



Tahoe Food Hub

Request for Proposals (RFP): Marketing Consultant Services

Organization Overview

Tahoe Food Hub is a 501(c)(3) nonprofit dedicated to creating a sustainable and equitable regional food system in the Tahoe region. Through their retail and wholesale markets they connect over 100 producers with consumers, businesses, and institutions across a 13,000-square-mile region spanning Northern California and Nevada. For more information visit, www.tahoefoodhub.org

Project Overview

Tahoe Food Hub is seeking a qualified marketing consultant or firm to support a USDA-funded Local Food Promotion Program project focused on *expanding market access, increasing sales, and strengthening the regional food system*. This opportunity will focus on evaluating current marketing efforts and developing a practical, sales-driven strategy that improves performance across multiple market channels.

Project Purpose

The intent of this project is to analyze and segment two key audiences: consumers (specifically residents and tourists / seasonal visitors) and retail businesses (offering individual benefits to their employees, aka consumers). The analysis will occur by identifying gaps, barriers and opportunities within current marketing efforts and developing clear, actionable recommendations and implementation tools to improve effectiveness and drive sales.

This work will support the broader funding goals to:

- Increase online sales by 15–20%
- Expand institutional and business sales by 50%
- Increase retail (Farmacy store) sales by 35%
- Expand into new geographic markets (Lake Tahoe and Reno)
- Strengthen producer revenue through coordinated marketing efforts
- Improve ease of ordering and customer experience

Scope of Work

1. Marketing Audit & Audience Analysis

- Review and assess existing marketing tools, platforms and strategies, including but not limited to: website, social media, email marketing, newsletter and sales channels
- Analyze customer behavior and segment key audiences
- Identify barriers to engagement and conversion, including customer journeys

2. Marketing Strategy & Implementation Plan

- Develop a practical, sales-focused marketing strategy and include a phased implementation plan aligned with TFH's capacity
- Provide clear recommendations for:
 - Audience targeting, segmentation and messaging
 - Media channel prioritization
 - Customer journey improvements
 - SEO / Website optimization

3. Marketing Toolkit

- Develop simple and clear campaign strategies to support the Farmacy retail store promotion and online/website
- Include guidance on execution and performance tracking
- Develop or improve up tools and templates, including:
 - Digital campaign templates (email, social media, web)
 - Print materials (flyers, signage, educational materials)
 - Outreach/event templates
 - Institutional buyer materials (product use, seasonality, etc.)
- Standard Operating Procedures for campaign execution and outreach

4. Metrics, Evaluation & Reporting

- Develop a marketing evaluation framework
- Establish baseline metrics and tracking tools
- Create a simple dashboard to monitor performance and return on investment

Timeline & Budget

- Start Date: May 1, 2026
- Duration: Approximately 12 months
- Cannot exceed \$7,000

Expectations and Approach

We are seeking a consultant who can provide strategic and creative support across the areas outlined in this RFP. The selected consultant should be able to translate strategy into practical, actionable tools that TFH staff can implement.

This scope does not include brand re-development or standalone collateral design. Additionally, all messaging and tools should be developed through a human-centered, context-specific process; reliance on generic AI-generated content is not aligned with the goals of this project.

Qualifications

The ideal candidates will have:

- Experience with food hubs, food systems and agriculture in a rural and tourist setting
- Proven success in sales-driven marketing
- Strong skills in audience segmentation and behavior-based marketing
- Experience with rural markets and tourists as a separate audience to residents
- Ability to integrate strategy and execution into a toolkit for training purposes
- Familiarity with grant-funded projects
- Preference will be given to those familiar with food hubs, the food hub platform, Local Food Marketplace and Network for Good

Proposal Requirements

To apply, please submit the following in PDF format.

1. Overview of approach
2. Relevant experience including details of experience with food systems, food hubs and agriculture, the target audience and rural/tourists settings.
3. Proposed scope alignment with this RFP
4. Timeline and workplan
5. Budget and fee structure
6. Examples of past work
7. Three references (Name, organization, email and phone number)

2026 Timeline

June 15	Response to RFP Due
June 16-30	Review responses
July 1	Selected Consultant notified
July 15-Oct 30	Project Period