



**9<sup>th</sup> DISTRICT AGRICULTURAL ASSOCIATION  
MOTORIZED AUTO RACING**

**RFP NUMBER 2024-01**

**Request for Proposals  
High Score**

**Contact Person:** Jamie Biagi - Events Coordinator  
jamie@redwoodacres.com

**Telephone No:** 707-445-3037

This person is the only authorized person designated by the DAA to receive communication concerning this RFP.

**Please do not attempt to contact any other person concerning this RFP.**

Oral communication from DAA officers and employees concerning the RFP shall not be binding on the DAA and shall, in no way, excuse the bidder of obligations as set forth in the RFP.

**Date Issued:** March 12, 2024

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**RFP 2024-01**

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**PART I  
DEFINITIONS**

<b>BIDDER:</b>	The individual, organization or business entity submitting the proposal in response to this Request for Proposal.
<b>PROMOTER</b>	The individual(s) who will oversee the promotion and execution of proposed events.
<b>EVALUATION &amp; SELECTION COMMITTEE:</b>	The committee designated by the DAA to evaluate and score proposals received.
<b>DGS:</b>	California Department of General Services. As relevant to this RFP, the Office of Small Business and DVBE Services handles the certification of small businesses. The Office of Legal Services receives and reviews protests.
<b>DAA:</b>	9th District Agricultural Association, a State entity with a Board of Directors, governs and operates the Redwood Acres Fair.
<b>RFP:</b>	Request For Proposal
<b>RESPONSIVE:</b>	Proposals that are timely, meet the proper format required for submission of proposals, and provide the required information pursuant to the criteria outlined in the RFP will be considered “responsive”.

## **PART 2**

### **GENERAL INFORMATION**

#### **A. SCOPE OF WORK**

The Board of Directors of the 9th District Agricultural Association (DAA), in releasing this RFP intends to award an operations agreement for a period of 3 (three) years (2024-2026) under which the potential contractor will promote and operate stock car auto racing events at the racetrack located on the Redwood Acres Fairgrounds.

Promoters will be responsible for a minimum of ten (10) stock car auto racing events each year, during annual racing seasons beginning May through September. Go-Kart racing, motorcycle events, demolition derbies, monster truck and rock crawling events, concerts, truck/tractor pulls, mud bogs and any other activity except stock car auto racing fall outside the scope of this RFP.

Please note, this RFP is for the promotion of stock car auto racing events only. This does not include alcohol sales or food concessions. “Redwood Acres Friends of the Fair” holds the master concessionaire agreement with the 9th DAA, and holds first right of refusal for all alcohol sales on fairgrounds property. Redwood Acres Friends of the Fair may contract with race promoters for a percentage of profit. Any such agreement will be separate from the 9th DAA. All grandstand food concession sales will be provided by Cooks BBQ & Catering, or current grandstand concessions tenant with approval from, and contracted with the 9th DAA.

At the conclusion of the three (3) year period, the DAA, at its sole discretion, may extend this contract annually, upon terms satisfactory to the DAA and Promoter.

The obligations of the potential contract, excepting the winning bid information, are contained in the “Sample Contract” attached to this RFP as Attachment 1.

#### **B. FAIR DESCRIPTION**

The Redwood Acres Fair is operated by the 9th District Agricultural Association. The 52 acres of grounds features several major buildings offering an abundance of public assembly area, along with 4000 grandstand seats. The facility is used for a variety of other community and private events throughout the year. These include auto racing, motorsport events, dinners, horse and livestock shows, trade and specialty shows, meetings, and small to medium conventions.

The DAA is governed by a nine-member Board of Directors and the fairgrounds is operated by its CEO. The facility is a community center of activity for all of Humboldt County serving in times of need and during times of entertainment.

### **C. GOALS FOR MOTORIZED RACING**

The primary goal for the motorized auto racing program is to increase revenues for both the contractor and the DAA, while maintaining or improving upon the quality of the program and relationships with the community and racers. It is our desire to maximize the racetrack at the Redwood Acres Fairgrounds to its fullest capability for the benefit of the DAA and the enjoyment of the public.

