

**Battle Creek Food Reimagined**  
**Market Research**  
**Request for Proposal**

**Due July 2, 2021**

## Introduction

Battle Creek has a rich history in food innovation and food company growth. Over the years, our city's growth has shifted to other sectors, however, food, as an industry, has remained a core ingredient to Battle Creek's economy. We maintain a healthy food workforce at all levels and facets – production, engineering, scientific, and supply chain. We are home to many of the services and support systems needed to sustain and grow food innovation and entrepreneurship.

Battle Creek is also surrounded by some of the best agriculture in the country, while being positioned within one day's drive of most of the nation's population. These attributes give Battle Creek a unique position to leverage. Battle Creek is a food city.

## Our Project

Battle Creek intends to combine our strong heritage of food innovations, a complete ecosystem of food related businesses and other entities, and a strong network of functional professionals in the community to turn our city into a magnet for food and food-related companies.

To make sound, evidence-based decisions we are seeking research to support our decision-making process. This project will help define our resource allocation and activities designed to support our goal of enhancing the Battle Creek food ecosystem.

## Project Deliverables

The consultant selected for this project will be able to deliver the following:

- Use focus groups to answer two general questions:
  - What obstacles are keeping you from accelerating your company?
  - What tools, resources, and other incentives would help you decide to relocate your company?
  
- 3 – 4 targeted focus groups of food companies and entrepreneurs
  - Focus groups should be virtual
  - Each group should include a minimum of 6 participants, have an idea average of 8 participants, with a max of 10 participants per focus group
    - Recruit 12 with 8-10 to show
    - BC:FR will help select the participants from the recruits
  - Focus grouped entrepreneurs and companies should be **progressive, disruptive, and innovative and** can include the following criteria
    - All package food and beverage (shelf-stable), except
      - Liquid dairy
      - Seafood
      - Fresh protein (meats, poultry, etc.)
    - Total participants must include some grain-based alternatives
  - Idea focus group participants must have the following criteria:
    - Hold the title of Founder, Chief Executive Officer, President, General Manager, Chief Financial Officer, or Chief Marketing Officer
    - Annual sales between \$1M and \$5M USD

- Between 5 and 50 employees
  - Distribution can be regional, statewide, or large local
- Detailed report of the findings

### **Timeline**

RFP available	June 21, 2021
Proposals due	July 2, 2021
Project start	July 12, 2021
Final Report due	August 20, 2021

### **Proposal Content**

- Present a detailed statement identifying and explaining how your firm can help meet the desired goals.
- Include a table showing detailed timeline.
- Provide a cost estimate with explanation of services.
- Proposals should include examples of similar projects.
- Preference will be given to applicants with experience operating in the Midwest. However, applicants are not required to be Midwest based.

### **Submission**

- Proposals must be received by 5:00 p.m. Eastern on Friday, *July 2, 2021*.
- Electronic copies may be sent to Shabaka Gibson, at [gibson@bcunlimited.org](mailto:gibson@bcunlimited.org). Please email any questions to Shabaka Gibson.

### **Acceptance, Supplements and Rejection**

Proposals shall demonstrate the organization's capacity to satisfy the requirements and objectives herein. While they do not need to be elaborate or costly, proposals should be represented in a professional manner. Proposals may include any background information or other supporting material considered relevant by the proposer. Battle Creek Food Reimagined will not be limited solely to the information provided in the proposal and may utilize other resources useful in evaluating the capabilities of the proposer. Proposals must be signed by an official who is authorized to execute binding contractual commitments on behalf of the organization.

Proposals, or unsolicited amendments to proposals, received after the closing time and date may not be accepted for review. Failure to submit the proposals in the fashion described before may result in the proposal's automatic rejection. Proposals must be submitted, in complete, and with any appendices issued in response to further inquiries, as a written response.

Should it become necessary to revise any component of this RFP, provide further information necessary to adequately interpret provisions and requirements of this RFP, or respond to written inquiries concerning this RFP, an addendum to the RFP will be issued via the same means as the original. Acknowledgement of all addenda issued by Battle Creek Food Reimagined shall be included in each proposal.

Battle Creek Food Reimagined, in its sole discretion, reserves the right to cancel this RFP –in whole or part – or reject all submitted proposals when determined to be advantageous to, or in the best interest of, Battle Creek Food Reimagined.