



Weston Village BIA

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REQUEST FOR PROPOSAL FOR FARMERS' MARKET MANAGEMENT SERVICES FOR Weston Village Farmers' Market

RFP Distribution Date: December 23, 2025

Issued by:

Weston Village BIA

Proposals Accepted Until: January 16 @ 5:00pm Via Email

NOTICES

In consideration of the receipt of this document and its attachments, and of the opportunity to submit a response, the recipient agrees to keep the information contained in this RFP in the strictest confidence, and not to reproduce or otherwise disclose this RFP or any information contained the RFP to any person or party except the recipient's employees, agents, or business partners directly responsible for the preparation of the recipient's response to this RFP.

The submission of responses to this RFP does not create a legal binding relationship between the WVBIA and the recipient, nor is it intended to create such a relationship, other than with respect to the agreement as to confidentiality set out above. There are no representations, warranties, or conditions of any kind in connection with this RFP made by WVBIA.

The WVBIA is not responsible for any expenses incurred by any recipients in the preparation, submission, or presentation of a response to this RFP, nor for the costs incurred during any further discussions following receipt of the response.

DEADLINE FOR PROPOSALS: January 16, 2026

QUESTIONS

Address your questions by email to admin@westonvillagebia.ca no later than January 9, 2026

PROPOSAL CONTACT:

Please submit electronically to:

Sabrina Mukhida

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416 249 0691

Weston Village BIA

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1 OVERVIEW OF RFP

1.1 DEFINITION OF TERMS

In this Request for Proposal, the following words and phrases shall have the following meanings:

- a) **"Proponent"** means the individual or agency that submits a response to the RFP
- b) **"Client"** means the Weston Village Business Improvement Area (WVBIA)
- c) **"Response"** means a supplier's Proposal submitted to the WVBIA for consideration and evaluation in response to this RFP.
- d) **"RFP"** means this Request for Proposal, including attachments
- e) The **"FARMERS' MARKET MANAGER"** refers to the supplier of Event Management Services to be selected.
- f) **"Management Services"** means the management and consulting services to be provided to the WVBIA by the "FARMERS' MARKET MANAGER" selected in respect of the EVENT, as more particularly outlined hereunder.
- g) **"Members"** of the WVBIA are those Businesses operating in a Commercial Property in Weston Village which pay the BIA levy to the City of Toronto collected on behalf of the WVBIA
- h) **"Net Sales"** means all sales (including cash and the cash value of all contras) made by the FARMERS' MARKET MANAGER less applicable taxes.
- i) **"Commissions"** means the percentage of Net Sales generated for the EVENT by the FARMERS' MARKET MANAGER to be paid by the WVBIA to the FARMERS' MARKET MANAGER in respect to the sale of the Rights outlined in the Terms of Reference for the Vendors and Exhibitors.
- j) **"The FARMERS' MARKET MANAGER Expenses"** means all expenses pertaining to the holding of the EVENT incurred by the FARMERS' MARKET MANAGER in performing its services hereunder, including but not limited to reasonable operational expenses, promotional expenses, sales expenses, travel, businesses, and entertainment costs.
- k) **"On-Site"** means the areas used for the EVENT on John Street and surrounding areas as laid out in the authorized and approved site plan.

1.2 OBJECTIVES

This RFP is issued to assist the WVBIA in selecting one or more service providers who will:

1. Provide turnkey Event Management Services for the Weston Farmers' Market
2. Provide supporting Graphic Design, Marketing and Farmers' Market Outreach services for the Farmers' Market

1.3 PROPOSAL REQUIREMENTS

At a minimum, all Proposals must comply with the following requirements:

1. A description and confirmation of the Proponent's understanding of the assignment described in this RFP and the services being requested.
2. A high-level project timeframe showing significant activities, checkpoints, milestones, timelines, and client responsibilities.
3. A brief description of the Proponent's direct experience as it relates to this project, including a list of applicable assignments with current and former clients on similar projects, a brief summary of work done in each engagement, and experience with the technical solution proposed.
4. A summary of the Proponent's preferred reporting/project management and customer service approach.



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5. List the name of the person who will have overall responsibility for the Project and other key persons who will be assigned to work on all phases of the Event if the Proponent is selected. Include resumes containing work history, some specific projects worked on, relevant education and experience and responsibilities. The responsibility of staff as they relate to different project tasks must also be included. If any of the people listed above are not employees of the Proponent (e.g., contractors, third party service providers, joint ventures), they must be separately identified.
6. Overall cost for products and services quoted in Canadian dollars. Design, website content management and related marketing and outreach services to be broken out separately. Ontario Provincial Sales Tax and/or Goods and Services Tax shall not be included in the quoted cost.
7. Provide a company profile including years in business.
8. The Proponent must provide three [3] references for contracts of a similar scope. For each reference includes the company name, address, telephone number, and the name and position of the person who has knowledge of the services and procedures undertaken. The WV BIA reserves the right to check all references provided.
9. Provide budget breakdown.

