

REQUEST FOR PROPOSALS (RFP)
For Development of Lansing Urbandale Farm

DEADLINE EXTENDED: MARCH 15, 2019



Urbandale Farm
Lansing Urban Farm Project
700 block of South Hayford Avenue
Lansing, MI 48912

Phone: 517-303-4495
Email: lansingurbandale@gmail.com

www.lansingurbanfarmproject.wordpress.com

PURPOSE OF RFP

The Lansing Urban Farm Project (LUFPP) is seeking an experienced farmer, farmers, or farm program to manage, develop, and conduct agricultural operations at Urbandale Farm, including growing produce for the local community while maintaining access to the farm for educational purposes. The selected applicant will enter into a negotiated, three-year, contractual agreement with LUFPP, with the opportunity for renewal upon successful completion and mutual agreement.

ELIGIBILITY

This RFP is open to experienced farmers, public/community groups, private businesses, and/or a partnership.

TIMELINE

EVENT	DATE
1. RFP Release Date	November 15, 2018
2. Proposal Due Date (EXTENDED)	March 15, 2019
3. Proposal Review and Interview Period	January-March 2019
4. Notification and Award Date	April 1, 2019
5. Agricultural Activities Begin	April 2019

INTRODUCTION AND BACKGROUND

Urbandale Farm has been a successful model of urban agriculture for the past eight years. The Lansing Urbandale Farm Project (LUFPP) (501c3), the farm's parent organization, is excited to offer this unique opportunity to farmers and others passionate about urban farming.

Urbandale Farm was established in 2010 as a way to further **LUFPP's mission: to support small and urban farms in the Lansing area and integrate food and farming into larger community building efforts**. The farm, located in the 700 block of S. Hayford in the heart of the city's 100-year flood plain, grows fresh produce for Lansing area residents and fosters awareness of the value of urban food production.

Since 2010 Urbandale Farm has quadrupled in size and production. Currently, it consists of seven separate fields, totaling about two acres with an acre in production. This land has been leased from the Ingham County Land Bank, a supporter of urban agriculture in the Lansing area. In addition, there is a 30'x 48' unheated hoop house on the main farm field, allowing for nine-month production of produce. There are also several permanent structures on the farm fields including a single-family home and two storage facilities.

Over the years, the farm has contributed to Lansing's urban farm economy and community through a Children's Garden, farmers market sales, contribution to local Community-supported Agriculture (CSA) programs, and direct sales of fresh produce to local residents, restaurants, and businesses. Overtime, three farm managers have trained 24 urban farmers through its apprenticeship program. It has partnered with hundreds of individuals, organizations, and public and private institutions, thereby

making the most of local assets and talents and helping to build a more secure food system that serves and belongs to Eastside residents. Due to changes in personnel, funding, and the food system landscape in Lansing, we seek a new vision for the next phase of the farm's operation.

LUFPP recognizes the link between sustainable urban farming and community vitality. For this reason, it wants not only to provide a model of socially, economically, and ecologically effective urban farming, but also to support a comprehensive program for integrating urban agriculture into the consciousness of the greater Lansing community and economy. LUFPP has determined that entering into a contract with an experienced farmer to develop and manage Urbandale Farm will be mutually beneficial to the local community, the city, and to the farmer.

CONTRIBUTIONS AND RESPONSIBILITIES OF THE LUFPP

LUFPP is the landlord of the property, and LUFPP will play a significant role interfacing with the farmer to provide feedback related to farm management. LUFPP has been successful in the past assisting farm operations by accessing farm labor and volunteers, promoting the farm, marketing farm products and events, and serving as a liaison with the Ingham County Land Bank and the City of Lansing. LUFPP has also assisted the farm manager in developing educational and entrepreneurial opportunities at the farm. LUFPP is happy to continue offering all these services, as needed, and open to brainstorming additional ways to assist farm growth in the future.

Ingham County Land Bank is the owner of the property and will provide limited support services for minimal fees. Some of these services are access to compost, tilling, and cover crop seed. Multiple insurance policies will be active through the life of the contract, including Board of Director's liability insurance, homeowner's insurance, and liability insurance for events on the property.

Unlike a typical start-up, *Urbandale Farm* is an established brand with established markets and developed relationships with the community. Because Urbandale Farm has been an active farm for the past eight years, the following items are already in place and will be available to the selected applicant:

- Approximately 2 acres of land (½ acre of this land is fully fenced). All working fields have been plowed, mulched, and cover cropped
- 30'x48' hoophouse, in excellent condition (new plastic covering put on in 2017)
- Packing shed
- 8'x10' storage shed
- Farm stand shelter
- Access to city water for irrigation (i.e., hydrants)
- Broad forks, shovels, rakes, mowers, wagons, and assorted hand tools
- 2-bedroom family house on main farm property provided at \$350/month

Note. While we are seeking proposals to utilize all of what Urbandale has to offer, we are flexible in accepting proposals that may not be inclusive of all Urbandale assets.