An additional goal of the DAA is to have the contractor assist in maintaining and upgrading the quality of patron and participant facilities, which are currently of a high standard. Safety measures for patrons and participants are a primary important element of these facilities and the DAA will work with the successful bidder to identify and prioritize improvements.

Lastly, the DAA desires to support the stock car racing industry and is looking for a contractor who understands the full cycle of racing and its history among American families and both the local and regional racing community.

### **D. BIDDER RESPONSIBILITY**

Read this RFP very carefully, as the DAA shall not be responsible for errors and omissions on the part of the bidder. Carefully review the final submittal, as the Evaluation and Selection Committee (Committee) will not make interpretations or correct detected errors in calculations.

### **E. DELIVERY OF PROPOSALS**

Proposals must be physically received prior to the closing time, at the location stated below, and in the manner specified below. Faxes shall not be accepted or reviewed. Failure to deliver your proposal by the deadline and in the manner as described in this section *shall* result in an automatic rejection.

Proposals must be delivered in the following manner to be deemed responsive:

- One sealed package containing 3 (three) copies of the technical proposal and labeled with the bidder's name, promoter(s) name, the RFP number, and "Technical Proposal".
- One sealed package containing 3 (three) copies of the financial proposal bid form and labeled "Financial Proposal Bid Form".

Both sealed packages must be placed in a third package with the bidder's name on the outside, the RFP number, and addressed as follows:

Jamie Biagi - Events Coordinator  
RFP Number 2024-01  
3750 Harris St.  
Eureka, Ca 95503

## F. CONTRACT AWARD

The Board of Directors reserves the right to reject any and all bids prior to its award of the contract. If a contract is awarded, it shall be awarded by the DAA Board of Directors to the bidder who submits the proposal with the highest final score.

Prior to awarding the contract, the DAA shall post a “Notice of Proposed Award” at the administration office and online for five (5) working days. In addition, a copy of the notice will be mailed and emailed to each bidder. If a protest is filed within this 5-day notice period (close of business on the fifth working day), the contract shall not be awarded until the protest is withdrawn or DGS has rendered a decision.

If no protest has been filed during the 5-day “Notice of Proposed Award” period, the Board of Directors, during a public and open meeting, may award the contract to the winning bidder or, in the alternative, reject all bids.

If a contract is awarded, the winning bidder will enter into an operations agreement with the DAA. A sample operations agreement is provided with this RFP as Attachment A where the terms and conditions may be found. **The DAA does not accept alternate lease language from a bidder, and the material terms and conditions are not negotiable and cannot be altered.** However, additional terms and conditions may be added to align with program and financial information submitted with the winning bid at no less than the minimum guarantee.

## G. SCHEDULE

RFP Released - March 12

Proposals due at Fair’s Administration Office - March 26, 2024

Technical Proposal Opened & Scored - March 26, 2024

Financial Bid Proposal Opened - March 26, 2024

“Notice of Proposed Award” Posted & Mailed - March 29, 2024

Close of Protest Period - April 4, 2024

Contract Awarded at Board of Directors Meeting - Tentative

Proposed Contract Commences - May 1, 2024

## H. SMALL BUSINESS PREFERENCE

Certified small businesses or microbusinesses can claim the 5% preference when submitting its bid. The 5% preference is used only for computation purposes, to determine the winning bidder, and does not alter the amounts of the resulting contract. A contract awarded based on the 5% preference is awarded to the small business, microbusiness, or non-small business for the actual amount of its bid.

A business must be formally certified by DGS to be considered for the small business or microbusiness preference. If not currently certified, a bidder may claim the preference if the bidder submits a

complete application for certification with its submittal to DGS by 5:00 p.m. on the bid due date, with a copy of the completed application and proof of its transmission to the DAA with its final submittal. Thereafter, the bidder will need to submit the certification to the DAA no later than March 26, 2024. A non-small business may receive a preference of 5% if the business commits to subcontract at least 25% of its net bid price with one or more small businesses or microbusinesses. The preference to a non-small business bidder that commits to small business or microbusiness subcontractor participation of 25% of its bid price shall be 5% of the highest responsive, responsible bidder's total score. A non-small business, which qualifies for this preference, may not take an award away from a certified small business.

Note that for this RFP, the proposed contract does not permit subcontracting for food and beverage concessions.

