



CITY OF CLEVELAND
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City of Cleveland Issues RFP for West Side Market Consultant

*Consultant to assist with improving customer experience, quality of
products & services and vendor mix*

CLEVELAND – The City of Cleveland has issued today a request for proposals (RFP) for a consultant to help reshape the West Side Market (WSM) customer experience by evaluating existing practices and developing a strategic action plan to drive change at the Market. [Click here to view the RFP.](#)

“We are in search of a consultant that can think outside of the box to enhance the Market’s competitive edge,” said Chief Operating Officer Darnell Brown. “As the historic institution continues to adapt to the evolving demands of 21st Century customers, the City of Cleveland seeks a consultant who can evaluate and recommend ways to enhance overall customer experience, vendor mix, and quality of products and services. We also want to create a process for customers to be able to provide feedback.”

Each year, the WSM attracts approximately 1.2 million visitors. The City of Cleveland seeks a consultant who can analyze and make recommendations on four main areas:

- **Administrative:** Create a process and establish a tool to evaluate vendor performance and vendor selection. Develop a tool to receive customer feedback and evaluate customer satisfaction.
- **Entrepreneurial Growth & Recruitment:** Provide recommendations on vendor recruitment. Develop recommendations to diversify products and services. Analyze the role of the Market as a business incubator and identify specific services required to support the success of vendors. Make recommendations for creative revenue streams that encourage repeat customer visits.
- **Facilities Management & Capital Planning:** Review West Side Market Capital Plan to focus on customer access to products, services and events. Review and assess the day to day maintenance practices of the facilities and provide recommendations on ways to increase efficiency, streamline project coordination and enhance communication with vendors and outside departments.
- **Encourage Community Engagement, Outreach and Bridge Building:** Review and assess the WSM 2019 Community Survey and 2019 Marketing Plan to create tools that measure customer satisfaction going forward as the vendor recommendations are implemented. Conceptualize a plan on how the WSM can enhance its strategic relationships while adhering to its core mission. Engage in collaborative

partnerships with community partners (i.e. RTA, VA, Hunger Network, Cleveland Restoration etc.).

The action items developed by the selected vendor will supplement a number of investments and goals the City of Cleveland has recently announced. Over the past six years, the City has invested more than \$5.4 million in capital repairs to improve the grand 107-year-old structure. Recent repairs include the installation of new boilers, improvements to some electrical systems, a new parking lot, roof repairs, new cooling systems and more.

About the West Side Market

The West Side Market, owned and operated by the City of Cleveland, is located in the city's vibrant Ohio City neighborhood. It is home to more than 100 vendors offering an array of artisan meats, local and sustainable fresh produce, cheeses, prepared foods, bakery items and international fare. As Cleveland's oldest continuously operating public-owned market, the complex is an anchor in Cleveland's vibrant food scene. The national historic landmark welcomes more than 1 million visitors per year and is lauded as the "Best Food Lovers Market" by *Bon Appetit* and "One of the Great Places in America" by the American Planning Association. Since opening in 1912, the West Side Market remains largely unchanged and continues offering an authentic Cleveland food experience. For more information, visit www.westsidemarket.org; www.facebook.com/WestSideMarket; www.twitter.com/WestSideMarket; and www.instagram/westsidemarket.

About the City of Cleveland

The City of Cleveland is committed to improving the quality of life for its residents by strengthening neighborhoods, delivering superior services, embracing diversity and making Cleveland a desirable, safe city in which to live, work, play, and do business. For more information on the City of Cleveland, visit online at www.clevelandohio.gov, Twitter at @cityofcleveland or Facebook at www.facebook.com/cityofcleveland.