

**REQUEST FOR PROPOSALS
IMPLEMENTATION OF DEPARTMENT OF AGRICULTURE
FARM VIABILITY GRANT
DEPARTMENT OF PLANNING, CONSERVATION AND DEVELOPMENT
CITY OF MIDDLETOWN, CT.**

The city of Middletown is the recipient of a Farm Viability Grant from the State Department of Agriculture in the amount of \$50,000.

The City is interested in retaining the services of a qualified consultant and/or a team of consultants to implement this grant. The grant application is online at www.middletownplanning.com.

A preliminary scope of services would include the following:

Phase I

Land Use / Farmland Preservation

The Planning Consultant will:

1. Inventory all active farms;
2. Inventory all inactive farms and areas of prime agricultural soils;
3. Develop maps on the city's geographic information system to identify these areas;
4. Identify all federal and state farmland preservation programs and funding sources;
5. identify private funding sources;
6. Identify creative land acquisition strategies (i.e., purchase of development rights, transfer of development rights, purchase with life use);
7. Identify innovative farming operations;
8. Review development potential and identify strategies, which could prevent development and/or allow development in harmony with an existing farm operation (i.e., cluster development);
9. Review existing land use regulations and identify impediments and/or opportunities to assist existing farmers;
10. Conduct a series of workshops with local farmers and landowners to discuss, explain and elicit feedback regarding various options and opportunities identified;
11. Compile a report of the options, opportunities and feedback to the City .

Phase II

Farmers' Market Revitalization

Key farmers, community leaders, businesses and residents have been identified to serve on a Farmers' Market Working Group, FMWG. A preliminary list of members has been developed in an effort to include representatives from local farms, Middletown Vocational Agriculture, the Middletown Chamber of Commerce/Downtown Business District, neighborhood organizations, WIC, older adults, non-profit agencies, Cooperative Extension,

and municipal officials. The FMWG will advise the consultant on the business plan and the by-laws for the market acting as a pseudo board of directors.

The Farmers' Market consultant will:

1. Working with the Director and the Community Food Security Planning Group, identify membership of the Farmer's Market Working Group including recruiting 3 additional farms;
2. Review farmers' market development guides and resources available (such as the Farmers' Markets Marketing and Business Guide published by ATTRA, the National Sustainable Agriculture Information Service);
3. Identify strategies, business plans and by-laws of other successful markets in Connecticut (e.g. New Haven and West Hartford) and around the country;
4. Visit successful markets in Connecticut;
5. Provide background information from identified sources to the Farmers' Market Working Group (FMWG);
6. Convene FMWG and facilitate the development of a Business Plan and by-laws for the revitalized market;
7. Hold at least one open public meeting advertised through local media to solicit additional community input and recruit volunteers;
8. The Middletown Farmers' Market Business Plan will include, at minimum, consideration of the following:
 - a. State of Connecticut statutes regulating Farmers' Markets and Agriculture;
 - b. City of Middletown ordinances and regulations;
 - c. Site Location;
 - d. Schedule of Operation;
 - e. Vendor membership and fees;
 - f. Allowed products;
 - g. WIC Certification;
 - h. EBT Food Stamp redemption;
 - i. Insurance;
 - j. Competitive pricing;
 - k. Containers, weights and measures;
 - l. Space allocation and assignment;
 - m. Marketing and promotion plan.

Together with the FMWG the consultant will:

1. Recruit vendors, a market master and volunteers;
2. Implement business plan for the market;
3. Facilitate technical assistance to vendors regarding successful participation in a farmers' market;
4. Develop a plan to sustain the FMWG and market master beyond the duration of the grant funding.

Consultants are invited to submit separate lump sum proposals for Phase I and for Phase II and a lump sum proposal for Phase I and II combined.

The selected consultant will be required to submit general and professional liability insurance and worker's compensation insurance when applicable.

Five copies of proposals shall be submitted to the Department of Planning, Conservation and Development on or before November 24, 2006.

All proposals are subject to and must comply with the equal opportunity and non-discriminatory provisions set forth in the Affirmative Action Plan of the City of Middletown.