

REQUEST FOR PROPOSALS FOR A COMPREHENSIVE MARKETING & PROMOTIONAL PLAN FOR THE ONEIDA COUNTY PUBLIC MARKET

Notice is hereby given that proposals will be received by Cornell Cooperative Extension (CCE) of Oneida County until 4:00 PM, Friday, March 26, 2021 for completion of a one-year comprehensive marketing and promotional plan for the Oneida County Public Market.

Background

Cornell Cooperative Extension, a 501c3 non-profit organization, is a known and trusted educational resource with over a 100-year history in Oneida County. The mission of CCE is to improve the lives of our constituents through educational partnerships that put scholarship and local knowledge to work. We address the social and economic challenges of the region and play an important role in creating an even more promising and prosperous future for the people of Oneida County.

“The Oneida County Public Market (OCPM) was established in 2011 by County Executive Anthony J. Picente, Jr. as an economic development initiative with a primary goal of establishing the first year-round produce market in downtown Utica, a community classified as a food desert by the USDA. The dual focus of this initiative included not only the establishment of the Public Market, but the revitalization of the long-shuttered Railroad Express Agency (REA) wing of Union Station.” (www.oneidacountymarket.com)

In 2019, CCE began working in conjunction with Oneida County to bring educational opportunities to the OCPM and to continue to expand the Market.

Scope

Cornell Cooperative Extension Oneida County is seeking to contract with an experienced individual and/or organization to develop a comprehensive marketing and promotional plan for the OCPM. The marketing and promotional plan objectives should include, but not be limited to, the following:

- Market analysis
- Building a strong marketing strategy / expanding community outreach to target new consumers including:
 - Immigrant & refugee populations
 - Urban residents including those in and around the Bagg’s Square area
 - SNAP eligible consumers
 - Senior citizens
 - College students
- Social Media Marketing Strategy

- OCPM vendor promotion
- Special events and program promotion
- Website Marketing Strategy
 - OCPM vendor promotion
 - Special events and program promotion
 - E-commerce platform promotional strategies
- Volunteer Recruitment Plan
- Promotion of 10th anniversary of Public Market in 2021
- Rate structure related to this project

The successful applicant will work closely with CCE and the OCPM Advisory Committee. Submitting applicants are also encouraged to submit creative thoughts and ideas for the project with the proposal.

Required Elements in Response / Response Format

Organizations or individuals responding to the RFP shall provide the following information within their proposal. Only complete submittals will be evaluated.

A. Cover Letter

Respondents should submit a cover letter expressing their interest.

B. Qualifications

The response shall contain, at a minimum, the following information:

Individuals and organizations must identify the key individual(s) to be assigned to the project (by name and position) and describe their/your specific work experience, educational background and length of tenure with the organization, if applicable. Answers to the following may apply to your organization and/or the key individual.

1. Provide examples of similar studies and/or related projects completed and discuss their successes.
2. Submit names, addresses and phone numbers of three (3) professional references familiar with your ability, experience and reliability in the performance and management of marketing, design and branding similar to this proposal.
3. Explain how you gauge the success of a comprehensive marketing and promotion plan. (What benchmarks do you propose to be used to measure your performance?)
4. Acknowledge your ability to be available to attend meetings and participate in associated work groups.

Other Considerations

This RFP is a solicitation and not an offer to contract. CCE reserves the right to issue clarifications and other directives concerning this RFP, to make and issue modifications to the RFP timeline, to require clarification or further information with respect to any proposal received and to determine the final scope and terms of any contract and whether to enter any contract. The provisions herein confer no rights, duties or entitlements to any respondents. No reimbursement will be made by CCE for any costs incurred prior to an executed contract.

Proposal Submission

Proposals must be received via mail or courier or hand delivered no later than 4:00 pm Eastern Standard Time on Friday, March 26, 2021 in a sealed envelope addressed to:

Beth Irons
Cornell Cooperative Extension Oneida County
121 Second Street
Oriskany, NY 13424

Any late responses will not be considered and will be returned unopened. Faxed or emailed proposals will not be accepted.