

**Watershed Agricultural Council**  
**Request For Proposals**  
**“Pure Catskills Sustainable Agricultural and Educational (SAE) Events”**

**Summary**

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The Watershed Agricultural Council (WAC) is soliciting proposals from *Pure Catskills* members, farmers, business owners, local agencies, individual consultants and community organizers who coordinate and host events that help to raise awareness and appreciation for local agriculture. The sponsorship of these events will help to advance the WAC's mission: to support the economic viability of agriculture and forestry through the protection of water quality and the promotion of land conservation in the New York City Watershed region.

This Request for Proposal (RFP) is intended to support events within the six counties that participate in the *Pure Catskills* branding campaign. Counties include Delaware, Greene, Otsego, Sullivan, Ulster, and Schoharie. Sponsorship awards will be distributed across this geographic region. Events must be held within the period beginning on May 1, 2009 and ending on December 31, 2009. Sponsorship for each individual event will not exceed \$3,000. There are two areas of focus in which sponsorship funding will be offered:

1. The addition of local food elements to traditional community events such as meals, fairs and festivals; and
2. Events that educate the public on the preparation, availability and work of local farmers in producing of foods locally.

Each supported event will:

1. Include three or more *Pure Catskills* members to participate in the event. Non-member farms, businesses and vendors may be included.
2. Promote *Pure Catskills* members and businesses.
3. Broaden the interest in buying locally across the region and across all levels of income.
4. Celebrate agriculture as a way of life.
5. Raise the profile of agriculture and local foods in the *Pure Catskills* region; and
6. Identify the *Pure Catskills* brand, logo, and campaign motto “Good Food. Clean Water.”
7. Be educational, entertaining and community oriented.

Examples of the types of agricultural events to be supported include:

- ❖ Culinary events that highlight locally-produced farm products;
- ❖ Special Farmer's Market events (e.g. nutrition programming) to sell and promote *Pure Catskills* products;
- ❖ An event with a cultural or historical theme that promotes local agriculture;
- ❖ A seasonal agricultural event like a Harvest Festival;
- ❖ A school or community-based educational event.

*Pure Catskills* is a member-based, branding campaign organized under the auspices of the Watershed Agricultural Council. Applicants can register businesses participating in their events in *Pure Catskills* by accessing [www.purecatskills.com](http://www.purecatskills.com) and then registering.

Supporting materials including list of past award recipients and application materials are available at [www.purecatskills.com](http://www.purecatskills.com). Interested applicants are strongly encouraged to obtain application materials online.

## **Background**

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The Watershed Agricultural Council is a non-profit 501(c)(3) organization. Its mission is to support the economic viability of agriculture and forestry through the protection of water quality and the promotion of land conservation in the New York City Watershed region. Funding for the WAC is provided by the New York City (NYC) Department of Environmental Protection, the United States Forest Service and other federal, private and foundation sources. The NYC water supply watershed provides 1.1 billion gallons of clean drinking water to over nine million New York City residents each day. The WAC works with landowners in nine counties within and around the 2000-square-mile Watershed region. The WAC is founded on a four-pillar approach to water quality:

The Watershed Agricultural Program works with individual farmers on a voluntary basis to create and implement Whole Farm Plans (WFPs) that are designed to mitigate water pollution risks on farm land. WFP implementation consists of conservation practices ranging from structural systems that divert or treat runoff to farm operation and management techniques that assure the long-term success of these practices.

The Watershed Forestry Program works with forest landowners, foresters and loggers on a voluntary basis to develop and implement Forest Management Plans (FMP). An FMP gives landowners an opportunity to learn about the important resource they own and its many values (lumber, firewood, aesthetics, habitat, open space, recreation, etc.). The WAC connects forest landowners with watershed-trained forestry consultants and loggers who can assist them in managing their forestland. The Watershed Forestry Program also oversees three model forest sites which serve as living classrooms on erosion-control techniques, sustainable timber harvesting, ongoing research and invasive species.

The Farm to Market Program works with Catskill Region food producers by assisting them in developing new skills and markets to improve profitability. The *Pure Catskills* regional brand and “buy local” campaign stimulates the local economy by uniting farmers and their products with local and regional consumers. The *Catskill WoodNet* “buy local” initiative works to network regional wood products and manufacturers and to enhance their market exposure, consumer access and sales.

The Conservation Easement Program works with farmers to conserve their farm and forestland by purchasing the development rights to these lands. Permanent protection of these “undeveloped” lands through conservation easements is ultimately the most lasting water quality protection. The proceeds from the sale of a conservation easement also expands landowners’ options to continue (or to exit) farming, to maintain contiguous forested tracts, to invest in or expand their business, or to transfer the farm or forest enterprise to the next generation.

Since 1992, the Watershed Agricultural Council has worked to serve its participating landowners and the City of New York through the ongoing implementation of its core programs. The conservation practices, economic development projects and acquired conservation easements serve to maintain the local rural economy and to safeguard the drinking water for the residents of Metropolitan NYC.

