



FACILITIES AND  
COMMUNITY SERVICES  
DEPARTMENT

# City of REDLANDS

Incorporated 1888  
City of Redlands  
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909-798-7655



## Request for Proposal: Cooking Demos and Food Samples Program

### Introduction:

The City of Redlands has been awarded \$4,740.22 in funds from the Community Benefit Region Grant provided by Kaiser Permanente of Southern California. These funds have been designated for the implementation of a series of cooking demonstrations and food sampling events. The objective of these events is to encourage participants of food assistance programs to make healthier choices by purchasing locally grown fruits and vegetables from our market.

### Project Scope:

The awarded funds will be allocated solely for the execution of cooking demonstrations and food sampling activities. These events are to take place at the market prior to November 11th, 2023. The goal is to attract the target population to the market and facilitate their use of Electronic Benefit Transfer (EBT) benefits to purchase locally grown produce.

### Project Objectives:

The primary objectives of this initiative are as follows:

- Promote healthier eating habits by showcasing the benefits of consuming locally grown, fresh fruits, and vegetables.
- Engage participants of food assistance programs and encourage their active involvement in the market.
- Enhance awareness and utilization of EBT benefits for purchasing produce within the local community.

### Scope of Work:

The selected vendor shall undertake the following activities:

- Plan and organize a series of cooking demonstrations featuring locally sourced produce.
- Provide food sampling opportunities for market attendees to experience the quality and taste of fresh, nutritious items.
- Collaborate with local growers and suppliers to source the necessary ingredients for the demos and samples.
- Develop engaging and informative presentations that highlight the nutritional value and preparation methods of showcased items.
- Advertise and promote the events to attract a diverse audience, with a focus on food assistance program participants.



**Budget Allocation:**

The total grant amount of \$4,740.22 shall be utilized exclusively for the purposes outlined above, including the costs associated with event planning, ingredient procurement, staffing, marketing, and any related expenses.

**Proposal Submission:**

Interested parties are invited to submit a comprehensive proposal outlining their approach to fulfilling the project objectives. The proposal should include details on past experience, proposed event schedule, cost breakdown, marketing strategy, and anticipated outcomes. Proposals must be submitted via email by September 9<sup>th</sup>, 2023 to [djaffe@cityofredlands.org](mailto:djaffe@cityofredlands.org).

**Evaluation Criteria:**

Proposals will be evaluated based on the following criteria:

- Experience and expertise in planning and executing similar events.
- Innovative and engaging approach to attracting the target population.
- Comprehensive and realistic budget proposal.
- Effectiveness of the marketing strategy in reaching the intended audience.
- Demonstrated commitment to promoting healthy eating habits and supporting local growers.

**Contact Information:**

For inquiries or to submit proposals, please contact Dave Jaffe at [djaffe@cityofredlands.org](mailto:djaffe@cityofredlands.org) or 909-798-7579 X4220