For further information regarding Small Business Certification, visit: <https://www.dgs.ca.gov/PD/Services/Page-Content/Procurement-Division-Services-List-Folder/Certify-or-Re-apply-as-Small-Business-Disabled-Veteran-Business-Enterprise>.

#### **I. ADVERTISING & SIGNAGE**

Track promoter will be allowed to sell and/or bundle track wall and fence signage, and keep all profits from sales. All signage and placement must be approved by DAA. DAA reserves the right to also sell advertising space on track wall and fence, pit area, and grandstands, and keep all proceeds from the sales. DAA may remove, relocate, and/or cover track promoters sold signage during non stock car racing grandstand events.

#### **J. VIP BOX SEATS**

Track promoter may sell and use VIP box seats for stock racing events *only*. Track promoters may retain all profit from the sales. DAA retains VIP box seats #7 and H, for the use by the 9th DAA and its Board of Directors, guests, and sponsors for all events.

#### **K. COMPLIMENTARY TICKETS**

Track promoter may distribute complimentary tickets for stock car racing events *only*, for the use of promotion, as a part of sponsorship agreements, or as a goodwill donation. 9th DAA will receive 50 complimentary tickets to each stock car racing event, for the use of promotion, hospitality, or goodwill donation. DAA agrees that complimentary tickets will not be sold for profit.

#### **L. SPEEDWAY CLUB**

Track promoter will be allowed use of the Speedway Club, at no charge, on scheduled stock car racing nights. Speedway Club may be used for partner/sponsorship hospitality. Speedway Club is NOT available during Fair week.

**M. VICKERS/HOME EC BUILDING**

Track promoter will be allowed the use of the Vickers “Home Ec” building, one night, each year, at no charge, for the race track year end championship banquet. The date must be scheduled with DAA in advance, and can not conflict with other events.

**N. MAINTENANCE/JANITORIAL**

Track promoter is responsible for general maintenance, restroom janitorial, and trash removal of grandstands, racetrack, Speedway Club, and pit area (including shop), prior to and after all stock car racing events.

**O. TRACK RENTAL/TEST-N-TUNE**

All track rentals must be scheduled with and approved by DAA. DAA will be compensated as follows:

- \$300 for the first car for four hours of track and pit use
- \$100 each additional car

Maximum five cars allowed. Only one car was allowed on track at a time. Track staff must be present to ensure all participants have signed insurance waivers.

**P. GRANDSTAND ATTENDANCE AND PIT COUNT**

Track promoter will be responsible for providing DAA with grandstand entry count (including tickets sold and complimentary tickets) after each event. Track promoters will also provide DAA the pit attendance (including copies of all sign in sheets) after each event. These attendance records are to be submitted with event payment.

## PART 3

### RULES GOVERNING COMPETITION & TECHNICAL EVALUATION

#### A. RFP REQUIREMENTS AND CONDITIONS

##### 1. Errors

If a bidder discovers any ambiguity, conflict, discrepancy, omission, or other error in this RFP, the DAA shall be immediately notified of such error in writing addressed to the contact person listed on the cover page and request modification or clarification of this document.

**Modifications by the DAA**, if any, will be made in writing by way of an addendum issued pursuant to paragraph 2, below.

**Clarifications by the DAA**, if issued, will be given by written notice to all parties to whom the DAA had sent notice of the RFP and to persons or entities who have requested to be given notice of any modification or notices.

##### 2. Addenda

If necessary, the DAA will modify the RFP prior to the date set for submission of final proposals, by issuance of an addendum to all parties who have been furnished notice of the RFP for bidding purposes.

All bidders should inquire from the contact person listed on the cover sheet whether any addenda have been issued prior to submitting a proposal in response to the RFP.

##### 3. Definitions

The use of "shall", "must" or "will" indicates a **mandatory** requirement or condition in this RFP. Failure to comply with such requirements or conditions will result in the disqualification of a proposal.

The words "should" or "may" indicate a **desirable** attribute or condition but are permissive in nature and may affect the score the proposal receives.

##### **4. Grounds for Rejection of the Proposal**

A proposal **shall** be rejected if:

- It is received at any time after the exact time and date set for receipt of bids or not delivered in the manner as stated in Part 2, section C.

