



# Pre-Submittal Meeting

Prepared and Pre-packaged Food

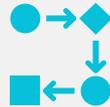
# AGENDA



SMFMS Overview



Selection Metrics



Process Logistics



Questions



# SMFMS OVERVIEW



## MEET THE TEAM

- 5 management and admin staff
- 3 part time set up staff
- Interns
- Volunteers

# Mission

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*The Santa Monica Farmers Markets are committed to promoting healthful eating and sustainable agriculture in California by providing fresh agricultural products from small farms to urban customers, thereby building community and preserving California farmland.*

# WHAT IS A CERTIFIED FARMERS MARKET?



QUALITY



INTEGRITY



SUSTAINABILITY



ACCOUNTABILITY



CHOICE/VARIETY



WELLBEING



COMMUNITY



SUPPORTING A  
GREATER GOOD

# MARKETS

## **Wednesday Downtown**

2<sup>nd</sup> /Arizona  
8:00 am – 1:00 pm

## **Saturday Downtown**

3<sup>rd</sup> /Arizona  
8:00 am – 1:00 pm

## **Saturday Pico**

Virginia Avenue Park  
8:00 am – 1:00 pm

## **Sunday Main Street**

Main Street  
8:30 am – 1:30 pm



Farmers



Prepared &  
Pre-packaged Foods



# Musical Entertainment

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Local Retail  
Main Street Only





Education &  
Entertainment

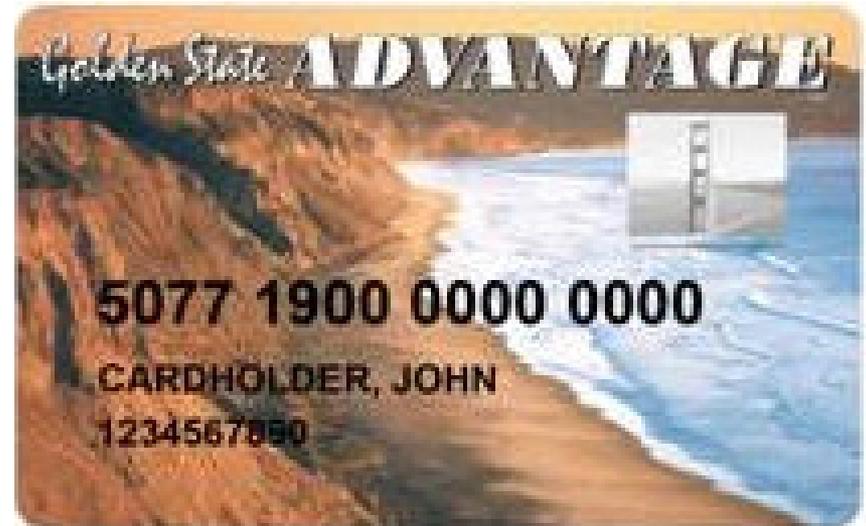


Social Media  
@SMFMS



# FOOD ASSISTANCE

- Food Stamps (EBT, Snap, CalFresh)
- WIC / Senior FMNP
- Market Match – Pico Market Only



# Markets Accepting Applications

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Market Location	Prepared and pre-packaged food booths
Wednesday Downtown	50 square feet (1 vendor coffee only)
Saturday Downtown	200 square feet (1-2 vendors bakery & coffee only)
Saturday Pico	Up to 300 square feet (1-3 vendors)
Sunday Main Street	Up to 400 square feet (2-4 vendors)

# Permits Expiring

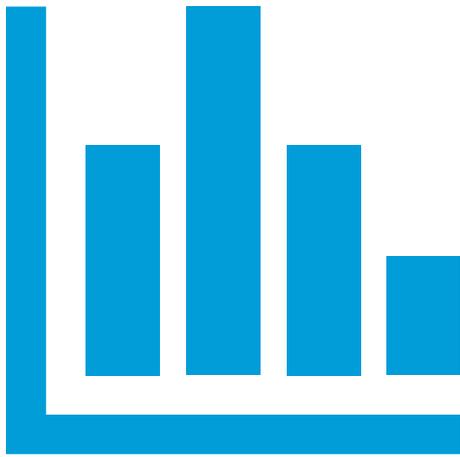
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Market Location	Vendor Name
Wednesday Downtown	Step Up on Second
Saturday Downtown	Frogs Bakery
Saturday Pico	Perkside Coffee
Sunday Main Street	Surya Spa
Sunday Main Street	Omertri (DBA Bistro Laurent)
Sunday Main Street	CA'D'Oro Bakery

