

## REQUEST FOR PROPOSAL

### Preliminary Programming Study for Comox Valley Farm Market

Comox Valley Economic Development  
102-2435 Mansfield Drive  
Courtenay, Vancouver Island  
British Columbia, Canada  
V9N 2M2



Comox Valley Economic Development Society - May 2009

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## I. OBJECTIVES OF THIS RFP

### A. Project Background

The Comox Valley has long discussed the need for a permanent farm market site that can act as a focal point for producers and as a new distribution centre for both the consumer and corporate buyer. A full-time, physical market place where local products are featured and available to local consumers would provide a forum for consumers to conveniently find and purchase local products.

In order to advance discussion on this project, CVEDS, with support from Ducks Unlimited, has initiated a series of small group discussions as well as an information session with the local agricultural sector. A preliminary concept has been written for discussion purposes as well as a preliminary artist rendering. To proceed with the development of more formalized business plans, CVEDS requires a User Group Programming Outline and costing for the proposed centre.

### B. Scope of Work

A proposed User Group Programming Outline for the preliminary report should include *for each User Group* but is not limited to the following:

1. Conceptual ideas of how entire site and User Group space will be used;
2. Target Users
  - Types of users
  - Types of activity
  - Frequency of users (day, night, time of year, increase, decrease)
  - User transportation methods
  - Automobile access & foreseeable traffic
3. Physical Space Requirements
  - Room sizes
  - Functionality and accessibility
  - Shared common space among User Groups
  - Equipment, machinery, mechanical systems
  - Suppliers and delivery

### Tasks

The Consultant is expected to draw on existing resources of the Agriculture Industry and from other community's design of working Farm Markets. It is expected that the Consultant will:

- Meet with project coordinator, John Watson, to propose a User Group engagement process to establish a trusting rapport within a short time period;

- Meet with 6 to 10 User Groups to begin collecting programming information around both *basic needs* and *wish lists* to develop a Comox Valley Farm Market. The Consultant will also briefly discuss possible sustainability initiatives for entire site and User Group spaces, that will be further explored in next stage, to provide a brush stroke direction for construction costing;
- Assess the preliminary programming information to define possible site scenarios. Clearly outline possible scenarios with first estimates of building footprint sizes, related use and activities within structures and feasibility of each scenario, for preliminary construction costing;
- Discuss probable construction costs of different scenarios for entire site and specific building requirements with at least 3 local construction managers and/or companies;
- Final report to provide possible construction costs rough estimate, feasibility of scenarios, general comments on User Groups, foreseeable challenges and recommendations on next steps to move project forward.

## II. DELIVERABLES

Draft Report and Final Report to be provided in an electronic version as PDF.

## III. PROPOSAL FORMAT

The Consultant's proposal must be submitted with the following:

### *Proposal*

- Methodology and work plan addressing the RFP's Scope of Work
- Additional tasks recommended by the proponent

### *Qualifications & References*

- Qualifications and relevant experience of the Consultant working on the project
- Familiarity in Agriculture, Farm Market design and Community Engagement processes
- Client References

### *Project Schedule*

- Proposed work plan from start date, Tuesday, June 5, 2009 to final report completion, Friday, June 26, 2009.

### *Project Costs*

- Fixed fee amount
- Fees, disbursements and any foreseeable additional costs
- Terms of payment

#### **IV. TERMS OF SUBMISSION**

##### **A. Name of Organization issuing the RFP**

This Request for Proposal (RFP) is issued by the Comox Valley Economic Development Society (CVEDS).

CVEDS reserves the right to amend the terms to the RFP, to circulate the Addenda, or to withdraw the RFP any time, regardless of how much time and efforts vendors have spent on their responses.

##### **B. Synopsis of Document**

This RFP is seeking the services of a Consultant to prepare a Preliminary Programming Study for developing a Comox Valley Farm Market.

##### **C. How to Obtain a Copy of RFP**

Copies of this RFP may be obtained from CVEDS office, #102-2435 Mansfield Drive Courtenay, BC V9N 2M2 or by email at [john@investcomoxvalley.com](mailto:john@investcomoxvalley.com).

##### **D. Who can submit a proposal?**

Consultants are invited to submit their proposals entirely at their own cost. There will be no remuneration to any Consultant for submitting a proposal.

##### **E. Date RFP is Issued**

This Request for Proposal is issued on Wednesday, May 13, 2009 by:

John Watson, Executive Director  
Comox Valley Economic Development Society (CVEDS)  
102-2435 Mansfield Drive, Courtenay, BC V9N 2M2

Phone: 250-334-2427  
Toll Free: 1-877-848-2427  
Fax: 250-334-2414

##### **F. When, Where and Acceptable Format Proposals have to be Submitted**

Proposals will be accepted up to Friday, May 29, 2009, 4:00 pm at Comox Valley Economic Development Society Office, Front Reception Desk, 102-2435 Mansfield Drive, Courtenay, BC V9N 2M2 or by email to [john@investcomoxvalley.com](mailto:john@investcomoxvalley.com).

Hard Copy Proposals must be submitted in one sealed envelope. Digital Copy Proposals must be submitted as a PDF.

### **G. How Consultant Proposal Questions will be Answered**

Consultants must address all questions in writing to John Watson, Executive Director, via email [john@investcomoxvalley.com](mailto:john@investcomoxvalley.com).

