



## REQUEST FOR QUALIFICATIONS

The City of Foley is soliciting Requests for Qualifications (RFQ's) from persons who would be responsible for:

### FARMERS AND FISHERMAN'S MARKET OPERATIONS MANAGER

A copy of the Request for Qualifications specifications and requirements may be obtained at Foley City Hall, 407 East Laurel Avenue, Foley, Alabama, 36535, or, the RFQ may be downloaded from the City's website at <http://www.cityoffoley.org>.

To be eligible for consideration, RFQ's must meet all requirements contained in the RFQ specifications. It shall be the sole responsibility of the person submitting an RFQ to assure receipt of the RFQ by Foley City Hall prior to the deadline date as stated below.

Requests for qualifications (RFQ's) will be received by the City of Foley at Foley City Hall, 407 East Laurel Avenue, Foley, Alabama 36535 **or** P.O. Box 1750, Foley, AL 36536 until 5:00 p.m. on **Monday, April 1, 2013.**

The City of Foley reserves the right to accept or reject any or all RFQ's and to waive technical errors if, in the City's judgment, the best interests of the City will thereby be promoted.



# **Request For Qualifications (RFQ's)**

## **Farmers and Fisherman's Market Operations Manager**

The City of Foley is soliciting Requests for Qualifications (RFQ's) from persons who would be developing and maintaining a farmers market. The farmers market has been titled Coastal Alabama Farmers and Fisherman's Market. Agent must represent and warrant to the City that he/she is capable of effectively managing and overseeing the farmers market. The Agent will act as an Independent Contractor and perform designated services on behalf of the City.

### **Duties and Responsibilities of the Agent:**

The primary duties of the Agent shall be to plan, develop, implement, organize, and manage a farmers market for the City of Foley. Other related duties for the City of Foley include, but are not limited to the following:

- Responsible for overall operations of the Coastal Alabama Farmers and Fisherman's Market and works with Administration, Economic Development, and the Marketing Department to plan and manage operations.
- Manages and performs market set up and closing.
- Manages total operations for the leasing of space to vendors and assists vendors with design and merchandizing.
- Acts as main contact to handle vendor relationships and day to day vendor needs and inquiries to ensure lasting relationships and renewed business. This includes working with local farmers and fishermen, local businesses, stakeholders, and other entities.

- Develops and maintains relations with adjacent business properties, community agencies, organizations, and local government.
- Manages the marketing, promotion, press releases, and public relations for the market.
- Creates and implement a strategic marketing plan for the market. This includes working with the Economic Development Director and City managers to make recommendations for day to day and long term marketing strategies.
- Develops, maintains and manages an effective volunteer base to assist in the operations of the market.
- Obtains sponsorships and develops, organizes and coordinates fund raising events including developing and maintaining a calendar of events for the market.
- Manages the operating budget including accounts receivable (rent/fee collection), accounts payables, tax preparation, etc.
- Manages equipment inventory and maintenance of facilities.
- Manages signage and directing of traffic.
- Enforces operating rules and procedures.
- Provides regular progress reports to City management and proposes policy changes as necessary.
- Maintains an inventory of market facilities; maximizes the use of these facilities; encourages and oversees upgrades to the facilities and oversees construction of new facilities.
- Determines on-site improvements to market area property, assisting with landscape renovations, oversight of signage/outdoor advertising program, and proposing plans for increased amenities.
- Work with Economic Development Director and other City departments as necessary to ensure cohesion and cooperation opportunities.

### **Necessary Qualifications Include:**

The Agent shall demonstrate knowledge, skills, abilities and experience in the following areas:

- a. Knowledge and experience in:
  - Development and management of farmers markets
  - Farmers market marketing, trends, and research;
  - Familiarity with local farmers, fishermen and business community;
  - Economic impact research and methodologies;
  - Business and contract planning;
  - General financial management including budgets, purchasing, etc.
- b. Skills and ability to:
  - Market the farmers market, facilities, and events;
  - Facilitate contracts with vendors and/or event organizers;
  - Interact with farming community and the local business community;
  - Provide presentations to organizers, civic groups and the business community;
  - Develop clear and concise reports for management, stakeholders and partners;
  - Coordinate marketing and print material;
  - Capture and analyze relevant performance data and trends;
  - Operate a personal computer;
  - Provide proof of insurance and a license for operating a motor vehicle;
- c. Experience:
  - Degree in Marketing, or related field;
  - Three (3) years of experience in marketing, tourism, or related field;
  - Established network and relationships with local farmers, fishermen, businesses and professionals in Foley, Alabama and nationally;
  - Any equivalent combination of experience and training which provides the knowledge and abilities necessary to perform the work will be considered.

Interested persons should send a written proposal to the City of Foley at Foley City Hall, 407 East Laurel Avenue, Foley, Alabama 36535 *or* P.O. Box 1750, Foley, AL 36536 and include the following items:

- Portfolio of work experience.
- List of three references.
- Anything else deemed appropriate to the proposal.

Following a review of the Request for Qualifications, the City of Foley will be contacting qualified persons to schedule an on-site interview.

**DEADLINE FOR SUBMITTING PROPOSALS IS 5:00 P.M.**

**ON MONDAY, APRIL 1, 2013**