1.4 INSTRUCTIONS FOR SUBMITTING PROPOSALS

Companies that intend to submit a Proposal must familiarize themselves with this document as soon as possible. Report any errors, omissions or ambiguities discovered therein as soon as possible and at least five [5] business days prior to the closing date set, as indicated below. No alterations or variations of the terms of this document shall be valid or binding upon the WV BIA unless authorized in writing.

It will be the Proponent's responsibility to clarify any necessary details before submitting their Proposal.

1.5 SELECTION PROCESS AND TIMELINE FOR DECISION-MAKING

| | |
|-----------------------------------|--------------------------|
| RFP issued | December 23, 2025 |
| Questions about RFP due by | January 9, 2026 |
| Proposal due | January 16, 2026 |
| Board Approval | January 31, 2026 |
| Contract awarded | TBD |
| Start date | TBD |

1.6 EVALUATION OF PROPOSAL

The WV BIA will evaluate the Proposals received and may contact one or more Proponents for additional information, for clarification.

2 Weston Farmers' Market

Weston Farmers' Market has grown from a small Farmers' Market to a major 26-week Farmers' Market that has been operational for over 45 years.

Weston Farmers' Market is a **FREE** event offering **FREE** entertainment and parking to the Toronto community. The Weston Village BIA provides weekly **FREE** entertainment with live acts. The Weston Farmers' Market runs seasonally from the first Saturday of June to the last Saturday of October. There will be a minimum of three (3) large days (opening, mid-market, and harvest/Halloween).

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2.1 Event Management Objectives

1. To deliver a turnkey event that requires significantly less time invested by our WVBIA staff and WVBIA Board.
2. To drive the planning and implementation of the event to ensure that tasks and activities are undertaken with sufficient time to meet stated deadlines.
3. Work to obtain additional sponsorship to offset Farmers' Market costs.
4. To track and manage the stated budget and make recommendations aimed at reducing costs and generating income.
5. To manage operations logistics including permits, delivering requirements, and problem solving.
6. Contract with external event management suppliers which include, but is not limited to, the following: barricades, paramedics, waste removal, port-o-lets, entertainment, food vendors, security. (As agreed, upon by the WVBIA).
7. To provide recommendations and services to help the WVBIA meet its marketing objectives.

2.2 Marketing Objectives

1. To increase awareness of Weston Village as a destination for shopping and dining in Toronto.
2. To build on the profile of the Weston Farmers' Market and continue to draw visitors to our main street and surrounding areas for the benefit of our members.
3. To motivate visits by individuals and groups beyond the local community living 40 km + away with the objective of increasing revenue to WVBIA Members from return visits.
4. To attract tourists from Ontario and Canada.

3 Background on the Weston Village BIA

The WVBIA is one of over 80 Business Improvement Areas (BIAs) in Toronto. Like other BIAs, we are an extension of the City of Toronto and exist to improve business conditions for WVBIA Members, consisting of commercial property and business owners, through street beautification, property maintenance, and marketing, while spurring economic development and community building.

The WVBIA represents over 150 businesses along Weston Road, from Church Street to Hickory Tree Road, and along Lawrence Avenue West from Little Avenue to South Station Street. The BIA is dedicated to improving our midtown Toronto neighbourhood as a welcoming and safe place to live, do business and visit.

The WVBIA works hard to engage the community and attract new visitors to the neighbourhood from other parts of Toronto and beyond, by promoting and showcasing our unique mix of culture and traditions. Since 2018, we have completed a wide range of initiatives to attract new businesses to the area, beautify the neighbourhood, bring residents together and attracted new visitors through annual and serial events, strategic partnerships, streetscaping and other innovative activities. Our priority is to build and sustain growth in the area.

3.1 Event Details

The next Weston Farmers' Market will take place in June 2026, over 26 weeks (historically ending the final



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Saturday of October). The event runs from 8:00 – 1:00 p.m. on Saturday.

The event is held in the Weston Commons, and the Weston Village BIA will assist in obtaining the permit for the event.

