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Facility Services Department



FAIRGROUNDS OPERATOR

ABSTRACT ONLY

RFP No. 10443

Release Date: May 4, 2015

**Submittal Deadline: June 16, 2015
not later than 5:00:00 PM (Pacific)**

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FAIRGROUNDS OPERATOR
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ATTACHMENTS

Please refer to the full RFP online at
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1.0 INTRODUCTION

Placer County encompasses approximately 1,400 square miles and is located 80 miles northeast of San Francisco, California. Total county population is approximately 357,500 in both the unincorporated and incorporated (Auburn, Colfax, Lincoln, Loomis, Rocklin, and Roseville) areas of the County. It is bordered by Nevada County to the north, the State of Nevada to the east, El Dorado and Sacramento Counties to the south, and Sutter and Yuba Counties to the west.

Placer County is part of the Sacramento Region, which also includes the Counties of El Dorado, Sacramento, Sutter, Yolo, and Yuba. The government center of Placer County (located in Auburn) is located approximately 30 miles northeast of Sacramento, the State capital.

Placer County is very diverse in composition having a significant urban area in the cities of Roseville, Rocklin, and Lincoln located on the outskirts of Sacramento. The County also has a large agricultural community in the mid-county and Sierra Nevada foothills region and a significant tourism industry primarily located in the eastern part of the County surrounding Lake Tahoe.

Placer County is the owner of approximately 61 acres in Roseville California known as the Placer County Fairgrounds (hereinafter referred to as “Fairgrounds”), which has been the site of the Placer County Fair (hereinafter referred to as “Fair”) since the late 1930’s. This property is located near the intersection of Washington and Junction Boulevards, and includes a racetrack (hereinafter referred to as “Speedway”), fair buildings, and various site amenities.

The County is inviting proposals from qualified firms, groups, or individuals to operate the Fairgrounds and Fair. The successful proposer (hereinafter referred to as “Operator”) shall be responsible for the management, operation, marketing, financing, and improvements at the Fairgrounds and will be responsible for ensuring the Fair’s ongoing success. The Operator shall operate and manage the Fairgrounds so that it may serve as a flexible community resource, foster economic growth in surrounding communities, and operate in a self-sustaining manner.

The resulting contract will be executed for an initial 5 year term with possible renewals that would not exceed a total of five (5) additional years (for a maximum contract term of ten years). The Operator can propose any combination of renewal option terms in their proposal (refer to Section 7.5 below).

This RFP includes a description of the scope of work, proposal requirements, and instructions for submitting your proposal.

Direct all inquiries regarding this RFP in writing to:

Jon Manning, CPPB
Placer County Procurement Services Division
2964 Richardson Drive
Auburn, CA 95603
Phone: (530) 889-4290
Email: jdmannin@placer.ca.gov

Do not contact County departments or other County staff directly. Information provided by other than the above contact may be invalid and proposals which are submitted in accordance with such information may be declared non-responsive.

In the event that it becomes necessary to revise any part of this RFP, written addenda will be issued. Any amendment to this RFP is valid only if in writing and issued by the Placer County Procurement Services Division.

Supplemental information referenced throughout this RFP document is available for download and all addenda for this RFP will be distributed via Placer County's website:

<http://www.placer.ca.gov/admin/procurement/openbids.aspx>

It is the proposer's sole responsibility to monitor this website for possible addenda to this RFP. Failure of proposer to retrieve addenda from this site shall not relieve him/her of the requirements contained therein. Additionally, failure of proposer to return signed addenda, when required, may be cause for rejection of his/her proposal.

2.0 TENTATIVE PROJECT SCHEDULE

The following represents the tentative schedule for this RFP. Any change in the scheduled dates for the Pre-Proposal Conference, Deadline for Final Questions, Proposal Submission Deadline, or Interviews will be advertised in the form of an addendum to this RFP. The schedule for the evaluation process and other future dates may be adjusted by the County without notice.

