



California MEHKO Project Media Campaign: Graphic Designer Needed

We are excited to announce an opportunity for a talented graphic designer to collaborate on a new project aimed at raising public awareness about Microenterprise Home Kitchen Operations (MEHKOs) in California.

About MEHKOs

Microenterprise Home Kitchen Operations (MEHKOs) were established by Assembly Bill (AB 626) in 2018 as a new category of retail food facility in California. MEHKOs allow cooks to prepare, cook, and serve food from their homes via delivery, take-out, or dine-in on the same day. This initiative has been authorized in 15 counties and one municipality, including Riverside, San Diego, Los Angeles, Santa Barbara, Alameda, San Mateo, and Santa Clara Counties.

Importance of MEHKOs

MEHKOs provide a low-cost opportunity for aspiring entrepreneurs, particularly benefiting women, immigrants, low-income families, and people of color. With startup costs averaging less than \$1,000, MEHKOs offer a viable pathway for individuals to enter the formal food economy, access resources, and grow their businesses.

California MEHKO Project

[The COOK Alliance](#) has partnered with [CAMEO Network](#) in the California MEHKO Project, aiming to expand MEHKOs throughout the state. Awareness and outreach are critical for the success of the MEHKO movement, as many Californians are not yet aware of their existence and potential benefits.

Media Campaign Details

To address this, we are launching a comprehensive paid media campaign to inform the public about MEHKO opportunities and their benefits. We are looking to contract with a graphic designer to create engaging assets for this campaign, which will include:

- Outdoor advertising
- Social media ads
- Print materials
- Other assets as needed

Information We Are Seeking from Potential Designers

We are interested in learning about your experience in creating graphics for various types of advertising campaigns, such as posters, billboards, social media ads, and other formats. Please share examples from your portfolio that highlight your work in these areas.

Additionally, we would like to know if you are available to take on new projects this summer and throughout the rest of 2024, with the possibility of additional work in 2025. Information about your availability to work on a retainer basis or strictly on a per-project basis would be helpful.

Please provide details about your pricing structure, whether you charge per project or per hour, and what your rates are. Also, let us know if you charge extra for the rights to the final artwork and raw files.

Next Steps

We are eager to discuss this opportunity further and explore how we can work together to make this campaign a success. If you are interested, please contact Daniela Fernandez-Ulen at dfernandezulen@cameonetwork.org with the information requested.