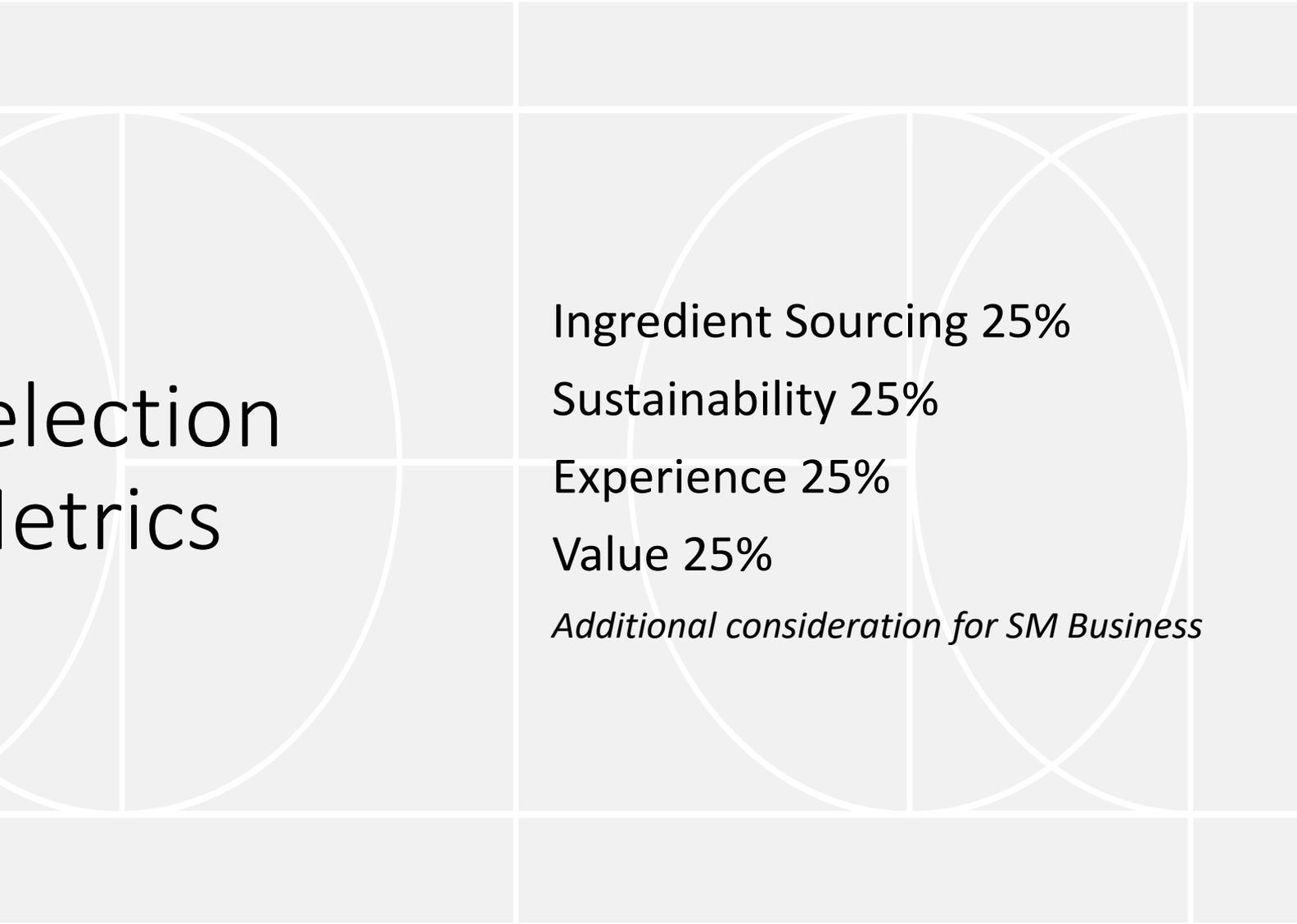
# **RATES**

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12% of daily gross sales  
+ \$2.00 Legislative Fee