Pre-Proposal Conference.....	May 14, 2015
Deadline for Final Questions.....	May 29, 2015
Proposal Submission Deadline.....	June 16, 2015
Evaluation of Proposals (estimated dates).....	June 17 – July 16, 2015
Interviews (optional – estimated date).....	August 7, 2015
Contract Negotiations (estimated dates).....	August 10 – 30, 2015
Contract Consideration by Board of Supervisors.....	September or October, 2015

3.0 PRE-PROPOSAL CONFERENCE

A proposer's conference and site visit has been scheduled for **Thursday May 14, 2015 at 1:00 pm** at the following location:

Placer County Fairgrounds – Main Gate
800 All America City Blvd.
Roseville, CA 95678

A map depicting the location of the Main Gate at the Fairgrounds is available for download as part of this RFP process.

In the case of inclement weather, an alternate Rain Date for the proposer's conference and site visit will be posted on the County website (refer to Section 1.0 above).

Interested firms, groups, or individuals will have an opportunity to submit questions regarding the requirements outlined in this RFP. While attendance is not mandatory, interested proposers are highly encouraged to attend as an opportunity to tour the Fairgrounds. In order to make the conference more effective for all participants, attendees should read this document thoroughly prior to the conference.

Substantial clarifications or changes required as a result of the conference will be issued in the form of one or more written addendums to the RFP. A list of attendees will be distributed as soon as practical following the conference.

4.0 SCOPE OF SERVICES

4.1 Background

The Placer County Fairgrounds is a 61-acre site owned by Placer County and located west of Washington Boulevard off All America City Boulevard within the city limits of Roseville, California. The Placer County Fair Association (hereinafter referred to as "PCFA"), a non-profit and non-stock corporation established in 1938, is currently responsible for the management and operation of the Fairgrounds, including the Speedway, and for the planning and administration of the annual Fair.

Historically the Fair has included entertainment and pageants, livestock events including a livestock auction, exhibits, and vendors. For reference, a copy of the current Fair Exhibitor Handbook is available for download as part of this RFP process. Prior Fairs have also included automotive races, demolition derbies, motor cross and rodeo events in the Speedway. For the balance of the 2015 calendar year the PCFA has executed contracts with other entities to rent the facilities for other community and private events. Such events include family celebrations, craft shows, agricultural events and festivals, and service organization fundraisers. The Speedway also operates on a schedule separate from the annual Fair. A current list of the booked events,

building/ground leases with subtenants, facility rental rates and the current Speedway calendar are available for download as part of the RFP process.

The management and operation is performed through an Operating Agreement between the County and PCFA that has been renewed on an annual basis, subject to either party's issuance of a notice of nonrenewal.

4.2 Fairgrounds Assessment

In June 2013, Placer County retained the team of RCH Group, A. Plescia & Co., and Gruen Gruen + Associates (hereinafter referred to as the "Consulting Team") to conduct an assessment of the Fairgrounds. The purpose of this assessment was to provide the County with objective information to help the County evaluate and determine plans for the future use, management and operation of the existing County-owned Fairgrounds property on both a near-term and long-term basis.

The report includes information relating to existing conditions, historical operating performance, market demographics, and conceptual business plan. The report also includes a summary of stakeholder interviews describing the desired values and goals of the community with respect to the Fairgrounds. The recommendations contained in the Consulting Team report are only suggested recommendations. The County is open to alternative methods for improving the Fairgrounds operations. The Consulting Team report is available for download as part of this RFP process.

The Consulting Team report includes a preliminary facility assessment and the PCFA has prepared a draft list of deferred maintenance items for the proposers to be aware of in responding to this RFP. As the property is offered in an "As-Is" condition it is incumbent upon the proposer to recommend a plan to address these items affecting the proposed business plan. The PCFA prepared list of deferred maintenance items and an ADA Report is available for download as part of this RFP process. Upon completion of the interviews for this RFP (if applicable), the top ranked firm will be permitted to perform property investigations (including environmental assessments, soil tests, and topography studies), at its sole expense and on its schedule, to determine the suitability of the property for its intended uses upon successful submittal of evidence of insurance to the County. A Phase I environmental site assessment prepared for the County is available for download as part of this RFP process.

