



City of Culver City

Staff Report Details (With Text)

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File created: 8/15/2017 **In control:** City Council Meeting Agenda
On agenda: 8/28/2017 **Final action:**
Title: CC - Approval of an Agreement with Sustainable Management Services, LLC, for Farmers' Market Manager Services for a 21-Month Term in an Aggregate Amount Not-to-Exceed \$102,472.

Sponsors:

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Attachments:

| Date | Ver. | Action By | Action | Result |
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CC - Approval of an Agreement with Sustainable Management Services, LLC, for Farmers' Market Manager Services for a 21-Month Term in an Aggregate Amount Not-to-Exceed \$102,472.

Meeting Date: August 28, 2017

Contact Person/Dept: Glenn Heald/CDD
Todd Tipton/CDD

Phone Number: (310) 253-5752
(310) 253-5783

Fiscal Impact: Yes No **General Fund:** Yes No

Public Hearing: **Action Item:** **Attachments:**

Commission Action Required: Yes No **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (08/23/17);

Department Approval: Sol Blumenfeld, Community Development Director (08/17/17)

RECOMMENDATION

Staff recommends the City Council approve an agreement with Sustainable Management Services, LLC, for Farmers' Market Manager Services for a 21-month term in an aggregate amount not-to-exceed \$102,472.

BACKGROUND/DISCUSSION

On November 15, 2016, the City terminated its contract with the former contract farmers’ market manager and entered into a contract for interim farmers’ market management services while staff prepared and issued a formal Request for Proposals (“RFP”) for Farmers’ Market Manager Services. The RFP was released on June 19, 2017 with a due date for proposals of August 3, 2017. Six proposals were received.

Table 1. Respondents to RFP (in alphabetical order).

| | Respondent | Cost to City (per year) |
|---|---------------------------------|---|
| 1 | Farmer Mark | \$50,000 |
| 2 | Motor Avenue Improvement Assoc. | \$79,690 OR \$50,000 payment to CC for all rights to Market |
| 3 | Cynthia Rogers | \$50,531 |
| 4 | SEE-LA | \$125,351 |
| 5 | Southland Farmers Market Assoc. | \$121,600 (City to receive 20% of gross revenue) |
| 6 | Sustainable Management Services | \$58,555 |

Staff evaluated and ranked the proposals based on cost to the City, experience of respondent, the proposed management team, respondents’ innovation and ideas for operation and promotion of the Culver City Farmers’ Market (“Market”), and farmers’ markets currently operated by respondents. After identifying the two highest scoring respondents, staff invited them to make a presentation and respond to additional questions.

After completing the presentation and interview process, staff is recommending Sustainable Management Services, LLC, due to their understanding of the Culver City community, their vision for the Market, their experience and their proposals for enhancing and improving the Market.

If the City Council approves entering into an agreement with Sustainable Management Services, LLC, staff will begin the process to negotiate a final agreement. Staff requests authority to make minor and insubstantial modifications to the terms of the RFP as deemed appropriate during the negotiation process provided that any additional contract price does not exceed the City Manager’s contract authority.

FISCAL ANALYSIS

The cost for the Farmers’ Market Manager Services is \$43,917 through the remainder of Fiscal Year 2017/2018. Because the term of the agreement is through the end of Fiscal Year 2018/2019 (21 months total), additional funds in the amount of \$58,555 have been included, which results in an aggregate not-to-exceed amount of \$102,472.

There are sufficient funds appropriated in the Community Development Department's project budget to cover the cost of this procurement. The total not-to-exceed amount for the remainder of the 21-month term of the agreement is \$102,472 and will be incorporated into future budgets.

ATTACHMENTS

None.

MOTION

That the City Council:

1. Approve a professional services agreement with Sustainable Management Services, LLC, for Farmers' Market Manager Services for a 21-month term of ending June 30, 2019 in an aggregate amount not-to-exceed \$102,472; and,
2. If City Council approves the agreement with Sustainable Management Services, LLC, authorize staff to negotiate the final terms of the agreement, provided the final contract price does not increase by more than the City Manager's contract authority; and,
3. Authorize the City Attorney to review/prepare the necessary documents; and,
4. Authorize the City Manager to execute such documents on behalf of the City.