

**MEMORANDUM
DEPARTMENT OF FACILITY SERVICES
COUNTY OF PLACER**

To: Honorable Board of Supervisors

Date: October 7, 2014

From: *MD* Mary Dietrich, Facility Services Director
By: Mark Rideout, Deputy Director

Subject: Fairgrounds Request for Proposals and Revitalization Committee

ACTION REQUESTED:

1. Direct Facility Services to prepare a Request for Proposals to solicit for an operator of the Placer County Fairgrounds in Roseville.
2. Adopt a Resolution to establish and activate the Fairgrounds Revitalization Committee.
3. Direct the Clerk of the Board of Supervisors to solicit applications for seats on the Revitalization Committee.

BACKGROUND: The Placer County Fairgrounds comprises approximately 61 acres of land and improvements near the intersection of Washington and Junction Boulevards in the City of Roseville (Fairgrounds). This facility currently supports numerous community events, the All American Speedway, and the Placer County Fair (Fair). For many years the Fair and Fairgrounds have been managed by the Placer County Fair Association. Facility Services contracted with RCH Group, Inc. (RCH) for the Placer County Fairgrounds Assessment which details a variety of opportunities to enhance the Fair and Fairgrounds. The Placer County Fairgrounds Assessment (Assessment) presented to your Board on September 9, 2014 describes the vision for a new multi-dimensional Event Center in the West Placer area. A broad cross-section of institutional and business interests believes this opportunity can bolster the sense of community, while driving economic development and attracting visitors. Given the Fairgrounds' physical condition and locational constraints, RCH recommends a 5-10 year strategy to develop a new Event Center in a separate location that provides an opportunity for expansion and potential additional programming.

To support the Fairgrounds through an interim period, and to develop usage patterns that can carry forward to a new Event Center, RCH identified a number of physical and operational improvements that are required for success at the current Fairgrounds site. The Assessment also details alternative operating structures, and recommends issuing a Request for Proposals (RFP) to attract a third-party entity with the resources to launch a comprehensive re-branding campaign and address the site's physical constraints. This strategy includes your Board's appointment of interested citizens and PCFA members to a Fairgrounds Revitalization Committee (FRC), which would assist in development of the RFP and provide ongoing advice to the County. Working with RCH, staff projects it could take six months to complete the RFP process and have an operator selected. It is also expected that a new operator will need a transition period for facility orientation, event planning and bookings, and other preparations. A separate item is being presented to your Board for consideration of interim arrangements with the Placer County Fair Association to provide for the operation during a transition.

To provide the County with input on both the RFP and ongoing future operations of the Fairgrounds, staff recommends that your Board create an 11 member Fairgrounds

Revitalization Committee (FRC). All members of this new advisory body would be appointed by your Board. The Committee would include five members, one from each Supervisorial District, and six members at-large. This new County Committee would be governed by provisions of the Brown Act, staffed by Facility Services, and its members would serve without stipend. Initial meetings would be in Auburn, with the Committee authorized to change its meeting location after six months. To establish and activate the FRC in conformance with applicable statutory requirements, your Board must adopt the attached Resolution and direct the Clerk of the Board to solicit applications for seats on this Committee.

ENVIRONMENTAL CLEARANCE: Creating the Fairgrounds Revitalization Committee is an organizational and administrative activity of the County that will not result in direct or indirect physical changes in the environment, and is therefore not a project pursuant to Section 15378(b)(5) of the California Environmental Quality Act.

FISCAL IMPACT: The annual cost for administrative expenses associated with creation of the FRC is estimated at \$7,000, and funding for this cost is available in Capital Project No. 4889 - Roseville Fairgrounds Assessment. County staff support for the FRC will be provided by the Property Management Division of Facility Services, and this ongoing labor expense constitutes a previously budgeted net county cost. The cost for preparation and processing of the Request for Proposals is estimated at \$10,000, and funding for this net county cost is available in Capital Project No. 4889 - Roseville Fairgrounds Assessment.

ATTACHMENT: RESOLUTION

CC: COUNTY EXECUTIVE OFFICE

MD/MR/KT

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**Before the Board of Supervisors
County of Placer, State of California**

**In the matter of: A RESOLUTION
ESTABLISHING AND ACTIVATING
THE FAIRGROUNDS REVITALIZATION
COMMITTEE**

Resolution: _____

The following RESOLUTION was duly passed by the Board of Supervisors of the County of Placer at a regular meeting held _____, by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Attest:

Clerk of said Board

Chair, Board of Supervisors

WHEREAS, the County of Placer owns the approximately 61 acre Placer County Fairgrounds located near the intersection of Washington and Junction Boulevards in the City of Roseville (Fairgrounds); and,

WHEREAS, the County conducted the Placer County Fairgrounds Assessment to evaluate both the physical conditions and operation of the Fairgrounds, and through this process identified the benefits to initiate a Request for Proposals (RFP) process for the selection of an entity to manage and operate the Fairgrounds; and,

WHEREAS, to provide the County with input during the RFP process and to provide ongoing advice regarding operation of the Fairgrounds, County intends to create a new Fairgrounds Revitalization Committee (FRC).

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Placer do hereby establish and activate the "Fairgrounds Revitalization Committee."

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Fairgrounds Revitalization Committee shall be composed of eleven (11) members, appointed as follows:

1. Five (5) representatives who are residents of the County, with one from each Supervisorial District, as selected by that member of the Board of Supervisors.
2. Six (6) representatives who are residents of the County, selected upon the recommendation of the County Executive Officer and confirmed by the Board of Supervisors.
3. To ensure that the terms of FRC Members' service expire in alternating years, the five (5) representatives initially selected by the Board of Supervisors shall serve for terms of two (2) years in length. The six (6) representatives recommended by the County Executive Officer and initially confirmed by the Board of Supervisors shall serve a one (1) year initial term, and upon conclusion of this initial term all Members selected by the County Executive Officer and confirmed by the Board of Supervisors shall serve two (2) year terms.
4. All Members shall serve without stipend.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Fairgrounds Revitalization Committee shall be governed by the following laws and policies:

1. The FRC shall be a Committee of the County of Placer, and as such shall be governed by terms of the Ralph M. Brown Act, Cal. Govt. Code Sec. 54950 et. seq.
2. Meetings of the FRC shall initially occur monthly at the County offices located at 175 Fulweiler Avenue in Auburn, CA. The FRC may vote to meet more frequently, and six (6) months following the first FRC meeting the FRC may vote to change its meeting location.