



DOWNTOWN ALBANY
Business Improvement District

REQUEST FOR QUALIFICATIONS

Market Manager – Albany County Farmers Market

Downtown Albany BID

Albany, New York

Client: Downtown Albany Business Improvement District, Inc.
21 Lodge Street, Floor 1
Albany, NY 12207
downtownalbany.org, albanycountyfarmersmarket.com

Background: The Downtown Albany Business Improvement District, Inc. (BID) is an independent not-for-profit 501 (c)(3) organization comprised of property owners and businesses in the downtown Albany business district. In 2022, The BID formed a partnership with Albany County and MVP Health Care to establish the Albany County Farmers Market, located on S Pearl St in front of the MVP Arena (51 S Pearl St), situated directly adjacent to a historically food-insecure neighborhood. The market launched in July of 2023, occurring on the third Sunday of each month through October. The market received applications from over 70 vendors, and approximately 35 vendors were approved to participate in each market.

Goal: Our goal is to continue to operate a welcoming and vibrant open-air market that provides our neighbors with fresh, high-quality food and artisan goods sourced from local farmers and producers. The market series in 2024 will run every Sunday, from 10:00 a.m. to 2:00 p.m., July 7 through September 29. Depending upon the availability of public space, we may seek to add one more “Harvest Market” date in early October.

To ensure the successful, safe, and efficient operation of the market, the BID will engage the services of a firm or independent contractor to function as Market Manager. The Market Manager will report to the BID’s Special Events Manager and be responsible for overseeing all aspects of market planning and coordination, including vendor procurement and management and organizing lightly amplified entertainment and family activities at each market.

Invitation: You or your firm is invited to submit a statement of qualifications to the Downtown Albany Business Improvement District, demonstrating your experience, credentials, and readiness to perform the duties outlined in the scope of services.

Selection Process:

The BID will accept submissions until Tuesday, February 20, 2024, at 12:00 p.m. At a minimum, the statement of qualifications should demonstrate the following:

- A description of all relevant qualifications, as outlined below,
- Experience performing each of the duties outlined in the scope of services,
- Existing relationships with vendors, preferably including farmers,
- Experience managing events that feature musicians, performers, and family activities in a public setting,
- Professional references.

Attached samples of prior work created by the candidate, their employees, or sub-contractors should also be provided, including:

- Vendor applications or other vendor documents,
- Event diagrams or floor plans
- Flyers, press releases, and/or other marketing materials,
- Links to websites, social media pages, or photos of prior events organized by the candidate.

Individuals submitting as independent contractors should include a CV and cover letter. The BID may request in-person interviews during the selection process.

At its sole discretion, the BID will select a candidate no later than Friday, March 7, 2024, and will notify candidates of the selection immediately following. The selection of the candidate is solely at the discretion of the BID's staff and Board of Directors. The BID reserves the right to consider all aspects of each candidate's qualifications and relevant experiences and is under no obligation to accept any or all proposals. The BID reserves the right to negotiate further with any candidates after receiving the submissions.

Qualifications:

The ideal candidate will possess the following qualifications:

- Experience managing medium- to large-scale events,
- Experience managing staff, volunteers, and vendors during an event,
- A proven record of effective collaboration with local law enforcement, City, County, and/or State agencies and departments to ensure the safety of the public during an event,
- Experience collaborating with diverse groups, community organizations, and the public,
- Demonstrates professionalism, strong ethics, and a commitment to increasing the health and wellness of underserved communities,
- Experience managing a farmers market is preferred,
- Experience forming and managing relationships with various types of vendors,
- Demonstrates an understanding of how to manage a vendor application and selection process,
- Demonstrates a basic understanding of insurance and liability, as it relates to the market's vendors, organizers, the venue, attendees, and State and local regulations,

**Qualifications,
cont'd:**

- Must have access to reliable private transportation and possess a valid driver's license,
- Must be able to be on-site starting at 7:00 AM on market days (Sundays, July through September) to ensure the smooth and efficient operation of each market,
- Ability to lift and carry up to 50 lbs., for transporting, setting up, and moving market equipment, (i.e., pop-up tents, tent weights, tables, chairs, etc.),
- Existing relationships with high quality vendors, especially farmers, is preferred,
- Experience operating basic sound equipment is preferred.

**Scope of
Services:**

The firm or independent contractor selected will perform the duties of:

- Vendor procurement, including:
 - Identifying vendors that would be well-suited for the market and conducting outreach,
 - Fielding vendor inquiries and helping guide vendors through the application process.
- On-site management of all market activities including, but not limited to:
 - Clearly marking booth locations, entry and exit points,
 - Vendor placement, check-in, and check-out,
 - The handling of all market equipment, including setting up, breaking down, and transporting equipment to and from each market (this does not include vendor equipment),
 - Calm and efficient resolution of any issues or disputes arising from disagreements or misunderstandings between vendors, market personnel, law enforcement, and market attendees,
 - Working collaboratively with law enforcement and venue personnel to ensure the safety of all vendors and market attendees, as well as car and pedestrian traffic.
- Booking performers to provide lightly amplified, or acoustic musical entertainment during each market,
- Management of the market's SNAP program.
- The Market Manager will report to the BID's Special Events Manager.
- Weekly reporting on new vendor applications, vendor attendance, estimated market attendance, entertainment and activities, SNAP transactions, and any notable incidents or issues that occurred at each week's market.

The Albany County Farmers Market takes place on a public street. As such, the Market Manager is expected to comply with all local, state, and federal regulations for the legal operation of each market and cooperate with law enforcement officers and/or agents of the City of Albany, Albany County, the MVP Arena, the State of New York, or any other public agent or official, who may be charged with overseeing the market's use of public space.

Submission Due: Tuesday, February 20, 2024, at 12:00 p.m.

Submit to: Jevan Dollard, Special Events Manager
Downtown Albany BID
21 Lodge Street, Floor 1
Albany, NY 12207

Contact: Email: jdollard@downtownalbany.org
Phone: (518) 465-2143 x111