# Selection Metrics



Selection  
Metrics

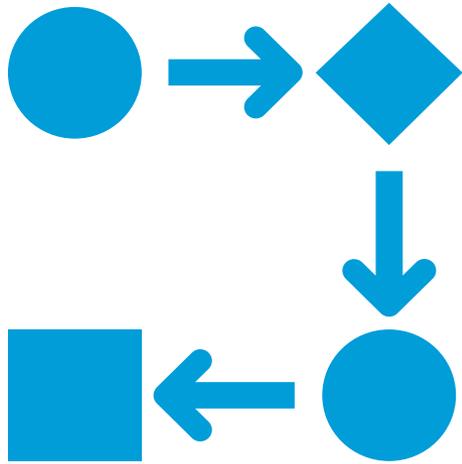
Ingredient Sourcing 25%

Sustainability 25%

Experience 25%

Value 25%

*Additional consideration for SM Business*



# Process Logistics

# PLICATION INST

ed and prepackaged food

ust be prepared in a Health

ollow [THIS LINK](#) to apply

Time to Apply

The screenshot displays the website for Santa Monica Farmers Markets. At the top, there is a navigation bar with links for Home, Applicants, Assistance Programs, Recipes, About Us, Resources, and Contact Us. A search bar is located in the top right corner. The main content area features a large green banner with the text: "Prepared and Packaged Foods", "Now Accepting Applications", "Deadline April 30, 5 pm.", and "Selected Vendors will start July 1, 2020". Below this, a note states that the Santa Monica Farmers Markets require all prepared and packaged food vendors to produce their products in a Certified Commercial Kitchen and do not accept cottage food operations. A table titled "MARKETS ACCEPTING APPLICATIONS (subject to change)" lists market locations and their respective booth types and sizes. To the right of the main content, there is a "Market Schedule" section with details on open rain or shine, holiday closures, and market hours for Wednesday, Saturday, and Sunday. At the bottom, there is a "DAILY PARTICIPATION RATES" section, "APPLICATION INSTRUCTIONS", and "APPLICANT MEETINGS - REQUIRED".

**Prepared and Packaged Foods**

**Now Accepting Applications**  
**Deadline April 30, 5 pm.**  
Selected Vendors will start July 1, 2020

The Santa Monica Farmers Markets require all prepared and packaged food vendors to produce their products in a Certified Commercial Kitchen and do not accept [Cottage Food Operations](#). Additionally, All Farmers Market vendors are responsible for compliance with the [Private Code Requirements for Cottage Food Events in LA County](#).

Note: Prepared and Pre-packaged foods that duplicate existing product offerings sold as processed agricultural products in the agricultural section of the SMPMS will not be considered. These include but are not limited to juices, jams and jellies, salsas, pickles, stuffed nuts, nut butters, oils, milks, cheeses and processed dairy products, dried fruits and dried meats. These items may only be sold by farmers.

**MARKETS ACCEPTING APPLICATIONS (subject to change)**

Market Location	Prepared and pre-packaged food booths
Wednesday Downtown	Coffee only, 50 square feet
Saturday Downtown	Bakeries and coffee only, 200 square feet
Saturday Virginia Avenue Park	Up to 300 square feet (1-3 vendors)
Sunday Main Street	Up to 400 square feet (2-4 vendors)

**DAILY PARTICIPATION RATES**  
**12% of daily gross sales + 2.00**

In addition to the stall fees each SMPMS vendor shall pay a legislative fee of \$2.00 for each market attended. These cumulative fees are then remitted to the California Department of Food and Agriculture (CDFA) on a quarterly basis. The CDFA utilizes these fees to administer and regulate CFM's throughout the state.

**APPLICATION INSTRUCTIONS**  
Prepared and prepackaged food vendors may apply to the Santa Monica Farmers Markets annually. All food must be prepared in a Health Department certified kitchen. Cottage foods are not permitted. Please follow [this link](#) to apply.

**APPLICANT MEETINGS - REQUIRED**

Attend ONE pre-application meeting for a brief presentation, meet the Farmers Market staff team and have your questions about the evaluation and selection process answered.

**TUESDAY, MARCH 10, 2020**  
Santa Monica Main Library  
Marian Luther King Jr. Auditorium  
1700 Santa Monica Blvd.  
Santa Monica, CA 90401  
11:00 am

**Market Schedule**

Open Rain or Shine  
Year-round

**HOLIDAY CLOSURES**

The Wednesday Farmers Market is CLOSED on December 25, 2019 and January 1, 2020. Please visit one of our other markets which remain open through the holidays.