4.1 Farmers' Market Features

The main features of our main event include:

1. Weekly live entertainment
2. The Event Management partner will be responsible for hiring the entertainment acts to be vetted by the Farmers' Market Committee. The FARMERS' MARKET MANAGER will be responsible for any electricity requirements associated with the bookings. This will not be the responsibility of the WVBIA.
3. A curated layout of the Farmers' Market including allowing WVBIA Members to book a 10'X10' tent space at an agreed upon location within the Farmers' Market boundaries.
4. Vendor and Sponsor activations run the full length of Weston Road to act as wayfinding for the Market, along with some information booths by local dignitaries and other community groups. Attention to prioritizing WVBIA members and community groups over outside vendors is critical. The WVBIA will vet the proposed vendors.

4 FARMERS' MARKET MANAGER Responsibilities

To supply the WVBIA with a turnkey event, an event management company or agency would be required to:

1. Plan and manage the logistics of the Farmers' Market's operations, and drive the project including event planning and management – by providing workback schedules, agendas and minutes for regular Farmers' Market meetings and coordinating deliverables; See Appendix C.
2. Manage and execute WVBIA approved contracts for performers, vendors, contractors, and equipment.
3. Identify human resources needed to implement our base event including deliverables for sponsors, funders, vendors, partners and the WVBIA.
4. Inform the Farmers' Market Committee as to the required number of volunteers throughout the Farmers' Market weekend and provide volunteer job descriptions for each volunteer position.
5. Promote the registration of, prioritizing WVBIA Members, Farmers' Market vendors; register them, collect payment, and coordinate their needs and participation.
6. Marketing services for graphic design to produce signage, advertising, and other print pieces. Please separate these costs within the proposal. To be further discussed.
7. Ad placement and coordination services, website content management to be broken out separately within the proposal.
8. Track and report on the Farmers' Market budget monthly to the WVBIA Manager, revising estimates and providing actuals once copies of the bills are made available by the WVBIA.
9. Notify the Manager and Farmers' Market Committee Executive of costs that are not included in the budget or that are running over budget and propose solutions for adjusting the budget.

The FARMERS' MARKET MANAGER will report directly to the Marketing Sub-Committee

5.1 Additional Services

Sponsorship Management: Please include a quote for sponsorship services as well as commission expectations if this is an available service which can be provided.

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Social Media Management: Please include a quote for social media management for the Farmers' Market as well as commission expectation if this is an available service which can be provided.

5 WVBIA Responsibilities

1. Provide the WVBIA Board of Management with an approved budget to the FARMERS' MARKET MANAGER.
2. Provide contracts for the Event Management Company, Grant Writer, Sponsorship Manager(s), and social media, if applicable.
3. Approve grant application proposals and assist grant writers in facilitating specific organizational documents as required.
4. Approve new vendors proposed for onsite vending at the Farmers' Market.
5. Review provided monthly budget report, advise on questions, and liaise with board as needed.
6. Promote the Farmers' Market to our Members and provide tips on ways to engage.
7. Provide ongoing support with the required documentation and contacts as needed.
8. Provide all existing contracts, agreements, and digital files.
9. Provide list of previous and returning vendors.
10. Provide all equipment on hand. Refer to Appendix A.

6 Cost Estimates and Budget

Through its Executive Director, Treasurer and Marketing Sub-Committee, the WVBIA Board of Management has set the budget for 2026. The budget for the Event budget is \$0.00, **including** the FARMERS' MARKET MANAGER'S fees, sales commission or additional services outlined in section 5.1 above.

Included in the net amount of \$0.00 are the total Sponsorship Managers fees targeted to raise sponsorship dollars for the base event.

The FARMERS' MARKET MANAGER will work directly with the Sponsorship Manager to support them in meeting sponsorship and funding targets. They will also advise the agency on planning and implementation questions bearing in mind what will benefit the BIA's mission, objectives, and its members.

APPENDIX A: Farmers' Market Existing Files

Layout can be found here: [CLICK HERE](#)

Agreements can be found here: [CLICK HERE](#)

Guidebook can be found here: [CLICK HERE](#)

Vendor Roll can be found here: [CLICK HERE](#)

Equipment List can be found here: [CLICK HERE](#)

APPENDIX B: Farmers' Market Management Services

The WVBIA requires general event management and consulting services as outlined below:

General EVENT planning:

1. Meet with the BIA to review General Requirements and Budget stated in case there are any changes known or anticipated prior to the creation of the site plan and workback schedule.
2. Create a Workback Schedule to meet anticipated deadlines
3. Draft agenda's for reviewing details of requirements to be considered in time to meet the workback



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schedule timelines

4. Record action items from meetings and assign who does what.
5. Distribute the Action Notes within 1 week of the meeting held
6. Assess requirements prior to finalizing plan and budget and make recommendations.
7. Track, monitor and recommend adjustments to the EVENT budget, to align with progress on sponsorship goals during monthly reports.
8. Provide a post assessment following the EVENT.

