Statement of Work for

FAS Cook-off Event

1. BACKGROUND

The Foreign Agricultural Service office in Kyiv, Ukraine (FAS Kyiv) provides works to identify problems, provide practical solutions, and work to advance opportunities for U.S. agriculture and support U.S. foreign policy around the globe. Specific to this project, FAS Kyiv partners with Cooperator groups representing a cross-section of the U.S. food and agricultural industry and manages a toolkit of market development programs to help U.S. exporters develop and maintain markets for hundreds of products. Specific to this project, FAS Kyiv seeks to work with U.S. cooperators that are present, or are increasing their market activities, in Ukraine.

2. OBJECTIVE:

The objective of this solicitation is to obtain a professional support for a culinary event which will showcase certain U.S. food and beverage products, to mitigate negative stereotypes and to promote agribusiness to boost Ukrainian consumer interest in U.S. food and beverage exports to Ukraine. An additional goal of the event is to broaden the base of business contacts with buyers and decision makers for both FAS Kyiv and Cooperator partners.

- Sponsorship: FAS Kyiv will sponsor the event with close participation from several U.S. Cooperator groups, such as Alaska Seafood Marketing Institute (ASMI), U.S. Meat Export Federation (USMEF), American Brewers Association (ABA) and the California Wine Institute.

- Event Format: The event will be an in-door event during the afternoon of Tuesday, September 15, 2020 and will feature two consecutive “cook-off” activities. Each cook-off will feature a Ukrainian chef and a U.S. chef “competing” to create the best dish showcasing the featured product. In the first cook-off, the featured product will be a type of Alaska fish/seafood. In the second cook-off, the featured product will be a type of U.S. meat. Each cook-off will take approximately 45 minutes, with a 15-minute break between the two activities.

- Guests: The goal is to invite approximately 300 individuals and expect attendance of approximately 150 guests. Guests will be chefs, sommeliers, owners, and managers from Ukrainian restaurants, hotels, and bars, food and beverage buyers from Ukrainian grocery chains, distributors and importers, media (writers, influencers and bloggers) from Ukrainian food, wine, travel and lifestyle publications and/or social media and agencies and governmental officials.

3. EVENT DESCRIPTION:

The Foreign Agricultural Service at the U.S. Embassy Kyiv is planning an event for Tuesday, September 15, 2020, to feature U.S. food products. The goal of the event is to highlight the quality and sustainability of the featured products. In particular, U.S. fish/seafood and meat products will be highlighted through a cook-off between a U.S. chef who specializes in fish/seafood and a Ukrainian chef who specializes in fish/seafood and either simultaneously or consecutively, a U.S. chef who specializes in meat and a Ukrainian chef who specializes in meat. Additionally, there may be representatives of other U.S.
food and beverage items present at the event and they may wish to showcase their product and/or information about their product. The audience for the event will be business representatives from restaurants, hotels, institutions, food and beverage retailers and food and beverage and lifestyle journalists/bloggers. The goal is to have approximately 150 in attendance.

4. SCOPE OF WORK:

The scope of this Statement of Work encompasses personnel and staffing services to efficiently and effectively fulfill FAS Kyiv’s goals and objectives for the event. Specifically, the Contractor shall provide experienced personnel to perform professional, administrative and event implementation services. The Contractor shall be directly responsible for ensuring the accuracy, timeliness and completeness of assignments and tasks. The selected service provider will supply the highest quality professional service to support the volume of work generated in ensuring a successful event. The Contractor must update FAS Kyiv every two-weeks.

5. SPECIFIC TASKS:

The Contractor will provide general management and support of project implementation for the cook-off event, coordinating with FAS Kyiv and participating Cooperators. Specific tasks will include:

By the middle of July 2020

- Finding a venue that meets FAS criteria and then completing the necessary contracting with that venue management. Given the target audience, the venue should be one that also uniquely attracts interest, such as Arsenal, River Port, Beef & Wine Restaurant. Ideally, the venue will provide:

  • Space that allows for open cooking demonstration for two chefs (at a minimum) simultaneously, but ideally, 4 chefs simultaneously. (Note: the two-chef fish/seafood team and the two-chef meat team can present simultaneously in two different rooms, if the venue supports).
  
  • Space that easily accommodates 150 people.
  
  • Space for audio/visual/translation equipment.
  
  • Venue (with final approval of venue by FAS prior to reserving) Venue options to consider: (Must complete supporting contracts as required by venue, for example Arsenal requires security, cleaning, electricity)

Once the contractor has received final approval from FAS on the venue selection, they should proceed in finalizing the venue requirements.

