

7th DISTRICT AGRICULTURAL ASSOCIATION

**SPECIFICATIONS FOR
PUBLIC RELATIONS/COMMUNICATION SERVICES
FOR THE MONTEREY COUNTY FAIR
FOR A ONE YEAR PERIOD, WITH FOUR, 1-YEAR OPTIONS
2023, 2024, 2025, 2026, 2027**

RFP NUMBER #22-04

HIGH SCORE RFP PACKAGE

Contact Person: Chris Garmon, Deputy Manager I

This person is the only authorized person designated by the Fair to receive communication concerning this RFP. **Please do not attempt to contact any other person concerning this RFP.** Oral communication of Fair officers and employees concerning the RFP shall not be binding on the Fair, and shall in no way excuse the bidder of obligations as set forth in the RFP. Only questions concerning the technical requirements of the RFP will be answered.

Date Issued: December 15, 2022

**PART I
DEFINITIONS**

BIDDER The individual, company, organization, or business entity submitting the proposal in response to the Request for Proposal.

**EVALUATION
& SELECTION
COMMITTEE** Hereinafter referred to as “committee” chosen by the Fair to evaluate and score proposals received.

F&E Refers to the *Division of Fairs and Expositions*, Department of Food and Agriculture, which is a division of the agency of the State of California overseeing the activities of fairs. F&E is located at:

1220 N Street
Sacramento, CA 95814

DGS Refers to the *Department of General Services*, State of California, located at:

707 Third Street
West Sacramento, CA 95605
Attention: Office of Legal Services

FORMAT Refers to both the arrangement of requested information and statements, as well as the packaging and labeling of the proposal. Failure to use the requested format required for submittal of the proposals will be deemed not responsive. Use of the requested format is the proposers first chance to demonstrate the ability to follow directions.

RFP Request for Proposal

RESPONSIVE Proposals that are timely, meet the proper format required for submittal of the proposals and provide the required information pursuant to the criteria outlined in the RFP will be considered “responsive”.

PART II

GENERAL INFORMATION

A. REQUEST FOR PROPOSALS (RFP)

The Board of Directors of the 7th District Agricultural Association, Monterey County Fair, in releasing this RFP, intends to award a contract for a one-year period with four 1-year options for Public Relations/Communication Services for the 7th District Agricultural Association, Monterey County Fair, and services would begin after approval by the Board of Directors. *(For multi-year contracts, certification of satisfactory performance by the Board of Directors is required at the end of each year as a justification for continuance of the contract). The Board of Directors for the 7th District Agricultural Association may choose to terminate the contract upon review of satisfactory performance.*

B. BIDDER RESPONSIBILITY

Read the documents very carefully as the DAA 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.

C. DELIVERY OF PROPOSALS

Pursuant to the law, no proposal shall be considered which has not been received at the place, and prior to the closing time, stated in this proposal.

Proposals must meet the following format requirements to be deemed responsive for DAA consideration:

- # One sealed package containing three (3) copies of the proposal and labeled with the name of proposer, the RFP number.
- # The sealed package must be placed in a package with the bidder's name on the outside and addressed as follows:

RFP #22-04
CHRIS GARMON, DEPUTY MANAGER I
7TH DISTRICT AGRICULTURAL ASSOCIATION
MONTEREY COUNTY FAIR
2004 FAIRGROUND ROAD
MONTEREY, CA 93940

D. CONTRACT AWARD

Each bidder's proposal is evaluated and scored by the committee who utilizes the score sheet included in Part V. Proposals scoring the highest points and meeting all requirements will be considered qualified.

If a contract is awarded, it shall be granted to the qualified responsible bidder who submits the lowest financial proposal. Prior to the Board awarding a contract, the DAA shall post a **Notice of Proposed Award** at the administration office for five (5) working days. In addition, a copy of the notice will be mailed to each bidder. A contract award is not final until:

- # the time for posting notice of award has expired; and/or
- # protests filed, if any, have been withdrawn or rejected by the Department of General Services.