**Wednesday Downtown**

Artisima Avenue  
(between 4th & Ocean)  
8:00am - 1:00pm

**Saturday Downtown**

Artisima Avenue  
(between 4th and 3rd Streets)  
8:00am - 1:00pm

**Saturday Virginia Ave. Park**

2200 Virginia Avenue  
(Pico Blvd. @ Cloverfield Blvd.)  
8:00am - 1:00pm

**Sunday Main St.**

2840 Main Street  
(in Heritage Square)  
8:30am-1:30pm

**Follow us**

For Farmers Market related events, follow us regularly on:

[Facebook](#) [Twitter](#) [Instagram](#)

**Reminders**

Bring Your Own Bag | [View PDF](#)

No animals are allowed in Farmers Markets. [View PDF](#)

[View PDF](#)

**Volunteer**

Congratulations to Jackie Lovell, our December Volunteer of the Month!

[View PDF](#)

to learn more about



Previously all Bids were conducted through the Planet Bids platform. Previously registered parties, have been emailed of the current SMFMS Prepared and Pre-packaged Food RFP through the Planet BIDS system.



# Email Notification

The screenshot displays an Outlook window titled "Bid Alert: RFP - Message (HTML)". The ribbon includes "File", "Message", "Help", "Acrobat", and "Tell me what you want to do". The "Message" ribbon is active, showing options like "Ignore", "Delete", "Archive", "Reply", "Reply All", "Forward", "Protect", "Quick Steps", "Move", "Mark Unread", "Categorize", "Follow Up", "Translate", "Read Aloud", "Zoom", and "Report Phishing".

**Bid Alert: RFP**

CustomerCare@planetbids.com  
To: Jodi Low  
Retention Policy: CSM - 2 Year Delete (2 years) Expires: 3/5/2022

**EXTERNAL**

*This is an automated email notification. Please do not reply.*

Dear JSL Consulting:

A new bid request was posted by City of Santa Monica which meets your selected criteria.

**Project Title:** RFP  
**Release Date:** March 5, 2020 4:11 PM (Pacific)  
**Bid Due Date:** April 30, 2020 3:00 PM (Pacific)

Please visit [RFP](#) for further details!

**Notified Categories:**  
96138 - Food Preparation Services (Including Food Canning Services)

# PlanetBids & Procure Now

The City is now using a new vendor Bid portal. Please register with Procure Now by copying and paste URL under "Description" section in Planet Bids as listed here:

<https://secure.procurennow.com/portal/santa-monica-ca/projects/2746>

The screenshot shows the 'Bid Detail' page for RFP - 260. The page is organized into several sections with a left-hand navigation menu. The top navigation bar includes 'Bid Information', 'Line Items', 'Documents/Attachments', 'Agenda & Emails', 'Prospective Bidders', 'Bid Results', and 'Awards'. The 'Bid Detail' section contains the following information:

Project Title	RFP
Invitation #	260
Bid Posting Date	March 5, 2020 4:11 PM (Pacific)
Project Stage	Bidding
Bid Due Date	April 30, 2020 3:00 PM (Pacific)
Response Format	Electronic & Paper
Project Type	RFP (Request For Proposal)
Response Types	Line Item
Type of Award	Lump Sum
Categories	96138 - Food Preparation Services (Including Food Canning Services)
License Requirements	
Department	Purchasing
Address	, Santa Monica, California
County	Los Angeles
Bid Valid	
Liquidated Damages	
Estimated Bid Value	
Start/Delivery Date	
Project Duration	

Below the 'Bid Detail' section are three more sections:

- Pre-Bid Meeting Information:** Pre-Bid Meeting: No
- Online Q&A:** Online Q&A: No
- Contact Information:** Contact Info: Jodi Low 310-458-8712 Ext. 5; Bids to: [jodi.low@smcwr.net](mailto:jodi.low@smcwr.net); Owner's Agent:

The **Description** section contains the following text:

Scope of Services: TO OBTAIN RFP DOCUMENTS, COPY AND PASTE THE LINK BELOW INTO YOUR BROWSER. PROPOSALS MUST BE SUBMITTED THROUGH PROCURENOW

Other Details: <https://secure.procurennow.com/portal/santa-monica-ca/projects/2746>

Notes, Special Notices, and Local Programs & Policies are also listed as options in the left-hand menu.