- Assist in identifying (with final approval by FAS) of two U.S. chefs (one specializing in fish/seafood and one specializing in meat). Arrange and pay: honorarium, travel arrangements, etc. Plan and book side events (with local media, HRI organizations, etc.) for both chefs during the remainder part of the week.

AND

Assist in identifying (with final approval by FAS) of two Ukrainian chefs (one specializing in fish/seafood and one specializing in meat). Arrange and pay for chefs’ participation in the cook-off.
By the end of July 2020

- Work with chefs, FAS Kyiv, and U.S. Cooperators to identify menu for the event.
- Work with the selected chefs to ensure that their needs for the event are met, such as:
  - Providing supporting sous chefs for both Ukrainian and U.S. chefs – 2 sous chefs for each featured chef. Contractor will be responsible for engaging and paying sous chef staff.
  - Provision of all necessary cooking and serving equipment, (including but not limited to glasses, plates, tables, tablecloths, napkins, cooking equipment, food service items – water, heating/refrigeration, waste disposal etc.).
  - Provision of 5 - 10 Wait staff, including training of the staff prior to the event on service and on the featured U.S. product.
  - Provision of supplemental food items (i.e. ingredients needed for recipe preparation beyond the featured U.S. food ingredients). NOTE: U.S. food ingredients will be provided by U.S. Cooperators.
- Contractor will establish with FAS/Kyiv the event scheme, program flow, décor setting

By the end of August 2020

- Develop before and after-the-event media campaign and post event report.
- Coordinate Event announcements (Facebook page & event for professional audience and coordinate with FAS office for FAS, U.S. Embassy social media).
- Arrange for photographer/videographer for the event.
- The Contractor will work with FAS Kyiv to identify needed signage and promotional materials. Contractor will be responsible for producing informational materials, signage, information materials & promotional materials with coordination with FAS office. Additionally, Contractor will identify all audio/visual support and translation needs for the event, including provision of a translator approved by FAS Kyiv, and make all arrangements to procure the necessary equipment and staff for the administration of those services.
- The Contractor will be responsible for working with FAS Kyiv and all active Cooperators to identify the guest list no later than August 14th. The Contractor must send out invitations no later than August 25th, track RSVPs and send follow-up reminders to non-respondents no later than September 7th.
- Transportation and support services on coordination of deliveries, including customs clearance for any U.S. food products brought in for the event.
- Plan and schedule interviews for cooperators/speakers/chefs (if any) with appropriate media outlets

On the day of the event, September 15th 2020 the Contractor will be responsible to ensure that:

- All items detailed above are available at the venue (e.g., sous chefs, waitstaff, cooking and serving equipment, supplemental food, waste disposal, refrigeration, water supply, tablecloths, napkins, tables, plates, glasses, etc.). This includes the coordination of all deliveries to the venue site.
- Coordinate deliveries of products provided by cooperators (e.g. fish, meat, wine).
- Install event décor, such as table flowers, candles, signage, informational/promotional materials.
- Audio-visual and translation equipment is present and functioning. (including computers, screens, microphones, etc.)
- Arrange a translator.
- Signage is correct and secured as per agreed schematic.
- Staff guest sign-in table and maintain a record of attending guests. Contractor must provide final guest list and attendance data within two weeks after the event.
- Assist FAS Kyiv staff to ensure a seamless flow of the event. To this end, the Contractor should provide a minimum of three staff to manage the general flow of the event.
- The Contractor will be responsible for fully cleaning the venue after the event and removing all trash – per agreement with the venue.
- Pay honorarium for chefs, sous chefs, wait staff, etc.

Within two weeks following the event
- Provide report on attendees to FAS Kyiv.
- Meet with FAS Kyiv to review lessons learned and to identify follow-up actions.
- Provide links to all media coverage featuring the event, and/or side events, interviews, etc.
- Coordinate post-event media campaign

6. OTHER PERFORMANCE REQUIREMENTS:
Within two weeks of the aware, the Contractor shall conduct an orientation briefing for the FAS Kyiv Project Manager. The intent of the briefing is to initiate the communication process between FAS Kyiv and the Contractor by introducing key participants and explaining their roles, reviewing communication ground rules, and assuring a common understanding of subtask requirements and objectives. If COVID-19 prohibits the event from taking place on the scheduled date, the vendor will need to work with FAS Kyiv on a new timeline based on the contingency.

7. DISCLOSURE OF INFORMATION:
Information made available to the contractor by FAS Kyiv and/or U.S. Cooperators for the performance or administration of this effort shall be used only for those purposes and shall not be used in any other way without the written agreement of the Contracting Officer. Information made available to the contractor personnel shall not divulge or release data information developed or obtained in performance of this effort, until made public by the Government. The Contractor shall not use, disclose, or reproduce proprietary data.