- It is not prepared in accordance with the required format or information is not submitted in the format required by this RFP.
- The bidder has submitted multiple bids in response to this RFP without formally withdrawing other bids.

A proposal **may** be rejected if:

- It contains false or misleading statements or references that do not support attributes or conditions contended by the bidder. However, the proposal *shall* be rejected if, in the opinion of the DAA, such information was intended to mislead the DAA in its evaluation of the proposal and the attribute, condition or capability of the requirements of this RFP.
- It is unsigned.

## **5. Right to Reject Any or All Proposals**

It is the policy of the DAA not to solicit proposals unless there is a bona fide intention to award a contract. However, the DAA Board of Directors reserves the right to reject any or all proposals or to cancel the RFP at any time prior to it awarding a contract.

## **6. Protests**

Any bidder may file a protest regarding the awarding of the contract. The initial protest letter and a detailed, written statement of the protest, including the RFP number, the name of the state agency involved and the agency contract person, must be filed with the DAA and with DGS at:

Department of General Services  
Office of Legal Services  
Attention: Protest Coordinator  
707 Third Street, 7<sup>th</sup> Floor, Suite 7-330  
West Sacramento, California 95605  
FAX: (916) 376-5088

9th District Agricultural Association  
Attention: Jamie Biagi - Event Coordinator  
3750 Harris St.  
Eureka, Ca 95503  
EMAIL: jamie@redwoodacres.com

Protests can be sent by regular mail, facsimile, courier, or personal delivery. Protestants should include their fax numbers if they have one.

There are time limits in which to file a protest. The initial protest letter must be filed within the “Notice of Intent to Award” period of five (5) working days.

After filing the initial protest letter, the protestant has five (5) calendar days to file a detailed written statement of the protest grounds if the original protest did not contain the complete grounds for the protest.

## **B. OTHER INFORMATION**

### **1. Disposition of Proposals**

All materials submitted in response to this RFP would become the property of the DAA. All proposals, evaluations, and scoring sheets shall be available for public inspection at the conclusion of the committee scoring process and announcement of intent to award. If an individual requests copies of these documents, the DAA will assess a fee to cover the direct costs of providing duplicates. Documents may be returned only at the DAA's option and at the bidder's expense. One copy of each bidder's proposal shall be retained for official DAA files in accordance with its record retention policy.

### **2. Confidentiality of Proposals**

The DAA will hold the contents of all proposals in confidence until issuance of the “Notice of the Proposed Award”. Once issued, posted and protest period has elapsed, no proposal will be treated as confidential.

### **3. Modification or Withdrawal of Proposals**

Any proposal, which is received by the DAA before the time and date set for receipt of proposals, may be withdrawn, or modified by written request of the bidder. However, to be considered, the modified proposals **must** be received by the time and date set for receipt of proposals in Part 2.

A bidder cannot withdraw or modify a proposal after the due date and time for receipt of proposals and, further, a bid cannot be “timed” to expire on a specific date. For example, a statement like “This proposal and the cost estimate are valid for 60 days” is non-responsive to the RFP and shall on that basis be rejected.

## **PART 4**

### **EVALUATION, SELECTION, AND SCORING PROCESS**

Each proposal shall be evaluated for responsiveness to the DAA's needs as described in this RFP. This part describes the process the DAA will follow when evaluating and scoring proposals and awarding the contract, if any is awarded, and contains the exact scoring criteria to be used.

#### **A. EVALUATION AND SELECTION PROCESS**

1. Following the deadline for receipt of proposals, each proposal will be reviewed to determine if:
  - Proposal was received by the deadline time and date; and
  - Proposal was delivered in the required manner; and
  - Technical proposals contain the format requirements and all information requested.

If a proposal does not conform to the above requirements, it shall be rejected. This is not a public review.

2. Proposals that meet the requirements as stated in the previous paragraph will be submitted to the Committee for:
  - Review and scoring of the technical proposal.

This is not a public review.

