

TECHNICAL INFORMATION

A. BIDDER RESPONSIBILITY

Read the Invitation for Bid (IFB) very carefully as the State shall not be responsible for errors and omissions on the part of the bidder. Carefully review final submittal as reviewers will not make interpretations or correct detected errors in calculations.

B. PURPOSE

The Board of Directors of the 7th DAA/Monterey County Fair in releasing this IFB intends to award a contract for the purpose of providing PR and Marketing services for the Monterey County Fair.

C. TENTATIVE SCHEDULE

IFB released	February 2, 2017
Bid Deadline	February 13, 2017
Notice of proposed award posting & mailed	February 15, 2017
Protest deadline date	February 21, 2017
Award approved by Board of Directors	February 23, 2017
Proposed contract commences	March 1, 2017

D. DELIVERY OF BIDS AND CONTACT PERSON FOR INFORMATION

Pursuant to the law, no bids shall be considered which have not been received at the place, and prior to the closing time, stated in this IFB. Direct questions concerning the technical requirements of the IFB to:

Alyssa Wygal
831-372-5863, ext. 303
Alyssa@montereycountyfair.com

The envelope should have the company name on the outside and be addressed as follows:

IFB 17-01
Alyssa Wygal
Exhibit Representative II
Monterey County Fair
2004 Fairground Road
Monterey, CA 93940

E. INSTRUCTIONS TO BIDDERS

This section details **mandatory** format instructions to the bidder. **Please note** that all bids submitted must follow the instructions; all information must be presented in the manner requested; all questions must be answered; and all requested data must be supplied. If the following information (listed below) is not submitted with the *technical proposal*, your bid may be deemed non-responsive and may be rejected.

Each bid must be placed in a sealed envelope and clearly labeled, as stated in D. above, in response to the IFB.

The following items and all forms must be submitted, where applicable or mandatory.

- One (1) copy of the insurance certificate(s) submitted in accordance with the FE-13, Insurance Statement, and/or paragraph M of this IFB. A signed original certificate of insurance shall be submitted to the fair within 10 days. The only exception for submitting a certificate to the fair: if it is on file with CDFA and/or CFSA [**applicable or not applicable.**]
- The "Financial Proposal Bid Form" must be completed and signed; the bidder must submit 3 signed copies. (Mandatory)

F. WORK STATEMENT AND TERMS AND CONDITIONS

The Work Statement describes the work to be performed by the bidder who is awarded this contract and the Terms and Conditions which shall be deemed to be incorporated and will become a part of any contract awarded pursuant to this IFB. The contract awarded pursuant to this IFB will also contain the Standard Contract Terms and Conditions and will be incorporated and made a part of the contract. All terms and conditions are fixed and non-negotiable. The contractor is to furnish the 7th District Agricultural Association, Monterey County Fair with Services as follows:

To provide public relations and marketing for all matters relating to the 2017 Monterey County Fair 7th DAA to be held August 31-September 4, 2017 as directed by FAIR management.

- a) Develop and execute a marketing program to promote the annual fair including, but not limited to, marketing and public relations as directed by FAIR management. Any theme development, advertising, promotional materials, or any other materials developed for the Monterey County Fair become the property of the Monterey County Fair.
- b) Create and disseminate a minimum of **30 press releases** with respect to the annual Monterey County Fair, Monterey Bay Race Place, and the Monterey County Fair & Event Center for the purpose of interim and RV park marketing or as directed by FAIR management.
- c) Respond to all media requests; provide all information requested by the media in a timely fashion.
- d) Do outreach to target organizations for facility rentals and help collaborate with other organizations which will benefit the Monterey County Fair & Event Center and the Monterey County Fair.
- e) Assist in creation of monthly e-newsletter content.
- f) Production of 'Media Night' at the fair to be held on August 30, 2017.

Payment: Can be monthly or at completion of the Annual Monterey County Fair. Refer to Financial Proposal Bid Form.

G. CONTRACT AWARD

The contract must be awarded to the lowest **responsive** bidder or all bids must be rejected.

DAA reserves the right to accept any or all of the lowest bid per item requested unless the bidder stipulates that their response is an "all or nothing" offer. If the lowest responsive bidder does not have the necessary quantity, the DAA may also award up to their specified needs in accordance to low bid (if applicable).

Upon selection of a proposed bidder, a "Notice of Award" will be posted, in public view, for *five (5)* Calendar days at the DAA's Administrative Office. In addition, a copy of the "Notice of Award" will be mailed to each bidder.