General EVENT operations:

1. The FARMERS' MARKET MANAGER will manage the EVENT infrastructure. The FARMERS' MARKET MANAGER will provide on- site management, coordinate, and manage all suppliers, exhibitors, vendors, staff, etc. as it relates to management of the EVENT operations.
2. The FARMERS' MARKET MANAGER is responsible for suppliers, exhibitors, vendors, and their staff executing their contractual obligations and performance during the EVENT.
3. The FARMERS' MARKET MANAGER will stage all logistics and any rentals of any kind required by the EVENT to be included in the overall budget cost.
4. Address the needs of all partners and sponsors as it relates to set-up on site (as communicated by the WVBIA).
5. The FARMERS' MARKET MANAGER will also liaise/coordinate with the WVBIA coordinator, entertainment production staff, stage managers and volunteer coordinator(s).
6. Detail all major EVENT activities and prepare master schedule.
7. The FARMERS' MARKET MANAGER will work with all relevant City of Toronto services (i.e., police, fire, health, by- laws, TTC, etc.) to achieve the EVENT objectives.
8. The FARMERS' MARKET MANAGER shall contract security services on behalf of the WVBIA as may be required for the EVENT safety and any other legal requirements in consultation with the WVBIA.
9. The FARMERS' MARKET MANAGER will organize planning meetings according to the approved schedule, with additional meetings when deemed necessary by either party.

Exhibitor and Vendor Sales

The FARMERS' MARKET MANAGER will act as exclusive sales agent for food and non-food exhibitors and vendors which includes:

- i. Display Vending rates and fees as set out by the WVBIA.
- ii. Distribute and execute agreements, rules and regulations and order forms already created by the WVBIA.
- iii. Receive, and respond to all display and vending related enquiries. The FARMERS' MARKET MANAGER will follow up with previous vendors, and identify new opportunities.
- iv. Print, issue, receive, process, and execute all Display and Vending agreements and invoices and collect all amounts due from the Vendors.
- v. Make changes to current forms as required by the WVBIA provided that:
 - a. The FARMERS' MARKET MANAGER is still fully covered from a liability perspective.
 - b. It does not create additional work for the FARMERS' MARKET MANAGER.
- vi. Work with the WVBIA Farmers' Market Committee Executive as required to achieve optimal member satisfaction and encourage member participation. The WVBIA's input will be required in order to assist all the WVBIA members.
- vii. Ensure that all Vendors provide a proof of insurance with a minimum of two million dollars in general liability insurance unless waived by the WVBIA in writing.
- viii. Shall notify the WVBIA of the commercial activity of unauthorized exhibitors and vendors and liaise with the appropriate authorities.

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APPENDIX C: Design and Marketing Services

Graphic Design Service Requirement Examples

1. Prepare an advertising schedule for approval by the WVBIA.
2. Coordinate the design and all graphic work needed for Farmers' Market advertising, including posters, flyers, banners, pamphlets etc.
3. Collect, file, and ensure the safe transfer of all Sponsor logos, used in marketing, promotions, and Advertising.
4. Review all Sponsor's materials that are placed in media and graphic medium to ensure proper placement.
5. Ensure conformity with approved sponsorship agreements provided by Sponsorship Managers.
6. Assume responsibilities for media purchase and placement according to advertising schedule. *Cost of Advertisement is to be paid directly by proponent.*
9. Ensure advertising timelines are strictly adhered to.
10. Obtain copies of published ads and submit to WVBIA Farmers' Market Committee Executive.
11. Supply graphic designer for production of Farmers' Market flyers, advertisements, posters, banners, etc. (time estimated: 60 hrs.)
12. Track hours for graphic design to be presented to the WVBIA Farmers' Market Committee Executive monthly with budget review.

Website Management Support

- Provide the BIA with the following to update online content pre and post event. Including ongoing monitoring to ensure up-to-date information is displayed:
 - Lineup and schedules
 - Description and promotion of key programming features
 - Weekly Farmers' Market Layouts
 - Photos
 - Dates/Times
 - Links
 - Sponsor Logos & Content

Advertising Service Requirements

- Book ad placements for both English and Latin Jam Advertising in media identified below
 - Posters: TTC Bus Shelter, Streetcar Posters, Subway Posters,
 - Print: Now, Toronto Star, Toronto Tourism
- Coordinate content and graphic design to meet deadlines
- Place event notices on multiple free event listing websites (approx. 15)
- Coordinate creative update and installation of bridge banner and other banners
- Coordinate distribution of Shop Poster through volunteer coordinator

PROPOSAL CONTACT:

Please submit electronically to:

Sabrina Mukhida, Manager Weston Village BIA

admin@westonvillagebia.ca