RESPONSIBILITIES AND QUALIFICATIONS OF SELECTED FARMER

The selected farmer will:

- Commit to operating the farm using sustainable farming practices.
- Operate the farm consistent with LUFP's mission.
- Help to foster and facilitate an equitable culture of anti-racism, inclusion, trust, and accountability.
- Have a minimum of 3 years demonstrable experience with agriculture, i.e. farming, marketing, education.
- Have the physical capacity to carry out farming and marketing operations.
- Have excellent communication skills and be comfortable and skilled in interfacing with LUFP Board, community partners, and the public.
- Represent the LUFP in a professional manner in all forms of engagement and communication
- Be responsible for expenses associated with farm operation.
- Provide monthly reports to the LUFP Board (e.g. sales/expense reports, asset inventory).
- Facilitate programming consisting of a minimum of five hours/ week to farm projects that welcome and engage neighbors and the larger Eastside community.
- Host the annual Urbandale Farm Gala on the farm; logistics are negotiated with the LUFP Board.
- Keep the farm properties in compliance with city ordinances (e.g., mowed in the summer, shoveled in the winter).
- A valid driver's license or other form of reliable transportation needed to maintain farm operations and/or markets.
- Pass a criminal background check.
- A security deposit of \$500 will be required for farm infrastructure.
- Be capable of meeting the requirements of the contractual agreement.

LUFP reserves the right to reject any or all offers and discontinue this RFP process without obligation or liability. Final acceptance of any proposal will be conditional upon satisfactory negotiation and execution of the contract.

Note. *One of the outcomes of the election on November 6, 2018 was the passage of Proposal 1, which will legalize possession and use of marijuana by individuals 21 years and older. Marijuana use remains illegal and fully criminalized according to federal law, and Urbandale Farm is subject to the Drug-Free Workplace Act of 1988 and the Drug-Free Schools and Communities Act Amendment of 1989. We will not entertain any proposals manufacturing, distributing, dispensing, possessing, and using of controlled substances or illicit drugs, including marijuana.*

PROPOSAL CONTENTS

Proposals in response to this RFP will be incorporated into the contractual agreement between LUFPP and the successful applicant. Applications will be scored as noted for each application section below. The submitted proposals must include each of the following sections assembled in the order in which they are listed. Please do not include any attachments or documents other than those listed below.

- For all documents, use 1-inch margins.
- For narrative, use 12-point font, single-spaced.
- For forms or tables, use a minimum of 10-point font.

COMPONENT	INSTRUCTIONS	PAGE LIMIT	100 points
1. Narrative	Provide brief responses for each section.	3-5 pages	80 points
2. Business Plan	Complete all sections of the table.	2-3 pages	20 points
3. Resume (s)	Attach a current resume(s).	1-2 pages each	<i>Not scored</i>

SCORING CRITERIA

The following elements will be considered in evaluating proposals:

1. Completion of all required responses in the correct format.
2. The extent to which the proposal fulfills LUFPP's stated requirements as set out in this RFP.
3. An assessment of the applicant's ability to deliver the proposed service in accordance with the specifications set out in this RFP.
4. The applicant's experience, skills, and past performance in delivering similar services.
5. Extent to which the proposal proposes a business plan that will generate sufficient income to support the farmer and the farm operations.
6. Extent to which the application demonstrates community involvement and support for the project.

CONTACT INFORMATION

Any questions concerning Urbandale Farm or RFP requirements may be directed to:

Name	Jeno Rivera
Phone	517-303-4495
Email	lansingurbandale@gmail.com

PROPOSAL SUBMISSION

Submit one copy of the proposal assembled in the order listed below. Proposals must be **received** by 4pm on Friday, March 15, 2019. Submit by mail:

Jeno Rivera
141 Bessemaur Drive
East Lansing, MI 48823

Or by email (with all documents merged into a single PDF document) to:

lansingurbandale@gmail.com

Urbandale Farm
Request for Proposals

Applicant Name			
Mailing Address			
Phone	Fax	E-mail	
Relevant licenses or certifications			
Professional Reference (name, phone, and email)	1.	2.	
Personal Reference (name, phone, and email)	1.	2.	

Narrative *(3-5 Pages: 80 Possible Points)*

Use up to 5 pages to respond to the following questions

1. Experience and Qualifications (20 Possible Points)

- Describe your relevant experience and qualifications that have prepared you to develop and operate Urbandale Farm and to ensure financial solvency. Provide details of your qualifications and experience, including experience with market farming, wholesale farming, and urban community farming.

2. Operational Plans (40 Possible Points)

- Describe your plans for operating Urbandale Farm—when and how you will begin, what your priorities will be, production plans (type and quantity of produce), whether you intend to hire employees/interns, and any other details you fill will contribute to our understanding of your capacity to operate the farm.
- Briefly describe your planned agricultural practices, covering composting, fertilization, irrigation, tilling, crop rotation, integrated pest management, etc.
- Describe any improvements, semi-permanent structures, or perennial plantings you envision.
- Describe how you will leverage partnerships with the community to incorporate educational programming for community into your farm operations (i.e. school field trips, community presentations/demonstrations, etc.)
- Describe how you will know you are successful, using quantifiable measures.

3. Marketing and Business Plan (20 Possible Points)

- Describe your plans for marketing your produce to local community and business.
- Describe the avenues through which you anticipate distributing and selling your produce in the community.

Business Plan (2-3 Pages: 20 Possible Points)

1. **Vision and Goals:** *Describe your long-term vision for the Urbandale Farm and at least 3 goals to be achieved by the end of the 3-year contract periods*
2. **Operations Plan:** *List and describe your plans for developing the farm, growing produce, marketing produce, and assessing your success.*
3. **Year 1 Action Steps:** *Provide a list of the steps you will take during the first year to initiate your management of the Farm.*
4. **Financial Assumptions:** *Describe in detail your estimated costs, income, and profit margin.*
5. **Expansion Potential:** *Describe opportunities for expanding and growing the Farm beyond the initial 3-year contract period.*