3. The DAA reserves the right to verify any reference and employment experiences referenced or disclosed in a proposal or to ascertain the accuracy of information presented. Misinformation or inaccuracies may be grounds for disqualification or receipt of a lower score.
5. The "Financial Proposal Bid Form" of all qualifying technical proposals are then opened and scored. This is a public opening. The points are added to the technical proposals to obtain a total score.
6. Certified small business bidders shall be granted a preference of 5%.
7. The proposed award will be made to the bidder with the highest final score.
9. In the event of a tie in determining the successful bidder, the tie will be broken by a toss of a coin by a member of the Committee and in the presence of authorized representatives of the tied bidders.
10. All bidders will be notified of the results via email, if provided, and mail.

## **PART 5**

### **FORMAT AND CONTENT REQUIREMENTS**

These instructions prescribe the mandatory proposal formation and the approach for the development and presentation of proposal data. Proposal format instruction must be adhered to, all questions must be answered, and all related data must be supplied. Failure to prepare proposals in the following required format will result in elimination from proposal evaluation.

The proposal must be printed on 8 ½ x 11-inch paper. The pages of the proposal must be numbered in the following format “Page X of X”. Proposals need not be elaborate as to construction or graphics. The Evaluation Committee will consider the ideas presented within, rather than the appearance of the proposal.

#### **TECHNICAL PROPOSAL**

The technical proposal shall contain at a minimum, the following information. Supporting documentation may also be included. Any material which a bidder may wish to have considered on its behalf must be submitted, in writing. No verbal information may be considered by the Evaluation Committee.

#### **COVER LETTER**

Each proposal must be submitted with a cover letter, on letterhead, and contain the following statement followed by the signature of a representative authorized to submit the proposal:

“Submission of this proposal signifies that all terms, conditions, requirements, protest procedures, performance measures, and instructions concerning the award of the RFP to which this proposal responds, have been read and understood. Further, in signing this letter, as the authorized representative of the submitting firm, it is agreed that failure to have provided accurate and truthful information in this proposal or any deviation from any requirement or performance measure stated in the RFP shall constitute grounds for rejection of this proposal.”

#### **SECTION I**

Table of contents

Completed and signed Contractor Status Form (see part 9)

#### **SECTION II**

- A. QUALITY OF PROGRAM** – Description of proposed motorized auto racing events, including but not limited to: number and type of events, size of purses, divisions of cars offered, special promotions, sanctioning bodies, environmental impact mitigation measures, community involvement, advertising campaigns, any other material component of the racing program. Include Special Individual/Entity Attributes: Detail any special features of the individual/entity,

such as affiliations, sanctioning, production contracts, or abilities, access to equipment or other resources or specialties.

Safety features of the racing program, including policies and procedures.

Description of marketing approach to cohesive track promotion, minimizing racer/track relationship issues, and solving and abating auto racing's dwindling numbers within specific track and regional areas.

- B. EXPERIENCE** – Attach a complete biography for each representative of the bidder who will be involved with this operation.

Bidder/Principle(s): Provide a biography, including experience in operation of motorized or special events, examples of those activities and level of responsibility within those functions. Give examples of experience in advertising, promotions, business, working with the public, and any other knowledge that would be applicable to the overall operation of racing.

Operation Personnel: This would include experience in motorized racing of those people that would be placed into areas of responsibility including but not limited to: race officials, safety supervisor, flagman, track stewards, concession operations, advertising/promotional manager, etc.

Attach a complete list of bidder's performance history under similar or relevant conditions. Specify overall qualifications of company or individual and business philosophy, attitude, interest in project, integrity, etc. Must submit proof of doing complete events or company campaigns that are of similar size or scope during the past five (5) years.

Letters of Reference – Three (3) letters of reference attesting to bidder's: ability to operate and/or promote a multifaceted business with integrity; experience with the general public; or other attributes that would be associated with operating a successful motorized auto racing program at the Lake County Fairgrounds. Letters should preferably be from motorized track managers who are not affiliated with bidder nor will be a party to the contract or provide services under the contract, other fairground CEOs, or executive staff who have worked directly with bidder on promotions, events, or operations.

- C. FINANCIAL RESPONSIBILITY** - Submit a proposed budget for the proposed racing season, a minimum of 6 races must be represented, that outlines the revenues and expenses anticipated in operation of motorized racing and food and beverage concession. Be sure this proposed budget reflects the bidders' plans for a minimum of two-year operation.

