

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

To: **BOARD OF SUPERVISORS**

Date: **JULY 9, 2013**

From: **MD MARY DIETRICH / MARK RIDEOUT**

Subject: **PLACER COUNTY FAIRGROUNDS ASSESSMENT CONSULTANT**

ACTION REQUESTED / RECOMMENDATION:

1. Approve an Agreement with RCH Group, Inc. for professional services for the Placer County Fairgrounds Assessment in Roseville, in an amount not to exceed \$194,796 in budgeted net county cost, funded by Capital Projects Fund Project No. 4889, and authorize the Chair of your Board to execute said Agreement.

BACKGROUND: The Placer County Fairgrounds property comprises approximately 61 acres of land and improvements near the intersection of Washington and Junction Boulevards in the City of Roseville (Fairgrounds). This property supports numerous community events, the All American Speedway, and the Placer County Fair (Fair) has been held at this site since the 1930's. In response to your Board's direction on July 10, 2012, Facility Services and the Procurement Services Division solicited for consultant services to prepare a comprehensive assessment and feasibility study of the Fairgrounds and Fair.

The primary objective of this assessment is to evaluate the long-term economic viability of a flexible community resource, which fosters economic growth in surrounding communities and operates in a self-sustaining manner. Resultant information may be incorporated into County community plans and inform decisions to ensure the Fair's ongoing successes, either at the existing site or as part of a potential relocation project. The Request for Proposal (RFP) asked consultant teams to recommend a scope of work that includes visioning, scoping and stakeholder input, fiscal and economic analysis, site and infrastructure analysis, business plan development and implementation strategies. Staff envisions the ultimate work product is the business plan for an event center that supports an integrated program of annual activities.

Procurement Services released the RFP via the County's E-Bid system and also mailed 280 notices to potential bidders. Formal responses were received from four firms. Procurement Services convened an evaluation panel comprised of staff from the Office of Economic Development, the Planning Services Division, and the Department of Facility Services to review and rank the proposals. Two firms were selected for interview by panel members, and RCH Group Inc. (RCH) was chosen as the most qualified proposer.

Facility Services negotiated with RCH and prepared the contract for the scope of work. Staff is confident the information generated from the Assessment will provide valuable information for future decision making by your Board. In order to proceed with the Placer County Fairgrounds Assessment, it is requested your Board authorize the Chairman to execute the Agreement in an amount not to exceed \$194,796. The Agreement is available for review at the Clerk of the Board's Office.

ENVIRONMENTAL CLEARANCE: The action requested of your Board to contract for the Placer County Fairgrounds Assessment is not a project pursuant to CEQA Section 15378, and further, the contemplated data collection and research tasks are categorically exempt pursuant to CEQA Section 15306 Information Collection.

FISCAL IMPACT: The estimated cost for professional services for the Placer County Fairgrounds Assessment is \$194,796. There are sufficient funds appropriated in the Capital Projects Fund project account for these services.

AVAILABLE FOR REVIEW AT THE CLERK OF THE BOARD'S OFFICE: CONSULTANT SERVICES AGREEMENT

MD/MR/KW

CC: COUNTY EXECUTIVE OFFICE
PROCUREMENT SERVICES

T:\FAC\BSMEMO2013\FAIRGROUNDS ASSESSMENT.DOCX

