The Guadalupe River Park Conservancy (GRPC) is seeking Letters of Interest (LOI) from a non-profit partner or partners to cultivate, program, and provide stewardship services to operate a new public urban farm facility (Urban Farm) in downtown San Jose within a select area of the city-owned Guadalupe Gardens parkland area as shown in Figure 1.

The goal of the Urban Farm is to:

- Actively cultivate and operate a maximum area of 18 acres within the Guadalupe Gardens,
- Provide public programs and engagement opportunities for the community that advance the principles of the Department of Parks, Recreation and Neighborhood Services strategic plan, ActivateSJ,
- Provide park-serving amenities and benefits that improve community health and quality of life,
- Ensure that the Urban Farm is welcoming, well-maintained, and positively contributes to the park user experience.

GRPC is seeking partners that have extensive knowledge, experience, and capacity to operate a new urban agriculture farm in downtown San Jose, including knowledge of agricultural practices, experience with operating and cultivating a small-scale urban farm, and the ability to deliver public programs. The agency must be a 501(c)3 nonprofit where operating an urban agriculture farm will achieve their mission and provide community benefits.

The intent of the LOI is to seek qualified agencies to submit their qualifications and proposals to operate and program the Urban Farm. The LOI will help inform the scope and type of infrastructure investments, construction, management agreement terms, and anticipated communities reached or engaged. A formal Request for Proposals (RFP) process will be released to solicit the final operator(s). Proposals and materials submitted in the Letter of Interest will not impact the future RFP selection process.

To Express Interest
To express interest in this opportunity, potential partners should submit a letter of interest that answers the following questions:

- What experience and/or knowledge does your organization have in operating, programming, and maintaining urban agriculture facilities?

- Proposed business operating model for the Urban Farm including:
  - Cultivation plan (Note that plant heights in this location may be limited to 8 to 12 feet),
  - Operating hours,
  - Public access for the site including frequency and type of programming (e.g., What is the maximum number of users that might be in the space at one time? Who is the target audience of your programming? etc),
  - Preferred acreage and infrastructure needed (e.g., raised beds, irrigation and potable water supplies, restrooms, etc.) on-site to successfully execute the business operating
model (Note that any structures will be limited to single story (~12 ft) and would require FAA review,
  ○ Type and number of any animals housed in the space
  ○ Revenue and fundraising plan

● What target populations within the city should this area be serving (e.g., university research, families in need, school age children, workforce training programs, etc.)

Please respond to these questions in a Word or .PDF document, with no more than 12-point font; and no less than 10-point Arial font. Submit up to four pages of written text, excluding photos or graphics.

If you are interested, you will need to submit an LOI to info@grpg.org no later than Friday, April 28, 2023 at 5:00 p.m.
Figure 1. Prototype Park layout within the Guadalupe Gardens between Taylor and Hedding Streets. Note that the final layout is subject to change.