H. BREAKING TIES

In the event there is a tie, the tie will be broken by a toss of a coin by a DAA designee in the presence of authorized representatives of the tied bidders.

I. GROUNDS FOR REJECTION

1. A bid **shall** be rejected if
 - It is received any time after the exact time and date set for receipt of bids as stated in paragraph C.
 - " It is not prepared in accordance with the required format or information is not submitted in the format required by this IFB.
 - The firm has submitted multiple bids in response to this IFB without formally withdrawing other bids.
2. A bid **may** be rejected if
 - It contains false or misleading statements for references which do not support an attribute or conditions contended by the competitor. (The bid **shall** be rejected if, in the opinion of the DAA, such information was intended to erroneously and fallaciously mislead the State in its evaluation of the bid and the attribute, condition or capability of requirement of this IFB.)
 - It is unsigned.
3. All bids **may** be rejected in any case where it is determined that
 - The bids are not really competitive.
 - Where the cost is not reasonable, or
 - If it is deemed to be in the best interest of the State.
4. All bids **may** be rejected if the DAA determines, at its sole discretion, that any other reason exists to reject the bid.

J. RIGHT TO REJECT ANY OR ALL BIDS

It is the policy of the DAA not to solicit bids unless there is a bona fide intention to award a contract. In the rare case where solicitation for informational and planning purposes is intended, the document will so indicate. However, without limitation by reason of the foregoing explanation, the DAA reserves the right to reject any or all bids or to cancel the IFB at any time during the process.

K. PROTESTS (State Administrative Manual, Section 1241 and Public Contract Code, Section 10343)

A bidder may file a protest against the awarding of the contract. The protest must be filed with the Department of General Services (DGS), 1325 "J" Street, Suite 1911, Sacramento, California 95814, Attention Legal Office **and** with the DAA. The

protest shall be filed prior to the expiration of five calendar days from notice of the proposed award being posted and, in no event, later than 5:00 p.m. on the fifth calendar day after notice of proposed award was posted in a public place at the DAA's Administrative Office.

IN ADDITION, within five (5) calendar days after filing the protest, the protesting bidder *shall* file with the DAA and DGS Legal Office a fully detailed and complete written statement specifying the grounds for protest.

PLEASE NOTE: *Failure to file (i) notice of protest by the conclusion of the fifth calendar day after notice of intention to award a contract has been posted and (ii) a complete detailed written statement within five (5) calendar days of filing the protest stating grounds for protest will result in the protester's protest being deemed untimely and grounds for protest waived.*

L. INSURANCE [APPLICABLE or NOT APPLICABLE]

If the bid is accepted for awarding of the contract, the bidder shall provide a Certificate of Insurance \$1,000,000 in commercial general liability coverage, \$1,000,000 in automobile liability insurance per occurrence for bodily injury and property damage liability combined prior to the time of entering into a contract to be let pursuant to this IFB. Bidder must also submit proof of Workers Compensation Insurance.

The certificate must include the following, unless the bidder is on the Division's or CFSA's Master Insurance Certificate List.

- Evidence of authorized insurance for the term of the contract, including set up and tear-down days,
- A 30 day cancellation notice,
- The DAA's *name and address* shown as the certificate holder, and
- The additional insured language *exactly* as stated below

"The State of California, the 7th District Agricultural Association, County or Citrus Fairs, their agents, officers, servants, and employees, are made additional insured, but only insofar as the operations under this contract are concerned".

If applicable, the insurance certificate must be included with the bid package.

FINANCIAL PROPOSAL BID FORM

Bidder agrees to provide the material and services as described in IFB 17-01. Financial Bid for Scope of Services to be completed by February 13, 2017:

Total amount at completion of Annual Fair to be held August 31-September 4, 2017:
OR Proposed Payment Schedule:

All bidder's must fill in the following information and sign this form in order for the "Financial Proposal Bid Form" to be considered.

FIRM NAME

TELEPHONE NUMBER

ADDRESS

CITY/ZIP CODE

TAXPAYER IDENTIFICATION NUMBER

Bidder certifies to the DAA that bidder has thoroughly familiarized self with the DAA facilities and accepts all reasonable disclosed risks in submitting this proposal that a prudent review of the facility would have revealed.

By its signature on this proposal form, the bidder certifies that he/she has read and understood the IFB package including the information regarding bid protests. Further, 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