E. TENTATIVE SCHEDULE

| | |
|---|-------------------|
| RFP released | December 16, 2022 |
| Proposals due at DAA's administration office no later than 2 p.m. | January 13, 2023 |
| Evaluation and Selection Committee scores proposals (Not a public review) | January 13, 2023 |
| Notice of Proposed Award posted and mailed | January 13, 2023 |
| Date award to be final if no protest received | January 26, 2023 |
| Proposed contract commences | February 1, 2023 |

F. SMALL BUSINESS PREFERENCE

State law allows *certified* small business (SB) and microbusiness (MB) firms and non-small businesses who subcontract with a certified SB/MB firm(s) for at least 25% of the net bid price, to receive a 5% bidding preference on applicable state *solicitations*. The effect of the preference is to help SB/MB be more competitive in the bid process, thereby enhancing state contract awards directly or indirectly to SB/MB. The preference is only used for computation purposes to determine the winning bidder, the actual bid amount.

If claiming the 5% small business preference and you are a SB or MB, or if your application is on file with Office of Small Business and DVBE Services (OSDS), or if you are claiming the preference as a non-small business subcontracting with certified SB/MB, list 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:

Name
Address
Phone Number
Description of work to be performed
Dollar amount or percentage per sub-contractor

Also include the sub-contractor's certification or indicate if application(s) are on file with OSDS. If you are a Certified Small Business, you must include a copy of your certification letter with your bid package in order to be eligible for the 5% preference.

Certification Application

To apply, access the online Small Business Certification Application (STD. 813), or to receive a hard-copy form by mail, e-mail osdchelp@dgs.ca.gov or call (800) 559-5529 or (916) 375-4940.

A **complete** certification application package must be received by the OSDS no later than 5 p.m. of the bid due date. The certification effective date will be the date the application is properly received and deemed **complete** by the OSDS. Incomplete application submittals will delay the certification status and may result in loss of the five (5) percent preference eligibility. For more information, email osdchelp@dgs.ca.gov or call (916) 375-4940.

You may mail, **hand-deliver or express-mail** your package to:

Office of Small Business and DVBE Services (OSDS)
ATTN: BDD Unit
707 3rd Street, 1st Floor, Room 1-400
West Sacramento, CA 95605

G. BIDDER/CONTRACTOR STATUS FORM

All *bidders* must complete, sign, and submit the form in response to the RFP. Failure to comply will deem the bidder non-responsive. The Fair reserves the right to verify the information on the “**Bidder/Contractor Status Form**” at the time of the bid. If the bidder is a corporation, the form must include the title of the person signing, i.e., corporate officer status, and a copy of the corporate resolution authorizing the signing of the form must be attached. If a partnership, the signing partner must indicate whether a limited or general partner.

H. DVBE REQUIREMENTS - BIDS TOTALING OVER \$10,000 (APPLICABLE)

The State has established state contract participation *goals* for Disabled Veteran Business Enterprises (DVBE) 3% (issued by the Department of General Services).

If the bid exceeds \$10,000, the bidder must comply with DVBE requirements by either (i) meeting the goals or (ii) demonstrating a Good Faith Effort. To fulfill these requirements, the enclosed DVBE Attachments are made part of this RFB. **Bidders failing to meet DVBE requirements will be considered non-responsive and ineligible for contract award.**

If applicable, the DVBE documentation forms must be included with the bid package.

I. HISTORY AND GENERAL BACKGROUND INFORMATION

The 7th District Agricultural Association, Monterey County Fair, is seeking proposals from all interested and qualified parties for Public Relations/Communication Services for the Monterey County Fair, including but not limited to marketing, corporate branding, corporate internal and external public relations, Fair event advertising, Fair event public relations, special event coordination and planning, concerts/entertainment, satellite wagering, Fair education, Heritage Foundation, and miscellaneous interim events held at the Monterey County Fairgrounds throughout the year.

