

CONTRACTOR NAME: _____

CITY OF WATERLOO

STREET MARKET MANAGER
(Independent Contractor)
Request for Proposal

Submittal Deadline:
OPEN UNTIL FILLED

Prepared By:

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SUBMITTAL REQUIREMENTS

The City of Waterloo, Wisconsin and the Waterloo Community Development Authority are committed to providing excellent service to the residents and businesses that choose to live and operate within our community. It invites those independent contractors ("Contractor") who shares this commitment to excellence to submit a proposal.

The submittal shall include all of the following:

- a) Qualifications – A description and history of applicable qualifications, prior experience providing this service, or similar type of service.
- b) References.
- c) Writing Sample – Provide an original writing sample announcing a new street market in the fictitious community of Newloo, Wisconsin.
- d) Signature Section - A signed proposal.

SCOPE OF SERVICES

The Manager will lead the launch of a new Waterloo Street Market. Reporting to the Community Development Authority, maximum flexibility will be granted to the Manager to achieve success. Success can be defined as creating and sustaining a Street Market in downtown Waterloo which enhances downtown commercial activity -- in a quantifiable manner. Parameters discussed as part of City Council approval for funding include the following narrative:

The Waterloo Street Market is a producer-only market that operates in downtown Waterloo, WI. The market runs rain or shine every Saturday from 7:00 am to 1:00 pm from May 1st until the last weekend in October. The Market Manager will manage the Saturday operation of the market and will plan for the Market's future growth and development. The Market Manager will be in attendance every Saturday of the Market and will report to the Waterloo Community Development Authority (CDA). A successful Market Manager will be the greatest champion of the market and will be self-motivated, an excellent communicator and have strong organizational skills.

GENERAL DUTIES

- ✓ Enroll vendors and farmers in the market – through seasonal or daily vendor agreements
- ✓ Collect all market fees, maintain an accurate accounting of such fees and deposit into the market account
- ✓ Arrive prior to the Market and remain throughout the Market day to:
 - Place vendors in stalls
 - Place Market signs and parking signs
 - Ensure all rules and regulations are adhered to
 - Answer questions for vendors and consumers
 - Oversee Market Tent (if applicable)
 - Resolve disputes that arise
 - Maintain safe Market grounds
 - Assure the Market site is clean at closing
- ✓ Recruit, schedule and supervise volunteers at the Market tent (if applicable)
- ✓ Create policies, procedures and rules for Market
- ✓ Maintain all financial records and provide to the CDA on a monthly basis
- ✓ Communicate Market policies, rules and activities to vendors throughout the season
- ✓ Solicit entertainment for Market days
- ✓ Maintain a database of vendors and their contact information as well as any licenses or permits each vendor may need
- ✓ Work with farm inspectors to collect and maintain inspection records
- ✓ Create weekly social media postings throughout the season (Waterloo Municipal website and FaceBook pages)

ADDITIONAL DUTIES

- ✓ Recruit vendors
- ✓ Develop local relationships and acquire feedback from downtown business regarding Market days
- ✓ Develop relationships with other area Market Managers for networking purposes and to acquire feedback and knowledge
- ✓ Fundraise and write grants for future continuation and development of the Market
- ✓ Advertise and promote the Market throughout the year using different types of venues

JOB QUALIFICATIONS

- ✓ Must be the greatest Champion for the Market
- ✓ Proficiency in using spreadsheets to maintain data
- ✓ Ability to work creatively and independently
- ✓ Good communication skills, organizational skills and dispute resolution skills
- ✓ Experience working with budgets and financial documents
- ✓ Experience with creating marketing materials
- ✓ Fundraising and/or grant writing
- ✓ Knowledge of social media as a promotional tool (knowledge of administrating FaceBook)

The chosen candidate will be paid a \$4,000. The chosen candidate will also be offered an incentive based on vendor and promotional fees collected.

DISCLAIMERS

The City reserves the right to seek clarification on any aspect of a proposal and to remove from consideration any proposal that, in the City’s sole discretion, has deficiencies. In addition, the City reserves the right to enter into negotiations with one or more respondents.

CONTACT INFORMATION

Contact Clerk/Treasurer Mo Hansen should you have specific questions regarding the information we are requesting. Phone calls or emails are welcomed.

SIGNATURE SECTION

Signature

Company Name

Print Name

Company Address

Title

City State Zip

Telephone #

Fax #

Proposals must be signed by an official authorized to bind the provider to its provisions for at least a period of 90 days.
