

# Executive Summary



**To:** Patti McLauchlin, City Manager

**From:** Todd Stoughton, Interim Assistant City Manager

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**Date:** 7/7/2021

**RE:** Approving ranking of responses to Request for Proposal 006-21; Truman Waterfront Farmers Market

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## Action:

Respectfully request the City Commission approve the staff recommendation of the only response to RFP 006-21 'Truman Waterfront Farmers Market' provided by the incumbent 'DAILY PLAN-IT', authorizing the City Manager to execute all documents consistent therewith with the consent and advice of the City Attorney.

## Background:

On July 16<sup>th</sup>, 2019, the City Commission adopted Resolution No. 19-210 authorizing the execution of an agreement with Jill Snodgrass dba DAILY PLAN-IT, authorizing the City Manager to enter into a revocable license agreement with DAILY PLAN-IT for nonpermanent use of City Property to allow the operation of a Key West Farmers Market at the Truman Waterfront every Thursday.

On July 21<sup>st</sup>, 2020, the City Commission adopted Resolution No. 20-117 essentially extending the agreement for another year that will terminate July 31<sup>st</sup>, 2021.

During the last year of the Truman Waterfront Farmers Market City Management received a request for an additional Farmers Market which was denied, however, with recent interest in managing the City sponsored Farmers Market it created the need for the drafting of a Request for Proposals in accordance with City competitive bidding requirements under Article VII Financial Matters, Subdivision II – Competitive Bidding. RFP 006-21 was uploaded to DemandStar and advertised in the Key West Citizen on June 2, 2021 seeking proposals to promote, manage, and operate the Truman Waterfront Farmers Market for a term of 3 years.

A publicly noticed mandatory pre-proposal meeting was held in the City Manager's conference room on June 9<sup>th</sup>, 2021, in which only Jill Snodgrass (DAILY PLAN-IT) attended. On June 30<sup>th</sup>, 2021, the City Clerk opened proposals in which only one proposal was received from DAILY PLAN-IT. In lieu of convening the evaluation panel to score the only proposal, Evaluation Team members were asked to respond to the lone proposal to ensure it was both responsive and met City scoping requirements. All Evaluation Team members reported that the proposal was both responsive and met the scoping

requirements. In addition to meeting the City RFP requirements, DAILY PLAN-IT has partnered with the Star of the Sea Foundation, Inc., and has received a permit from the U.S. Department of Agriculture (Food and Nutrition Service) authorizing the use of the Supplemental Nutrition Assistance Program (SNAP) within the Truman Waterfront Farmers Market. This permit is part of their RFP submission and the addition of the acceptance of SNAP benefits at the Farmers Market allows additional access to fresh foods.

**Financial Impact:**

To date, in FY-2020/2021, the City has received \$25,635.00 from DAILY PLAN-IT with two more payments expected for July and August to Account 1050000-3622000. There are no City incurred costs permitting the Farmers Market to include costs to manhours, cleanup, or electricity, allowing financial costs to remain low and keep the City's current rates for weekly usage rates the same. (Usage Fee: \$50.00 per hour or \$300.00 per week plus \$15.00 per week for additional vendors over 20)

**Recommendation:**

Request the City Commission approve staff recommendation of the DAILY PLAN-IT proposal in response of RFP 006-21; Truman Waterfront Farmers Market., and authorize the City Manager to negotiate and, pursuant to legal review, enter into contract with Jill Snodgrass, dba as DAILY PLAN-IT.