## **Proposal Details**

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Please submit a proposal by completing the attached WAC Event Sponsorship Application. Please attach additional supporting materials that demonstrate the event team's experience in organizing other community-based events. Please limit these attachments to less than five (5) pages.

## **Additional Requirements**

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### Confidentiality

All proposals will remain confidential until final awards are announced.

### Right to Reject

All materials submitted shall become the property of the WAC, which reserves the right to reject any or all of the project proposals. The WAC also reserves the right to revise, amend, cancel, and/or reissue this RFP in whole or in part, prior to execution of a final contract. In the event it becomes necessary to revise any part of this RFP, addenda will be provided to all those Event Coordinators who received the original RFP. The selected Event Coordinator will be the one which best meets the requirements of the project, as well as the overall interests of the Watershed Agricultural Council. The WAC reserves the right to waive any variance from these requirements.

### Small and/or Minority-Owned Businesses

Efforts will be made by the Watershed Agricultural Council to utilize small businesses, women-owned business and minority-owned businesses.

### Insurance Requirements

Applicants must indicate in the proposal cover letter that they will provide proof of the following insurance for the duration of the event:

#### Commercial General Liability

Applicant organization shall procure a commercial general liability insurance policy issued by a New York admitted carrier through a New York licensed resident broker in the Applicant's name and naming the Watershed Agricultural Council as additional insureds and endorsed to cover liability assumed by the Applicant under the indemnity provisions of this Contract. This insurance policy must be maintained during the duration of the event and shall protect the Watershed Agricultural Council, the Applicant and his/her subcontractors performing work at the site from claims for property damage and/or bodily injury which may arise from operations under this contract, whether such operations are performed by the Applicant or anyone directly or indirectly employed by the Applicant.

The policy shall contain no exclusions or endorsements that are not acceptable to the Watershed Agricultural Council and shall be of a form and by an insurance company acceptable to the WAC.

Amounts shall be at a minimum:

- \$1,000,000 per occurrence
- \$1,000,000 products/completed operations aggregate
- \$2,000,000 general aggregate
- \$ 25,000 maximum deductible or self-insured retention

A certificate of insurance shall be furnished to the Watershed Agricultural Council, together with copies of all endorsements as pertain to the requirements of this contract. The Certificate must unconditionally grant to the WAC sixty (60) calendar days notice of cancellation or non-renewal. Notice shall be addressed to the Watershed Agricultural Council, 33195 State Highway 10, Walton, NY 13856.

Compliance with Legal Requirements

By submitting a proposal in response to this RFP, applicants agree that their event complies with all federal, state and local laws requiring business permits, certificates and licenses required to carry out the services to be performed in this RFP.

Special Note

Applicants may submit applications for several events. However, each event must be submitted individually. It is the express desire of the WAC to hold different types of agricultural promotion events throughout the *Pure Catskills* counties.

Closing Submission Date

Signed proposals **must be received by Monday , April 20, 2009**. The event organizer will be contacted to confirm application receipt within two business days. Proposals must be mailed or hand delivered to:

Challey Comer  
Farm to Market Manager  
44 West Street, Suite 1  
Walton, NY 13856

Specific questions and requests for clarification of this RFP can be emailed to Challey Comer at [ccomer@nycwatershed.org](mailto:ccomer@nycwatershed.org) no later than 3:00 PM on April 9, 2009.

## Evaluation Criteria

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Evaluation of each proposal will be based on the following criteria:

	Points
1. Event Appropriateness to the Sponsorship Goals and <i>Pure Catskills</i> Mission:	0-40
a. Event addresses purchasing local foods	
b. Event addresses agricultural heritage	
c. Event engages and educates community about agriculture and its connection to clean water	
d. Event connects community with local food and farmers	
2. Consultant or organizational capacity, structure, and location of the firm:	0-10
a. Demonstrated capacity of the organization	
b. Located in the <i>Pure Catskills</i> region	
c. Organization/promoter is a small, Minority-Owned, or Women-Owned business	
3. Qualifications of individual(s) to perform the tasks listed within the RFP:	0-15
a. Level of innovation and creativity applied to the event plan	
b. Design/implementation plan for the event	
c. Overall supervision to be exercised	
4. Applicant's overall understanding and response to the considerations:	0-20
a. Applicant's response to Event Plan Summary	
b. Applicant's response to considerations listed on page 3 of this RFP	
5. Budget Presentation	0-15
	MAXIMUM POINTS 100

NOTE: In making final funding decisions, WAC will consider an equitable geographic distribution of funding and events throughout the six eligible *Pure Catskills* counties.

Final decisions will be made no later than Thursday, April 30, 2009.

## Important Dates

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March 20, 2009	RFP release date
April 20, 2009 1:00 PM	Deadline for proposal receipt.
April 30, 2009, 2009	Notification of sponsorship awards.
December 31, 2009	Project completion date

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