4.3 PCFA Personal Property Appraisal Report

Placer County has secured an appraisal of the PCFA property, which includes vehicles, tools, furnishings and related Fairgrounds equipment. This property is available for the continued operation of the Fairgrounds under a variety of business models. The report is available for download as part of this RFP process.

4.4 Northern California Construction and Training (NCCT)

The County has entered into an agreement with Northern California Construction and Training (NCCT) who partners with Sacramento County Office of Education (SCOE) to

provide pre-apprenticeship construction training to qualified individuals. The agreement includes a provision that allows for training to occur in a facility and yard area on the northwestern portion of the Fairgrounds property. This provision is mandatory until further notice by the County. NCCT has offered to provide labor resources at no cost to the Operator for any physical improvements to be made at the Fairgrounds. Therefore, the Operator may choose to use their services, if desired, to perform any improvements. Any construction materials must be furnished by the Operator.

4.5 Fairgrounds Revitalization Committee

The Fairgrounds Revitalization Committee (hereinafter referred to as the “FRC”) was created by the Placer County Board of Supervisors to assist in providing ongoing advice to the County on the operations at the Fairgrounds. The FRC consists of 11 members that were appointed by the Board of Supervisors in January 2015 and have begun to discuss strategies to improve the Fairground’s operations. The FRC in early meetings to date have defined the following core ideals and objectives for the future of the Fairground and its operations:

- Agricultural Education
- Promote Placer County Products, Services and Tourism
- Highlight Placer County Heritage
- Economic Development
- Sustainable Business Model
- Good Community Partner
- Family Oriented Experience
- Realizing a Traditional Fair in the 21st Century

4.6 New Operator Responsibilities

The Premises for this RFP solicitation is depicted by the Operator Premises Exhibit, which is available for download as part of this RFP process. The Operator will be responsible for the overall management and operation of the Fairgrounds including operating the Annual Fair and non-Fair interim events, and the Speedway Property (if the Operator so desires either directly and/or through specific promoters).

4.6.1. Annual Fair - The Operator will be responsible for the planning and administration of the annual Fair. Historically the Fair has included entertainment and pageants, livestock events including a livestock auction, exhibits, and vendors. For reference a copy of the current Fair Exhibitor Handbook is available for download as part of this RFP process. Prior Fairs have also included automotive races, demolition derbies, motor cross and rodeo events in the Speedway. As identified in Section 4.5, the FRC has defined several core ideals and objectives that the Fair should follow for development of an overall theme.

4.6.2. Speedway Property:

The Operator will be responsible for the planning and administration of the remainder of the 2015 Speedway racing calendar as established by the current operator. This shall be conducted in accordance with existing contracts and

agreements, and the PCFA Speedway Rules regarding sound attenuation and other operational requirements. The PCFA Speedway Rules are available for download as part of this RFP process.

Through this solicitation process the Operator may propose uses of the Speedway Property, which may include racing, following conclusion of the 2015 Speedway racing calendar. Such use shall be consistent with the goals and information contained in this solicitation, and any proposed racing calendar will approximate the recent race calendars and shall be developed in coordination with the County.

Regardless of the proposed use of the Speedway Property, all proposers shall be required to comply with the provisions of the California Environmental Quality Act. Negotiations between the County and Operator would determine the responsibility for preparation and cost of the required documents, and mitigations associated with the use if any.

4.6.3. Larger Non-Fair Interim Events:

PCFA currently holds events at the Fairgrounds that are approximately 8,000 persons in size. However, the Fairgrounds may have the capacity to host larger events, such as concerts, to attract patrons at a more regional level. With appropriate planning and coordination with the County, these larger events may accommodate up to 14,000 attendees.

To conduct larger events, the County anticipates that the Operator will be required to prepare a Traffic Management plan based on the proposal submitted. The Traffic Management plan would address traffic, onsite and offsite parking, and pedestrian management techniques that shall be implemented to mitigate any anticipated issues during such an event.