A true statement that Bidder has no outstanding financial obligations owed to a DAA under previous or current contracts.

A signed statement prepared by the bidder's financial institution that indicates the bidder's ability to finance a minimum of two (2) years of operation based on the proposed budget.

Authorization to Check Credit Form included within this RFP.

### **SECTION III**

#### **A. VERIFICATIONS**

- a. Verification by an insurance company, licensed to do business in California, of the bidder's ability to obtain adequate Public Liability and Property Damage insurance in the amount of \$5,000,000 CSL, naming the State of California, the 9<sup>th</sup> District Agricultural Association, their agents, officers, servants, and employees as additionally insured.
- b. Verification by inclusion of a notarized letter from a bonding entity that the bidder can be bonded for performance if awarded the contract. The value of the bond shall be, at a minimum, of equal or greater value to the minimum guarantee of the bidder's financial bid for a period of one year. **Should the bidder choose to pay the minimum guarantee in advance of each race season, the two-year proposed budget shall reflect that election and no bond shall be required.**

### **SECTION IV** (If applicable)

#### **Small Business Preference Documentation:**

- a. One (1) copy of the small business certification letter, if the bidder is claiming the Small Business Preference and has already received certification.
- b. Or, if application for the preference has been submitted to DGS a copy of the application and proof of transmission to DGS including the date and time submitted.
- c. Or, if claiming the preference as a non-small business subcontracting with certified small business, a sheet of paper listing the small businesses you commit to subcontract with for a commercially useful function in the performance of the contract.

The list of sub-contractors shall include the subcontractors':

- 1. Name
- 2. Address
- 3. Phone Number
- 4. Description of work to be performed
- 5. Dollar amount or percentage per subcontractor

Also include a copy of the sub-contractor's certification or a copy of its application and proof of transmission to DGS, including the date and time submitted.

## **FINANCIAL PROPOSAL**

The “Financial Proposal Form”, included within this RFP, must be completed, and signed by the authorized representative. Please refer to the Financial Proposal Form for scoring information.

A ‘minimum guarantee’ will be the minimum monetary amount to be paid to the DAA for each contract year.

### **Variable considerations**

1. The DAA will charge at a minimum an annual guarantee of \$30,000 (Thirty Thousand Dollars) per year, consisting of a minimum of 6 races each per year, maximum of 10 races per year.

## PART 6

### SCORING CRITERIA AND ITEMS SCORED

Each proposal will be evaluated for required information in conformance with the submission requirements of this RFP, prior to being scored. If scored, any fractions in percentage points will be rounded off to the next number. The total score for the Technical Proposal and the Financial Proposal will be added together, for a maximum score of 100 points.

<b>MINIMUM QUALIFICATIONS</b> If Minimum Qualifications are not met, bidder will be disqualified	<b>Yes</b>	<b>No</b>
Received by deadline  One sealed package containing 3 (three) copies of the technical proposal and labeled with the bidder's name, promoter(s) name, the RFP number, and "Technical Proposal"		
Technical proposal cover letter Table of contents Completed and Signed Contractor Status Form		
TECHNICAL PROPOSAL - SECTION II:  Description of Program -Special Individual/Entity Attributes Experience - Biographies - Three (3) letters of recommendation  Financial Responsibility - Proposed budget - Statement regarding DAA previous/current contracts - Signed Financial Institution letter attesting to ability to pay for two (2) years of budget - Authorization to Check Credit Form		
TECHNICAL PROPOSAL - SECTION III: Verifications - Insurance - Performance Bond or Pre-paid Minimum in Budget		
One sealed package labeled "Financial Proposal Bid Form" (Do not open until public opening)		

