



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: Seasoned Accelerator Program

Contract Services: Digital Marketing Consultant

Contract Period: September – December 2021

Contract Value: \$3,250

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

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

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 which 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 Seasoned Accelerator works with food entrepreneurs to provide comprehensive services that create and maintain quality food-sector jobs and support food business growth and sustainability.



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2. Project Goals and Scope of Services

Through support from Local Initiatives Support Corp Los Angeles (LISC LA) awarded for 2021, the Seasoned Accelerator is providing technical assistance to food entrepreneurs that are seeking to expand their digital reach via 1:1 advising on website improvement, and assistance with onboarding to SEE-LA's white label platform EAT! which will pilot delivery services beginning in September 2021. Additionally, these services will include group advising sessions for food entrepreneurs seeking assistance with marketing to customers in the digital space, particularly as it applies to increasing pick-up and delivery sales.

We are seeking a Digital Marketing Consultant, preferably with experience in food in beverage, to conduct a series of group advising and coaching sessions for food businesses in various stages of development that are seeking to improve their audience reach and sales with a particular focus on pick-up and delivery sales and integration with the EAT! platform currently in development.

3. Time and Place of Submission of Proposals

Please submit proposals to: employment@see-la.org (Subject Line: Seasoned Accelerator Marketing Consultant).

4. Timeline

Proposals due: August 13th, 2021, 5:00PM, Pacific Time

Proposal review: August 16th to August 20th, 2021

Finalist notification and interviews: August 23rd to August 27th, 2021

Vendor Selection Notification: August 31st, 2021

Contract start and end dates: September 15 to December 15, 2021 (approximate)

5. 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
- Consultant/Firm information:



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- 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, timeline, and costs for project deliverables.
- Format:
 - PDF files preferred.
 - No longer than 5 pages in length (including resumes).

6. Evaluation Criteria

Selection criteria include:

- Compliance with this RFP
- Demonstrated understanding of the project
- Detailed narrative of services to be provided
- Track record of success in developing marketing strategies
- Demonstrated interest in working with communities/clients that are low-income, people of color, and/or women identified.
- Qualifications of the individual/firm
- References

7. Budget

\$3,250 over 3 months

8. 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).
- 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.



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9. Proposal and Contract Administration

- Email submission of proposal is required.
- 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 5:00pm, Pacific Time, on August 13, 2021. 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, August 31, 2021.
- By virtue of submitting a proposal, the consultant agrees to adhere to all terms and conditions outlined in this RFP.
- 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.

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.

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. If, in the opinion of SEE-LA, revisions or amendments will require substantive changes in proposals, the due date may be extended.