J. INSURANCE (APPLICABLE)

The bidder awarded the contract shall provide a Certificate of Insurance including an amount of \$2,000,000 in general liability coverage for contracts of a hazardous nature and/or \$1,000,000 for other contracts for which liability insurance is required; \$1,000,000 for automobile liability insurance required if used on-grounds, 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 RFP. Workers Compensation Insurance Coverage shall be maintained whenever contractor/renter has employees, as required by law. The General Liability Insurance Certificate must include:

- # evidence of authorized insurance coverage for the term of the contract which includes set up and tear-down;
- # a 30-day cancellation notice;
- # the Fairgrounds with address shown as certificate holder; and
- # the additional insured paragraph in the following exact words:

That the State of California, the California Fair Services Authority, the District Agricultural Association, County Fair, the County in which the County Fair is located, Lessor/Sublessor if fair site is leased/subleased, Citrus Fruit Fair, California Exposition and State Fair, or Entities (public or non-profit) operating California designated agricultural fairs, their directors, officers, agents, servants, and employees are made additional insured, but only insofar as the operations under this contract are concerned.

PART III

RULES GOVERNING COMPETITION & TECHNICAL EVALUATION

A. RFP REQUIREMENTS AND CONDITIONS

1. Errors

If a bidder discovers any ambiguity, conflict, discrepancy, omissions, or other errors in this RFP, he shall immediately notify the Fair 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 fair, if any, will be made in writing by way of an addendum issued pursuant to paragraph 2, below.

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

2. Addendum

If necessary, the fair 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 include such mandatory requirements or conditions will result in the disqualification of a proposal.

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 as stated in Part II.

The firm has submitted multiple bids in response to this RFP without formally withdrawing other bids.

A proposal ***may*** be rejected if:

It is not prepared in accordance with the required format or information is not submitted in the format required by this RFP.

It contains false or misleading statements or references that do not support attributes or conditions, contended by the bidder. (The proposal ***shall*** be rejected if, in the opinion of the fair, such information was intended to mislead the fair in its evaluation of the proposal and the attribute, condition or capability of requirement of this RFP.)

It is unsigned.

5. Right to Reject Any or All Proposals

It is the policy of the fair not to solicit proposals unless there is a bona fide intention to award a contract. However, the fair reserves the right to reject any or all proposals or to cancel the RFP at any time during the process.

6. Protests

A bidder may file a protest against the awarding of the contract.

If the fair is a District Agricultural Association: The protest must be filed with the fair and with DGS at:

Department of General Services (DGS)
707 Third Street
West Sacramento, CA 95605
Attention Office of Legal Services

The protest ***must*** be received prior to the expiration of five (5) working days from notice of the proposed award being posted and, in no event, later than 5 p.m. on the fifth working day after the notice of proposed award was posted in a public place at the Fair's Administration Office. Upon the expiration of this posting period, if no protest is filed, the contract is awarded.

IN ADDITION, within five (5) calendar days after filing the protest, the protesting bidder shall file with the fair and DGS Legal Office a fully detailed and

complete written statement specifying the grounds for the protest.

PLEASE NOTE: *Failure to file (i) notice of protest by the conclusion of the fifth working 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. Protests shall be limited to the grounds contained in Public Contract Code, Section 10345.*

B. OTHER INFORMATION

1. Disposition of Proposals

All materials submitted in response to this RFP would become the property of the fair. All proposals, evaluations and scoring sheets will 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 fair will assess a fee to cover duplicating costs. Documents may be returned only at the fair's option and at the bidder's expense. One copy of each bidder's proposal shall be retained for official fair files.

2. Confidentiality of Proposals

The fair will hold the contents of all proposals in confidence until issuance of the "Notice of the Proposed Award"; once issued and posted, no proposal will be treated as confidential.

3. Modification or Withdrawal of Proposals

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

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 similar to "This proposal and cost estimate are valid for 60 days" is non-responsive to the RFP and shall on that basis be rejected.

PART IV

STATEMENT OF WORK TO BE PERFORMED AND CONTRACT TERMS AND CONDITIONS

The Work Statement describes the work to be performed by the bidder who is awarded the 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 RFP. The contract awarded pursuant to this RFP 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.

Review Process:

The proposals will be reviewed by an evaluation committee. If deemed necessary, finalists will be selected for verbal presentations to be given January 16, 2023. The Board of Directors will award the contract to successful proposer January 25, 2023.