At the bottom of the page, there are 'Print', 'Place eBid', and 'Done' buttons.

# Procure Now

New paperless portal

The screenshot displays the ProcureNow portal interface for a project titled "SMFMS PREPARED & PRE-PACKAGED FOODS". At the top left is the OPDC logo. The project title is prominently displayed, followed by details: "RFP (Generic) Housing and Economic Development 96138", "Release Date: Mar 5, 2020", and "Proposal Deadline: Apr 30, 2020". A green "Apply to Project" button is visible, along with a timer showing "Time Remaining: 62 days, 0 hours, 9 minutes". Social media icons for LinkedIn, Twitter, Facebook, and YouTube are on the right. Below the header is a navigation bar with tabs for "Project Documents", "Addenda & Notices", "Question & Answer", "Downloads", and "Followers". A yellow banner instructs users to click "Apply to Project". The main content area is titled "1. Introduction" and contains four sections: "1. Summary" (listing vendors for Santa Monica Farmers Markets), "2. Background" (stating a requirement to attend a Q&A meeting), "3. Contact Information" (providing contact details for Jodi Low and Andy Agie), and "4. Timeline" (listing key dates for release, question submission, question response, and proposal submission).

**SMFMS PREPARED & PRE-PACKAGED FOODS**

RFP (Generic) Housing and Economic Development 96138  
Release Date: Mar 5, 2020 · Proposal Deadline: Apr 30, 2020  
Posted: Mar 5, 2020 3:48 PM  
All dates & times in Pacific Time  
Apply to Project  
Time Remaining: 62 days, 0 hours, 9 minutes

Project Documents Addenda & Notices Question & Answer Downloads Followers

To respond to this project, please click the "Apply to Project" button above.

## 1. Introduction

### 1. Summary

Prepared & pre-packaged foods vendors to attend the Santa Monica Farmers Markets.

### 2. Background

REQUIRED: Attend ONE of the Q&A meetings, March 10th or April 4th.

### 3. Contact Information

The designated city contact (the "City Contact") for this request for proposals (this "RFP") is listed below:

Any inquiries or requests regarding this procurement should be submitted via ProcureNow. Other City officers, agents, employees or representatives do not have authority to respond on behalf of the City. Contact with unauthorized City personnel during the selection process may result in disqualification.

<b>Jodi Low</b> Farmers Market Coordinator II 1901 Main Street Suite F Santa Monica, CA 90405 Email: <a href="mailto:jodi.low@smgov.net">jodi.low@smgov.net</a> Phone: (310) 458-8712 Ext: 5	<b>Department:</b> Housing and Economic Development <b>Department Head:</b> Andy Agie Director of Housing and Economic Development
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### 4. Timeline

The following is a list of key dates:

Release Project Date:	March 5, 2020
Question Submission Deadline:	April 15, 2020, 5:00pm
Question Response Deadline:	April 22, 2020, 5:00pm
Proposal Submission Deadline:	April 30, 2020, 3:00pm

# Apply to Project

The screenshot shows the ProcureNow interface. At the top, there are navigation links for 'Projects', 'Intake', and a '+ New Project' button. A 'Calendar' icon and a user profile icon are also visible. Below the navigation, there are links for 'Visit Help Center' and 'City of Santa Monica Portal'. The main content area features a project card for 'SMFMS PREPARED & PRE-PACKAGED FOODS'. The card includes a logo, a 'Following' button, and social media icons. Key information includes: 'RFP (Generic) Housing and Economic Development 56138', 'Release Date: Mar 5, 2020', and 'Proposal Deadline: Apr 30, 2020'. A green 'Apply To Project' button is prominently displayed. Below the card, there are tabs for 'Project Documents', 'Addenda & Notices', 'Question & Answer', 'Downloads', and 'Followers'. A yellow banner states: 'To respond to this project, please click the "Apply to Project" button above'. The left sidebar contains a table of contents with sections: '1. Introduction', '2. Scope of Work', '3. Vendor Questionnaire', and '4. Attachments'. The main content area shows the '1. Introduction' section with sub-sections '1. Summary' and '2. Background'. The '1. Summary' section contains the text: 'Prepared & pre-packaged foods vendors to attend the Santa Monica Farmers Markets.' The '2. Background' section contains the text: 'REQUIRED: Attend ONE of the Q&A meetings, March 10th or April 4th.'