If “No” is checked for any of the above items, the minimum qualifications are NOT met, and the proposal will not move to the scoring round.		
SCORING CRITERIA – TECHNICAL PROPOSAL	Points Available	Points Awarded
<p><b>1. Quality of Program (30 points)</b></p> <p>Description of proposed motorized auto racing events, including but not limited to the number and type of events, size of purses, divisions of cars offered, special promotions, sanctioning bodies, environmental impact mitigation measures, community involvement, advertising campaigns, any other material component of the racing program. A. Special individual/entity attributes: Any special features of the bidder, such as affiliations, sanctioning, production contracts, or abilities, access to equipment or other resources or specialties.</p> <p>Safety features of the racing program, including policies and procedures, and track maintenance program regarding driver/spectator safety and track longevity. Attach safety plan and track maintenance schedule plan.</p> <p>Description of marketing approach to bring about cohesive track promotion, minimizing racer/track/fair relationship issues, and solving and abating auto racing’s dwindling numbers within specific track and regional area; Describe what you will do differently to enhance the race experience and gain spectator attendance, thus community support.</p>	<p><b>10</b></p> <p><b>10</b></p> <p><b>10</b></p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p><b>2. Experience (10 points)</b></p> <p>Description of experience: A minimum of five (5) years in the promotion or operation of motorized auto racing events, which would qualify bidder to operate the motorized event programs at the Redwood Acres Fairgrounds. In lieu of direct experience in promotion or operation of motorized auto racing, bidder may substitute above-described experience with a description of at least five (5) years of other successful business experience that relates to promotions, events, and operations, along with an explanation of bidder(s) experience with motorized racing or motorized sports.</p>	<p><b>5</b></p>	<p>_____</p>

<p>Three (3) letters of reference attesting to bidder's: ability to operate and/or promote a multifaceted business with integrity; experience with the general public; or other attributes that would be associated with operating a successful motorized auto racing program at the Redwood Acres Fairgrounds. Letters should preferably be from motorized track managers who are not affiliated by joint business venture with bidder nor will be a party to the contract or provide services under the contract, other fairground CEOs, or executive staff who have worked directly with bidder on successful promotions, events or operations are highly encouraged.</p>	<p align="center"><b>5</b></p>	<p align="center">_____</p>
<p><b>3. Financial Responsibility (30 points)</b></p> <p>A successful credit and background evaluation of the bidder(s) and promoter(s) (if bidder and promotor are not the same entity). Background check includes no outstanding financial obligations owed, such as to DAAs under previous or current contracts, FTB, SOS, or other government agencies, ETC.).</p>	<p align="center"><b>10</b></p>	<p align="center">_____</p>
<p>Ability to secure insurance;</p>	<p align="center"><b>5</b></p>	<p align="center">_____</p>
<p>The Expenditure Budget for a racing season includes no less than six (6) motorized races and accounts for the following: Advertising; supplies and goods for sale; emergency services; insurance; compensation and benefits for officials and personnel; purses/prize money; rental fees; security; sound; track preparation; equipment and supplies; taxes; services.</p>	<p align="center"><b>5</b></p>	<p align="center">_____</p>
<p>A statement prepared by the bidder's financial institution affirming the bidders' ability to finance the proposed motorized event program for a minimum of two years (2) years based on the above budget and under unexpected event restrictions.</p>	<p align="center"><b>10</b></p>	<p align="center">_____</p>
<p><b>TOTAL POINTS – TECHNICAL PROPOSAL</b></p>	<p align="center">Maximum Score Available <b>70</b></p>	<p align="center"><b>SCORE</b></p>

<b>SCORING – FINANCIAL PROPOSAL</b> Refer to Financial Proposal Form for Formula	<b>Points Available</b>	<b>Points Awarded</b>
<b>Financial Proposal Form</b>	<b>30</b>	
<b>Certified Small Business Preference (If applicable)</b>		
<b>TOTAL POINTS – FINANCIAL PROPOSAL</b>	Maximum Score Available <b>30</b>	<b>SCORE</b>
<b>Total</b>	100	

**PART 7**  
**FORMS TO BE USED IN THE RESPONSE OF RFP 2024-01**

The following forms are included for your use in responding to this RFP:

1. Financial Proposal Form
2. Contractor Status Form
3. Authorization to Obtain Credit Check

9<sup>th</sup> DISTRICT AGRICULTURAL ASSOCIATION  
RFP 2023-02  
**FINANCIAL PROPOSAL FORM**

Money offers will be accepted based on the contractor paying the DAA minimum guarantee. The total sum to be paid to the DAA per year shall not be less than the stated guarantee (guarantee shall not be less than \$30,000 per year) with a minimum of 6 races, maximum of 10 races per season.

