

# REQUEST FOR PROPOSAL

**Project Name:**  
**2025-2030 Strategic Plan for Kentucky Agriculture**

**Kentucky Agricultural Council**  
**105 Corporate Drive**  
**Frankfort, Kentucky 40601**  
**(855) 921-2625**  
[kyagcouncil@gmail.com](mailto:kyagcouncil@gmail.com)

**August 17, 2023**

**Deadline for Submission: October 10, 2023**

## **Introduction & Mission**

The Kentucky Agricultural Council (KAC) was established in 1970 as an informal group that met to share information about common goals, projects, and activities. Today, the KAC is a group comprised of leaders from all sectors of Kentucky agriculture. Since 2006, the KAC has taken a stronger leadership role in strategic planning to help increase the net farm income and improve the quality of life in rural Kentucky. During this time, the KAC has been responsible for the development and implementation of two strategic plans. We are now seeking requests for proposals to develop and implement a third strategic plan that will help guide Kentucky agriculture into the future. This proposal request will outline the details and format that you should use when submitting your proposal. For your proposal to be considered, it must be complete and meet all deadlines in the timeline section.

**The 2013-2018 Strategic Plan May be Viewed at <http://www.kyagcouncil.org/strategic.html>.**

While the focus areas of the last strategic plan are still relevant, the KAC Board of Directors would like proposals to consider a regional approach, focusing on agriculture production and processing systems in Western, Central, and Eastern Kentucky.

## Timeline

This timetable is subject to change by the KAC Board of Directors:

Requests for Proposals Sent Out	August 17, 2023
Letter of Intent to Submit a Proposal	September 15, 2023
Deadline for Proposals	October 10, 2023
Notification of Selection	November 3, 2023
Projected Start Date	January 1, 2024
First Report/Update to KAC	February 15, 2024 (Louisville)
Second Report/Update to KAC	June 5, 2023 (Lexington)
Project Completion Date (Tentative)	August 15, 2024

It is the intent of the KAC Board of Directors to hold a Kentucky Agriculture Summit in the fall of 2024 to unveil and promote the strategic plan. The supplier of the winning proposal should be available to present at this event.

## Proposal Elements

- A. Letter of Intent:** Please email a letter of intent to submit a proposal to [kyagcouncil@gmail.com](mailto:kyagcouncil@gmail.com) by September 15, 2023, if you plan to submit a proposal. Submission instructions will be provided once this letter has been received.
- B. Proposal Format:**
1. Cover Letter
  2. Summary of Applicant's Qualifications, CV
  3. Capabilities and Methodology of Proposal
  4. Expected Results and Deliverables
  5. Staffing, Management, and Oversight
  6. Expense Breakdown
  7. Overall Projects Costs
  8. References
- C. Proposal Deadline:** All proposals must be submitted to the Kentucky Agricultural Council by October 10, 2023.

## **Selection Criteria**

Complete proposals will be considered based upon the criteria set forth by the KAC Board of Directors, including the following:

1. Submission of a proposal in the correct format by the stated deadline.
2. The perceived effectiveness of the proposal's solution for the KAC's stated mission.
3. The perceived ability for proposing applicant's ability to deliver their services as outlined in the proposal.
4. The applicant's past performance in delivering such services.
5. Availability of sufficient, high-quality personnel with required skills for the specific approach proposed.
6. Overall costs of the proposal.

The Kentucky Agricultural Council may suspend or discontinue a proposal at any time without notice to the applicant that submitted the proposal.

**Contact:**

**Jennifer Elwell**

**Executive Secretary**

**Kentucky Agricultural Council**

**855-921-2625**

**[kyagcouncil@gmail.com](mailto:kyagcouncil@gmail.com)**