Additionally, the Operator shall coordinate with law enforcement, meet with the surrounding neighborhood representatives, and coordinate with the County as the reviewing agency. The Operator shall develop and adhere to a Good Neighbor policy that addresses topics including sound, litter, loitering, and a plan to receive neighbor communications during an event. In developing and implementing a Good Neighbor policy, the Operator will use discretion and good judgment in determining the hours of operation based on event types.

4.6.4. General:

The agreement with the new Operator will include, but not be limited to, the following provisions and requirements:

- Conduct and manage all currently booked and contracted events for the balance of calendar year 2015
- Conduct an annual Fair
- The Speedway Property use, and other Fairgrounds Events, planned after calendar year 2015 are at the discretion of the new Operator and as coordinated with County
- The negotiated contract term for the SpeedWorld Raceway property (that

currently accommodates miniature radio-controlled cars) may be shorter than the term for the Fairgrounds Premises

- Maintain Corporation Yard Road and the Access Easement and Driveway that serve the western portion of the Fairgrounds and the National Guard Armory. Operator's use of this Driveway is at Armory's sole discretion.
- Comply with the laws of the State of California and County of Placer for managing and using the Fair and Fairgrounds, which may include payment of Possessory Interest Taxes to Placer County
- Comply with the California Environmental Quality Act as it pertains to the planning, approval, construction, or modification of Fairgrounds facilities
- Coordinate Fairgrounds operations with local public safety entities
- Hold insurance to indemnify the County from all liability for personal injury and property damage arising from the Operator's management of the Fair and Fairgrounds operations

5.0 ASSURANCE OF DESIGNATED PROJECT STAFF

Please refer to the full RFP online at

<http://www.placer.ca.gov/departments/admin/procurement/openbids>

6.0 GENERAL TERMS & CONDITIONS

Please refer to the full RFP online at

<http://www.placer.ca.gov/departments/admin/procurement/openbids>

7.0 PROPOSAL FORMAT REQUIREMENTS

For Sections 7.1 – 7.3 please refer to

<http://www.placer.ca.gov/departments/admin/procurement/openbids>

- 7.4 **TAB B: Experience and References** – Provide a summary of the firm's relevant experience in providing these or similar services. This summary should include experience in directly managing facilities/events similar to that envisioned for the Fairgrounds; experience in operating an annual Fair; and experience in seeking/securing sponsorships and/or naming rights. Provide a minimum of three references for related projects or service agreements, including dates, contact person with their email address and phone number, and a brief description of the project or agreement. Public sector references are preferred.
- 7.5 **TAB C: Proposed Business Plan** – Provide a detailed discussion of your firm's approach to the successful management and operations of the Fairgrounds and the Fair. Include thorough discussions of methodologies you believe are essential to successfully operating the Fairgrounds including timelines (including renewal option terms), management (identify your proposed project manager and discuss their role as the primary point of contact for County staff), operation, and facility improvement concepts and costs. Include thorough discussions

of your firm's proposed business plan, specifically addressing the following elements: Management and Operations Plan (including transition strategy with PCFA), Communications Plan (with County, stakeholders, neighbors, etc.), Marketing and Branding Plan, Facility Improvement Plan, Profit and Loss Plan, and Business Terms and Conditions (this could include a proposal for any type of profit sharing of revenues with the County). The Business Plan should also include an explanation of how events would be consistent with the core ideals and objectives of the FRC, as identified in Section 4.5. The County has no plans for a financial contribution to the operations, utilities, maintenance, or management of the Fairgrounds or any of the events thereon.