### **H. Background Information Available to Consultants**

(Posted at [www.permanentfarmersmarket.com](http://www.permanentfarmersmarket.com))

- Lot survey information
- Concept drawings
- Written concept
- ALR approval information

Online supporting documents available:

- Farm Market Workshop [www.permanentfarmersmarket.com](http://www.permanentfarmersmarket.com)
- CVEDS Economic Development Strategy [www.investcomoxvalley.com](http://www.investcomoxvalley.com)  
(Link to Statistics and Reports page, *Local Market Research & Reports Section*)
- CV Inventory Gap Analysis [www.investcomoxvalley.com](http://www.investcomoxvalley.com)  
(Link to Statistics and Reports page, *Key Sectors Section*)

### **I. Will a Proposal Necessarily be Awarded?**

The lowest price proposal will not necessarily be selected. CVEDS reserves the right to reject any and all proposals.

Any award shall be based on Proposal which CVEDS perceives, in its sole discretion, as giving the greatest value based on quality, service, price, reputation, experience, whether disclosed or not.

### **J. The Period Covered by the RFP**

Proposals will be irrevocable for sixty (60) days.

### **K. Project Schedule**

Provided a suitable proposal is submitted, CVEDS intends to:

Award the contract	Thursday, June 4, 2009
Project start-up	Friday, June 5, 2009
Final draft due	Friday, June 19, 2009
Final report due	Friday, June 26, 2009

### **L. Contract to be Signed by Consultant**

The successful proponent will sign a contract with the Comox Valley Economic Development Society.

## N. Inventory and Gap Analysis Project Background

CVEDS recently completed an *Agricultural Inventory and Gap Analysis* that included recommendations to initiate a formal concept plan for a regional agricultural centre of excellence. The centre would include a permanent farm market with the potential of distribution and processing capabilities.

For producers, the cost of servicing markets with small volumes is prohibitive and, as energy costs increase, it will become even more so. For consumers, it is much cheaper and more convenient to buy all their groceries in a central location. The Comox Valley Farmers Market works well for that reason, but it is seasonal and operates only two days a week. It serves some consumers well, some of the time. It is suggested that a central indoor market for local products would contribute to resolving the producer and consumer issues noted above. If the market included processing and storage facilities to allow small scale processing of local products it would provide additional opportunities for local producers as well as increase purchasing options for consumers and local buyers including restaurants and even chains.

Even though direct marketed product is readily available and easily identifiable, there are some issues and limitations that impact negatively on sales. Seasonality is the obvious one, but convenience and the cost of purchasing are two other factors. Many markets, including the Farmers' Market are not open all week; some have very limited operating hours. Many, if not most, are also "off the beaten path", so the time and fuel cost of shopping at those markets has an impact on sales. These issues could be resolved with a full time Farm Market at a convenient central location.

For producers, the cost of servicing markets with small volumes is prohibitive and, as energy costs increase, it will become even more so. For consumers, it is much cheaper and more convenient to buy all their groceries in a central location. A central market for local products would potentially resolve some of these producer and consumer issues noted and if that market included some processing and storage facilities, to allow small scale processing of local products, it would provide additional opportunities for local producers.

There are at least 4 main distribution paths that products follow from the local producer to the local consumer:

1. Marketed to wholesale markets in the Comox Valley – this distribution path is estimated to account for 7% of the local production. It includes a variety of products marketed through a local "middleman"; vegetables, berries, sprouts, peppers, and some livestock products. A portion of this product is intentionally wholesaled but some is wholesaled because the producer isn't able to sell it all direct.

- Availability – generally, these products are readily identifiable and available to local consumers, mainly at specialty stores and restaurants, and occasionally at chain stores. There is one local distributor, Vancouver Island

Produce (VIP), who is able to move product directly from the farm to major chains, without going through the chain's warehouse system. VIP is expanding the line of products it represents but the products must meet their quality and other standards.

2. Shipped directly to markets outside of the area – this is estimated at 14% of the value of local production and it includes products like: cranberries, sod, tilapia, a portion of local potatoes, forage and nursery products, among others.

- Availability – unknown and highly variable. Most of this product leaves the area and never returns. If it does return (example: processed cranberry products), it is in a form that it cannot be specifically identified as local (Comox Valley origin).

3. Processed locally – this is estimated at a total of 54% of the farm gate value of local product of which:

- 12% is sold in the local market which includes the estimated local consumption of milk, meat and shellfish (and other minor products) processed in the Comox Valley, and
  - Availability – readily available but not always easily identifiable as being fully local. Even milk, processed in the Comox Valley may not be from the Comox Valley. Some products may not be labeled. Restaurants may use local but don't always identify it on the menu.
- 42% sold outside the area including milk, meat, shellfish and other minor products.
  - Availability – this is generally product that is excess to local demand or consumption. Some of this goes to markets outside of the area that are willing to pay significant premiums – enough to easily justify the added costs of distribution.

4. Direct marketed – about 15% of the farm gate value of local product is sold direct from the farm, of which 10% goes direct to consumers and 5% to restaurants and bars. This includes Farmers' Market sales of about \$750,000 per year plus estimated sales from on-farm stands. It also includes estimated direct sales of forage within the valley.

- Availability – by definition, this is readily available and (usually) easily identifiable. The Farmers' Market essentially guarantees that the product is local. Most direct farm sales are selling their own (or all local) product, however, it is not always the case.