



# Request for Letter of Interest

## Equity Plan Consultant

February 1, 2024

---

### **About Vancouver Farmers Market**

The Vancouver Farmers Market (VFM) is a large vibrant market of over 270 small businesses located in Vancouver, Washington. Our Downtown flagship market is year-round, and we have additional markets in the summer at other locations. Operating since 1990, the VFM is a hallmark of Vancouver and is well known and respected in the community, welcoming 500,000 shoppers a year. The VFM has a wide range of programming focused on food access, small business development, and inspiring the next generation of entrepreneurs and healthy eaters. The VFM is managed by 7 full-time staff and is overseen by a volunteer Board of Directors composed of both market business owners and community members.

### **Scope of Work**

We are looking for a consultant to collaboratively engage with staff, board and vendors to lead the development of our first Equity Plan. We would like the plan to include:

- An assessment of where we are, now
- A Diversity, Equity, Inclusion, Justice, and Belonging (DEIJB) statement that creates a north star for our goals and communicates our ‘why’
- A set of 18-month goals that are resource-able within this timespan and become part of our strategic plan
- Refreshed organizational values to guide our decision-making and actions
- An activation plan and recommendations that help us get started on implementing the Equity Plan
- Talking points for engaging with vendors, staff and board about the value and purpose of advancing our equity work so we can build engagement, understanding and commitment.

### **Timeline and Budget**

We would like to start work with the consultant no later than June 2024, and wrap the work by November 2024 so we can resource the work in our 2025 budget. Our budget for this project does not exceed \$15,000.

### **Timeline:**

- Request for Letters of Interest open: February 1, 2024
- Responses Due: February 29th, 2024; end of business
- Finalists contacted for follow up: March 15th, 2024
- Consultant Selected by Board: April 17th, 2024
- Project Kick-off: June 2024 preferred
- Project End Date: November 2024 preferred



## **Consultant qualifications**

We seek a consultant who has:

- Consulted with businesses that incorporated the ethical as well as value proposition for equity work, and understands how to advance DEIJB work while also continuing to run the business
- Consulted with organizations led by community boards, with many community stakeholders
- Supported implementation of Equity Plans and is able to share pitfalls and lessons learned from implementation

If you have experience working with farmers markets, economic development, small business development, or food systems equity, please include that in your letter of interest.

## **Submission process**

We recognize that DEI consultants, and especially BIPOC consultants, are often asked to submit lengthy proposals containing their own proprietary information without any guarantee of compensation or a contract. To address this and ease the submission process we request a two-page letter of interest that includes the following:

- How your team's experience aligns with what we are looking for in a consultant
- A bio from each person who would engage in work with us
- A high-level process and timeline for completing this work, and the earliest date that you could begin work
- Your budget for the process you're proposing
- Estimated time commitment for the organization for your proposed process

## **Please also attach:**

- An existing work sample that represents similar work you've done for another client
- Three references

## **All submissions and questions regarding this request should be directed to:**

Jordan Boldt, Executive Director

360-737-8298

[j.boldt@vancouverfarmersmarket.com](mailto:j.boldt@vancouverfarmersmarket.com)