**FORMULA:**

For the purpose of evaluating and determining the points awarded for financial offers, we will use the following example common multipliers as examples to determine the bid value of all proposals as outlined below:

- 1) The gross admission sales will be \$3,500.00 per race, or \$21,000 for the minimum 6 race season.

FINANCIAL PROPOSAL: BIDDER:

(Does **not** include the fees charged by the DAA for utility reimbursement, cleaning, or DAA labor.)

- a) A Minimum Guarantee of \$\_\_\_\_\_ for \_\_\_\_\_ races (# of races) for the 2024 racing season against a per race minimum of \_\_\_\_\_% of all gate admissions, \_\_\_\_\_ and \_\_\_\_\_% of all other sales, whichever is greater.
- b) A Minimum Guarantee of \$\_\_\_\_\_ for \_\_\_\_\_ races (# of races) for the 2025 racing season against a per race minimum of \_\_\_\_\_% of all gate admissions, \_\_\_\_\_% and \_\_\_\_\_% of all other sales, whichever is greater.
- c) A Minimum Guarantee of \$\_\_\_\_\_ for \_\_\_\_\_ races (# of races) for the 2026 racing season against a per race minimum of \_\_\_\_\_% of all gate admissions, \_\_\_\_\_ and \_\_\_\_\_% of all other sales, whichever is greater.

1. Other (describe) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Item, “other”, allows the bidder to describe any other attributes of their proposal they may wish to include. This could be, but is not limited to, capital improvements, sponsorship, attendance bonuses, annual event support, improvements, etc., that will be achieved on behalf of the DAA. For the purpose of calculations and awarding points, the scoring committee will only include those items that they assessed at a direct dollar amount. The committee will not provide points towards items that are subjective, not tangible, or do not benefit the DAA.

**All bidders must fill in** the following information and sign this form in order for the “Financial Proposal Bid Form” to be considered.

NAME TELEPHONE NUMBER

ADDRESS CITY/ZIP CODE

Bidder certifies that the information provided by the bidder is accurate, true, and correct, and not intended to mislead the DAA in any manner.

SIGNATURE TITLE DATE

9<sup>th</sup> DISTRICT AGRICULTURAL ASSOCIATION  
RFP 2024-01

**CONTRACTOR STATUS FORM**

In presenting this proposal, I/We acknowledge familiarity with this site and facilities and have carefully examined the Request for Proposals dated and any addenda thereto.

Name \_\_\_\_\_ and Name \_\_\_\_\_

Promoter Name, if not same as above: \_\_\_\_\_

Title: \_\_\_\_\_

Signature of Official(s) \_\_\_\_\_

Address \_\_\_\_\_

City/State \_\_\_\_\_ Zip Code \_\_\_\_\_

(Check appropriate item)

Status of Bidder:            ☐ Individual            ☐ Partnership  
  
                                 ☐ Corporation (state in which incorporated) \_\_\_\_\_  
  
                                 ☐ Joint Venture            ☐ Other (please explain on reverse)

Small Business Preference selected            ☐ Yes            ☐ No

9<sup>th</sup> DISTRICT AGRICULTURAL ASSOCIATION  
RFP 2024-01

AUTHORIZATION TO OBTAIN CREDIT CHECK

*This form should be completed for the Contractor, Manager and Promoter, if parties are not the same.*

By my signature below, I \_\_\_\_\_ authorize the 9<sup>th</sup> District Agricultural Association to obtain a background check and/or consumer credit report. This authorization is valid for purposes of verifying information, given to employment, leasing, rental, tenant background, business negotiations, previous employment or contract references or any other lawful purpose covered under the Fair Credit Reporting Act (FCRA). By my signature below, I hereby authorize all corporations, former employers, proprietors, credit agencies, city, state, and federal court and agencies to release all information they may have about me. This authorization shall be valid in original form or copy.

\_\_\_\_\_  
Signature (in ink)

\_\_\_\_\_  
Date

Social Security # or TIN: \_\_\_\_\_

DOB: \_\_\_\_\_

Driver(s) license or ID: \_\_\_\_\_ (please provide copy)

Address(es) held for the last seven years

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

This credit check release applies to:

- € CONTRACTOR
- € PROMOTER
- € MANAGER
- € Other \_\_\_\_\_