# Attachments

Download the RFP attachments for instructions and application forms



OPEN

## SMFMS PREPARED & PRE-PACKAGED FOODS

Follow

RFP (Generic) Housing and Economic Development 96138

Release Date: Mar 5, 2020 · Proposal Deadline: Apr 30, 2020

Posted Mar 5, 2020 3:48 PM

All dates & times in Pacific Time

Apply To Project

Time Remaining: 62 days, 0 hours, 4 minutes



Project Documents

Addenda & Notices

Question & Answer

Downloads

Followers

1. Introduction

2. Scope of Work

3. Vendor Questionnaire

4. Attachments

View All Sections

To respond to this project, please click the "Apply to Project" button above.

## 4. Attachments

A - PF\_RFP\_2020 FINAL



# RFP Document

- 50 pages total
- Application forms are pages 39-50.



**CITY OF SANTA MONICA  
REQUEST FOR PROPOSAL  
SANTA MONICA FARMERS MARKETS  
PERPARED AND PRE-PACKAGED FOODS**

City of Santa Monica Farmers Markets  
1901 Main Street, Ste. F  
Santa Monica, CA 90405

**ISSUE DATE: MONDAY MARCH 5, 2020**

**QUESTIONS DUE: WEDNESDAY APRIL 15, 2020**

**SUBMITTALS DUE: THURSDAY APRIL 30, 2020**

**APPROVED FOR ADVERTISEMENT:**

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Jodi Low

# Application Forms

1. Download
2. Complete
3. Make one (1) PDF of the Application forms and ALL required attachments
4. Upload the PDF to ProcureNow

The City of Santa Monica seeks qualified businesses to participate as prepared and/or pre-packaged food vendors in the ancillary section of its Certified Farmers Markets. The ancillary section or "Community Events" section is open to non-farmers to provide ambiance and customer service to farmers market patrons and as a commercial opportunity for food businesses. Prepared food vendors are selected by a recurring Request for Proposals (RFP) process whereby applicants are rated on criteria approved by City Council. The rating criteria are designed to be fair and impartial and to provide selling space to the best qualified candidates.

Rating criteria are based on the following:

1. Sustainability practices
2. Ingredient sourcing
3. Experience
4. Value

Additional consideration is given to businesses that are located in Santa Monica.

All proposals must include an APPLICATION FORM containing the questions relating to Vendor's organization, personnel, experience and concept that would substantiate its qualification and capabilities to perform the services required by the scope of this RFP. In filling out the application form the respondent may: (1) replicate the format, or (2) utilize the paper or [electronic format](#) provided and fill in the appropriate information, attaching extra pages when additional space is needed. If replicated, the respondent assumes all responsibility for ensuring that all sections and wording are replicated, and all requested information is provided utilizing the required format.

ANSWER ALL QUESTIONS. If something does not apply answer "n/a"

## COMPANY INFORMATION

Company Name (as submitted to IRS): \_\_\_\_\_

Form of Organization:

Individual (DBA)       LLC       Corporation (which state?)       Partnership

Company Office Address: \_\_\_\_\_

City / State / Zip Code: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_ Twitter: \_\_\_\_\_

Employer Tax Identification Number or Social Security Number: \_\_\_\_\_

Market Preference: Please indicate which vending opportunity you are applying for in order of preference (1 being first choice and 4 being last. If there is a market you are not interested in mark zero "0"). You may be offered a place in a market that is not your first choice.

\_\_\_\_\_ Wednesday Downtown

\_\_\_\_\_ Sunday Main Street

\_\_\_\_\_ Saturday Pico

\_\_\_\_\_ Sunday Main Street

Space requested (max 10 x 20)

10 x 10

10 x 20

# Application Instructions

Completing the application will take some time. To make it more efficient, we suggest having the following documents available electronically to upload before you begin. Public Health Permit

- Agreement for Sharing of a Permitted Food Facility.
- Proposed menu with prices
- Booth layout diagram and/or photos of your operation
- Green business certification - *if applicable*
- Organic certification (if applicable)
- Ingredient Form - *please see below for download instructions*

**MAKE ONE PDF THAT INCLUDES THE APPLICATION FORMS AND ALL REQUIRED DOCUMENTS.** Incomplete applications will not be reviewed.