- 7.6 **TAB D: Financial Capability** – Provide a current certified financial statement or latest annual report to demonstrate that the firm is in good financial condition and has the resources to satisfactorily meet the requirements of this RFP. This statement shall show the assets and liabilities, including contingent liabilities, as well as the balance sheet and income statement or profit/loss statement of the firm fully itemized in accordance with accepted accounting standards. To be certified, the statement must contain an auditor's opinion, or be compiled/prepared by a Certified Public Accountant (CPA) or Public Accountant (PA). If the date of this certified financial statement precedes the date of the firm's proposal by more than six months, the firm shall also include an interim balance sheet not more than sixty (60) days old. Include a definitive statement regarding the firm's financial stability and economic capability to perform the contract requirements without posing a risk to the County. Provide a detailed discussion if the firm has filed bankruptcy, defaulted on one or more loans, or has lost any settlement cases within the last 10 years.
- 7.7 **TAB E: Proposed Fair Program** – Include a proposed Fair schedule of events, activities and exhibitions for the annual Fair. This needs to be a detailed document that identifies the schedule for each day and describes the character and content with respect to the FRC's values and goals, as stated in Section 4.5. This proposal shall also include a conceptual site plan indicating the location and description of each of the events.
- 7.8 **TAB F: Proposed Use of Speedway Property and Interim Events** – Include detailed discussions of what types of events or activities would be pursued, marketed and encouraged to promote the Fairgrounds as a regional destination within Placer County. This should also include discussions of the types of events that would be pursued on the Speedway property, not necessarily including racing. Describe the elements of your proposed Good Neighbor Policy, and how it would be developed and implemented.

8.0 SUBMITTAL INSTRUCTIONS

Please refer to the full RFP online at
<http://www.placer.ca.gov/departments/admin/procurement/openbids>

9.0 EVALUATION CRITERIA

9.1. Evaluation of Written Proposals – Upon review of the written proposals, the County will use the following evaluation criteria and rating points to determine the most highly qualified firm(s).

<u>Evaluation Criteria – Written Proposals</u>	<u>Maximum Points Possible</u>
A. Experience and Qualifications of Firm (per Sections 7.3 and 7.4)	30
B. Proposed Business Plan (per Section 7.5)	30
C. Proposed Fair Program (per Section 7.7)	25
D. Proposed Use of Speedway Property and Interim Events (per Section 7.8)	15
Total Possible Points:	100

Pursuant to existing Placer County policy, a local preference credit of 5% for Placer County businesses will be permitted when evaluating responses to this RFP. The 5% credit will be added to the scores of qualifying firms during the evaluation process. Firms claiming Local Vendor Preference must submit an Affidavit of Eligibility with their response, unless an authorized affidavit is already on file. Preference criteria and affidavit forms may be obtained via the internet, by logging on to:
www.placer.ca.gov/procurement/localvendorpref

9.2. Interviews – If the County elects to conduct interviews the following evaluation criteria and rating points will be used to determine the most highly qualified firm.

<u>Evaluation Criteria - Interviews</u>	<u>Maximum Points Possible</u>
A. Experience and Qualifications of Firm	15
B. Project Manager – Primary Point of Contact	10
C. Proposed Business Plan	30
D. Financial Capability (per Section 7.6)	15
E. Vendor Response to the Interview	10
F. Proposed Use of Speedway Property/Fair Program/Interim Events	20
Total Possible Points:	100

10.0 SELECTION PROCEDURE

- 10.1 Submittals will be reviewed for responsiveness, and responsive submittals will further be screened by a selection committee in accordance with the above criteria. The firm(s) submitting the highest rated proposal may be invited for interviews.
- 10.2 Interviews will be held solely at the County's option. The County will use the above criteria to score and rank firms' responses to interview questions or instructions, in addition to other relevant information provided or requested.
- 10.3 The County reserves the right to make an award without further discussion of the submittal with the offeror. Therefore, the proposal should be submitted initially on the most favorable terms that the firm or individual might propose.
- 10.4 The County reserves the right to award a contract to the firm(s) that presents the best qualifications and whose proposal best accomplishes the desired results.
- 10.5 The County reserves the right to reject any or all proposals, or to waive minor irregularities in said proposals, or to negotiate with the successful firm(s). In the case of differences between written words and figures in a proposal, the amount stated in written words shall govern. In the case of a difference in unit price versus the extended figure, the unit price shall govern.
- 10.6 The County will notify all proposers whether or not they are selected for the subject work. Email is the County's preferred method of communication for all stages of the RFP process.