

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

To: Honorable Board of Supervisors

Date: December 9, 2014

From: <sup>MD</sup> Mary Dietrich, Facility Services Director  
By: Mark Rideout, Deputy Director

Subject: Placer County Fairgrounds Assessment – RCH Contract Amendment

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**ACTION REQUESTED:**

1. Authorize the Director of Facility Services, or designee, to complete negotiations and execute an Amendment to Consultant Services Agreement No. 13328 between the County of Placer and RCH Group, Inc., following approval by County Counsel and Risk Management, to increase Additional Services by \$50,000 resulting in a total contract amount of \$244,796 in budgeted net County cost.
2. Approve a Budget Revision shifting \$50,000 in appropriations from Capital Project 4907 – Miscellaneous Projects to Capital Project 4889 – Fairgrounds Assessment with no new net county cost.

**BACKGROUND:** The Placer County Fairgrounds comprises approximately 61 acres of land and improvements in the City of Roseville (Fairgrounds), which 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. In response to your Board's direction, Facility Services contracted with RCH Group, Inc. (RCH) to prepare a comprehensive assessment and feasibility study of the Fair and Fairgrounds (Assessment). Since the RCH contract execution in June 2013, previously budgeted Additional Services have been extended to complete the Assessment.

On September 9, 2014, your Board was presented with the Assessment which details a variety of opportunities to enhance the Fair and Fairgrounds, and describes the vision for a new multi-dimensional Event Center in the West Placer area. The Assessment recommends issuing a Request for Proposals (RFP) to attract a third-party entity to launch a comprehensive re-branding campaign and address the site's physical constraints. This strategy includes the creation of a Fairgrounds Revitalization Committee (FRC), which would assist staff with RFP development and provide ongoing advice to the County regarding Fairgrounds operation. Consistent with the Assessment's recommendations, on October 7, 2014, your Board directed Facility Services to prepare a RFP to solicit an operator for the Fairgrounds. At this same meeting your Board adopted a Resolution to establish the FRC.

Facility Services requested a proposal from RCH to assist staff with development and implementation of the RFP, and to provide background and assistance to the FRC during its deliberations. This work would be considered Additional Services under our contract, and the tasks may include identifying potential RFP respondents, providing advice on RFP criteria (e.g., organizational structure, evaluation matrix, relevant experience, agreement terms, financial capability, investment alternatives), analyzing proposers' financial background and qualifications, providing input during contract negotiations, coordinating with the FRC, and advising on issues related to future operations and fiscal management.

In order to proceed with the RFP, it is recommended your Board authorize the Director of Facility Services, or designee, to complete negotiations and execute an Amendment increasing Additional Services by \$50,000, for a total contract amount not-to-exceed \$244,796.

**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 cost of Additional Services included in this Amendment is \$50,000, which results in a total contract amount not-to-exceed \$244,796. Approval of the Budget Revision will provide sufficient funding for this phase of the project.

ATTACHMENT: BUDGET REVISION

CC: COUNTY EXECUTIVE OFFICE  
PROCUREMENT SERVICES

MD/MR/LM/NT

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| PAS DOCUMENT NO. |
|                  |

Facility Service to do journal to transfer cash

**BUDGET REVISION**

**POST DATE:**

Cash Transfer Required

12/2  Auditor-Controller *umk*

Reserve Cancellation Required

County Executive

Establish Reserve Required

Board of Supervisors

| DEPT NO. | DOC TYPE | Total \$ Amount | TOTAL LINES |
|----------|----------|-----------------|-------------|
| 12       | BR       | 200,000.00      | 4           |

| ESTIMATED REVENUE ADJUSTMENT |     |     |      |          |     |     |       |       |           |        | APPROPRIATION ADJUSTMENT |     |     |      |          |        |       |       |        |           |        |           |
|------------------------------|-----|-----|------|----------|-----|-----|-------|-------|-----------|--------|--------------------------|-----|-----|------|----------|--------|-------|-------|--------|-----------|--------|-----------|
| DEPT NO.                     | T/C | Rev | Fund | Sub Fund | OCA | PCA | OBJ 3 | PROJ. | PROJ. DTL | AMOUNT | DEPT NO.                 | T/C | Rev | Fund | Sub Fund | OCA    | PCA   | OBJ 3 | PROJ.  | PROJ. DTL | AMOUNT |           |
|                              |     |     |      |          |     |     |       |       |           |        | 12                       | 014 |     | 140  |          | 991078 | 04889 | 4151  |        |           |        | 50,000.00 |
|                              |     |     |      |          |     |     |       |       |           |        | 12                       | 034 |     | 140  |          | 991078 | 04889 | 4151  | 704889 | 010000    |        | 50,000.00 |
|                              |     |     |      |          |     |     |       |       |           |        | 12                       | 015 |     | 140  |          | 991078 | 04907 | 4151  |        |           |        | 50,000.00 |
|                              |     |     |      |          |     |     |       |       |           |        | 12                       | 035 |     | 140  |          | 991078 | 04907 | 4151  | 704907 | 010000    |        | 50,000.00 |
| <b>TOTAL</b>                 |     |     |      |          |     |     |       |       |           |        | <b>TOTAL</b>             |     |     |      |          |        |       |       |        |           |        |           |
| 0.00                         |     |     |      |          |     |     |       |       |           |        | 200,000.00               |     |     |      |          |        |       |       |        |           |        |           |

REASON FOR REVISION: TO MOVE APPROPRIATIONS FROM MISC PROJECTS 04907 TO CAPITAL PROJECT 04889-ROSEVILLE FAIRGROUNDS ASSESSMENT.

Prepared by Valerie Bayne Ext 6803  
 Department Head Valerie Bayne  
 Board of Supervisors \_\_\_\_\_

Date: 12/9/14

Page: \_\_\_\_\_

Budget Revision # \_\_\_\_\_ FOR INDIVIDUAL DEPT USE

959