# Additional Documentation

Upon acceptance we will request additional documentation including:

- Santa Monica Business License
- Community Event / Seasonal Event Permit
- Proof of Insurance

Please do not procure or submit these documents now.

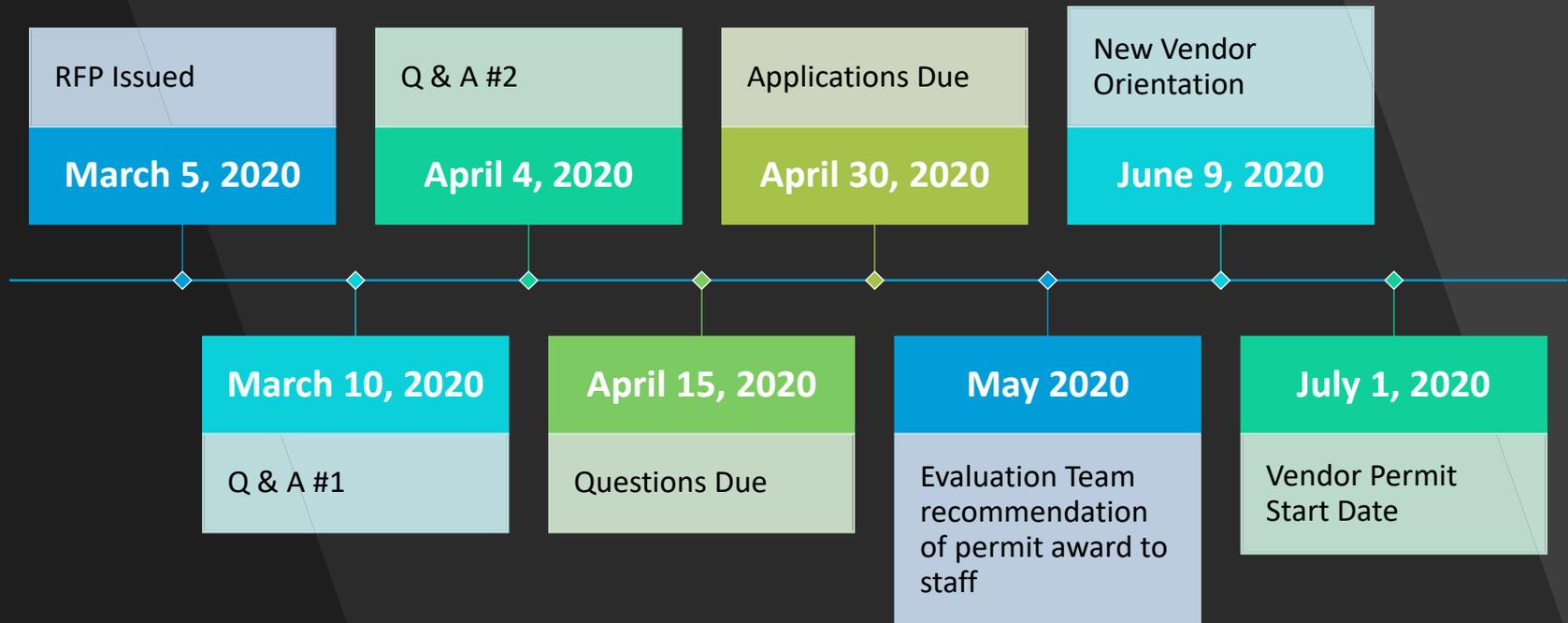
# Permits Terms

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1 year with options to renew

# Timeline

It is strongly recommended that all interested applicants one of the two Q & A sessions. In these sessions, market staff will review the application process in detail and answer any questions you may have. All questions and answers will be recorded and posted on ProcureNow after April 15, 2020.



# Tips and Extras



Visit each market



Learn about the demographics



Consider your budget



All information subject to verification including but not limited to site visits



Wait to submit until April 15 after Q & A have been released.



Protest Deadline (p.12, item 28)



Signatures (*legally binding – representations made under penalty of perjury*)

# Questions

Jodi Low

Santa Monica Farmers Markets

Farmers Market Coordinator II

310-458-8712 x 5

[jodi.low@smgov.net](mailto:jodi.low@smgov.net)

Monday – Wednesday

(alternating Thursdays)

— SANTA MONICA —

FARMERS

MARKETS