal or any part thereof may be incorporated into and made part of the contract with the selected vendor.
- Any and all grievances regarding the RFP process may be addressed to Valeria Velazquez Duenas, Senior Program Manager at: valeria@see-la.org
- Applicants must be able to certify that they are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in Federally funded assistance programs.
- As a condition of contract award, the selected proposer shall be required to comply with the provisions of the City of Los Angeles' Affirmative Action program, including the submission of one of the following affirmative action plans: a) a trade association affirmative action plan, b) the proposer's own affirmative action plan, or c) an executed copy of the Los Angeles City Affirmative Action Plan.
- In compliance with the policy of the City of Los Angeles, SEE-LA is committed to provide minority business enterprises (MBEs), women business enterprises (WBEs) and all other business enterprises an equal opportunity to participate in the performance of all Subrecipient contracts. We ask that our vendors assist SEE-LA in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBEs and WBEs, have an equal opportunity to compete for and participate in any applicable subcontracts. Equal opportunity will be determined by the proposer's good faith efforts to comply with our outreach program. Participation by MBEs, WBEs, and all other businesses may be in the form of joint ventures or subcontracting.
- Where applicable proposers with stated child-care policies shall receive preference in contracting with SEE-LA.

This Request for Proposal and questionnaire does not commit SEE-LA to award a contract. SEE-LA reserves the right to withdraw or amend this Request for Proposal at any time or reject any RFP for noncompliance with RFP provisions. If, in the opinion of SEE-LA, revisions or amendments will require substantive changes in proposals, the due date may be extended.