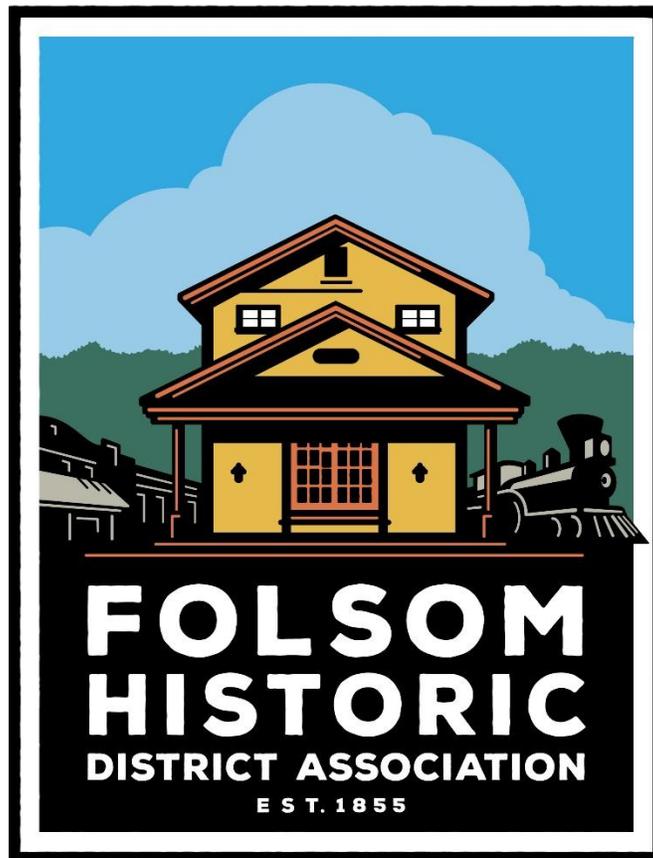


HISTORIC FOLSOM DISTRICT ASSOCIATION
REQUEST FOR PROPOSAL FOR YEAR-ROUND FARMERS MARKET
MANAGEMENT SERVICES



Proposal Deadline: April 10, 2026 4pm

Board Review May 13, 2026

Please submit proposals electronically to:
Judy@historicrofolsom.org

1. Introduction

The Historic Folsom District Association (FHDA) is seeking qualified proposals from experienced and certified farmers' market operators to manage and operate a **Year-Round Rain or Shine Farmers Market** located in Historic Folsom.

FHDA invites proposals from professional market management organizations capable of delivering a high-quality, community-focused, agriculturally centered market that reflects the character and standards of Historic Folsom.

2. Market Overview

The **Rain or Shine Farmers Market** is located on the plaza in Historic Folsom and operates year-round from **8:00 a.m. to 1:00 p.m. every Saturday**.

The market serves as a vibrant gathering space for residents and visitors, emphasizing local agriculture, fresh products, and community engagement.

Plaza Use Fee:

The selected operator will be responsible for payment of a **fee for use of the plaza**. The fee structure and payment schedule will be finalized as part of the agreement with FHDA.

Seasonal Capacity Adjustment:

Due to the installation of the seasonal ice rink, vendor capacity will be reduced from **October through January**.

Construction Capacity Adjustment:

We anticipate construction near the plaza to begin in 2026. The current footprint of the farmers market will change during construction. Vendor capacity, load in/out and overall market operations will be significantly impacted during construction. The selected operator will be required to work closely with FHDA and the City of Folsom to modify the Farmers Market footprint. FHDA will provide advance notice of construction to the extent possible, and any adjustments will be negotiated in good faith as part of the operating agreement.

3. Scope of Services

The selected operator will be responsible for full-service market management, including but not limited to:

A. Vendor Requirements & Coordination

- The plaza should not have more than 100 vendors utilizing 10' x 10' booths.
- No more than 40% prepared food and artisan crafters, with a limit on crafters of less than 25%. Priority of the market is majority food for home consumption. Focus should always be on farm fresh produce.
- No more than 4 food trucks
- Maintain documentation verifying all agricultural certifications and compliance.
- Coordinate all vendor communication, placement, scheduling, and compliance.
- Maintain a vendor mix that prioritizes local agricultural producers.
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B. Live Music

- Provide and coordinate **live music weekly** during market hours.
- Ensure musicians comply with City sound requirements and community standards.

C. Onsite Management

- Provide a designated **Site Manager** responsible for:
 - Arriving on-site **before any vendors arrive**.
 - Overseeing vendor load-in and setup.
 - Remaining onsite during entire market hours.
 - Supervising breakdown and cleanup.
 - Being the **last individual to leave the site**.
 - Immediately reporting any problems, damage or incidents directly to FHDA executive director. Farmers Market will be responsible for damages/filth caused by the market.
- Provide weekly onsite operational oversight.
- Ensure the plaza is maintained in clean and orderly condition during and after market hours.

4. Compliance Requirements

The selected operator must:

- Adhere to all **City of Folsom Fire Marshal requirements**, including but not limited to:
 - Fire extinguisher placement every 700'
 - Tent placement and spacing with 12' break every 700'
 - Tent wall compliance – 3 walls must be open
 - Tent weights and anchoring on all 4 legs
 - Emergency access lanes must be 16' wide minimum
 - Ongoing plaza oversight during market hours
- Maintain all required farmers market certifications and insurance
- Ensure all vendors maintain required insurance, permits and licenses.

5. Required Proposal Components

Proposals must include:

1. Organizational background and experience managing certified farmers' markets.
2. Detailed market management plan.
3. Vendor recruitment and vetting strategy (demonstrating 80% certified farmers minimum).
4. Live music coordination plan.
5. Staffing plan, including identification of Site Manager responsibilities.
6. Proposed seasonal layout adjustments (October–January capacity reduction).
7. Marketing strategy.
8. Community engagement strategy
9. Financial proposal:
 - Provide a short outline of how FHDA would be compensated for plaza usage on a monthly basis. Include an estimate of the total annual payment to be expected. Financial terms may be used as one of the selection criteria. FHDA reserves the right to negotiate with alternative vendors if the

originally selected vendor is unable to come to an agreement on terms within a reasonable period.

10. Proof of:

- Current Business License
- Certificate of Insurance (meeting industry standards)
- All applicable Farmers Market Certifications
 1. Sac County EMD
 2. Certified Farmers Market Certification

6. Term

This RFP is for a year-round agreement, with terms to be negotiated upon selection.

7. Selection Criteria

Proposals will be evaluated based on:

- Experience and qualifications
- Ability to meet agricultural vendor requirements (80% certified farmers minimum)
- Operational plan and staffing structure
- Compliance history
- Community engagement approach
- Overall professionalism and completeness of proposal
- Financial terms

8. Proposal Submission

- Proposals must be submitted no later than:
 - **April 10, 2026 at 4pm**
- Please submit proposals electronically to:
Judy@historicfolsom.org
- Mailing Address:
Historic Folsom District Association
FHDA
PO Box 515
Folsom, CA 95630

Late submissions will not be considered.

FHDA reserves the right to accept or reject any and all proposals.

For questions regarding this RFP, please contact Judy@historicfolsom.org.