The successful proposer will be required to execute a contractual agreement (Standard Agreement Form 213), which shall be binding upon the 7th District Agricultural Association and approval required.

A. SCOPE OF WORK

1. Contractor will coordinate various marketing, advertising and public relations projects as directed by Fair. It is understood that some additional duties may be necessary throughout the course of the contracted period and will be expected to be performed by the Contractor.
2. Contractor shall remain an independent contractor defined as a person who, in rendering services, exercises an independent employment and is under the control of the Fair for whom services are performed only with respect to the result of the work and not as to the means by which it is accomplished.
3. Contractor shall have full discretion to act in a manner that will reasonably bring about the results sought by the Fair.
4. The contract shall be for a period of 1 year beginning February 1, 2023, and ending December 31, 2023, with four 1-year options for 2024, 2025, 2026, 2027; that may be exercised following an evaluation of the previous year's performance.

B. DUTIES

Duties will include but not be limited to the following:

1. Marketing Management

- A. Responsible for the planning, budgeting, and execution of the following Monterey County Fair activities including:
 - 1. Fair Event Advertising
 - 2. Fair Event Public Relations
 - 3. RV Park Marketing
 - 4. Fair Event Special Programs including Senior Fair, Fair Education, Community Outreach.
 - 5. Fair Event Concert/Entertainment and Tickets on Sale Marketing
 - 6. Turf Club Marketing
 - 7. Corporate Branding
 - 8. Corporate Internal and External Public Relations
 - 9. Corporate and Fair Event Website
 - 10. Non-Fair Time Satellite Wagering
 - 11. Interim Events including Monterey Bay Classic, California Roots, Rebels & Renegades, Artichoke Festival & Jazz Festival

2. Fair Event Advertising

- A. Annual Fair theme development with Executive Team and contracted creative services
- B. Oversee creative production and media buys with designated outsourced companies for categories noted below:
 - 1. Print
 - 2. Television
 - 3. Radio
 - 4. Outdoor
 - 5. Transit
 - 6. Online/Internet Marketing
- C. Print Bid
 - 1. Write annual print bid
- D. Sponsorship
 - 1. Incorporate sponsors in appropriate paid media advertising as directed by the Fair Management

3. Fair Event Public Relations

- A. Plan and handle all external and internal Fair Event public relations activities including but not limited to:
 - 1. Press Kits
 - a. Oversee graphics and design
 - b. Write and edit all content for press kit (media policy, entertainment information sheets, corporate background, story ideas, building activities, etc.)
 - c. Distribute all press kits to all local, regional, and trade media outlets
 - 2. Onsite Live News Broadcasts and Remotes
 - a. Define, document and coordinate all print interviews and television radio news broadcasts and online news throughout the Fair.
 - b. Coordinate all daily TV remotes. Must provide onsite media support for morning, midday, evening and late night live news segments. Must provide adequate staff from opening until closing of the fair
 - c. Initiate and hold advance meetings with all media partners
 - d. Onsite media responsibilities
 - 1. Provide a staff of at least ten individuals dedicated to assist working media throughout the Fairgrounds
 - 2. Coordinate all Print, TV and Radio interviews between Fair staff and media
 - 3. Provide media with all elements necessary for stories (animals, entertainers, props, etc.)
 - 4. Manage and execute all media press passes including official photography
 - e. Coordinate and conduct advance meetings with City & County Department PIOs for the purpose of public relations.
 - f. Media Clippings
 - 1. Maintain print and broadcast clippings on an annual basis
 - 3. Photography
 - a. Coordination with official Fair photographers
 - b. Oversee entertainment photography
- B. Public Relations – Media Sponsorships
 - 1. Publicize sponsors names in news releases when required as directed by the Fair Management

- C. Community Outreach
 - 1. Develop and execute a comprehensive Community Outreach Program that includes all cities within Monterey County as directed by Fair Management
 - 2. Plan and coordinate any onsite activities for Monterey and/or Monterey County officials during Fair time

6. Fair Event Concert/Entertainment, Tickets on Sale Marketing

- A. Concerts/Entertainment
 - 1. Planning
 - a. Responsible for obtaining all relevant performer materials for use in advertising/PR such as publicity photos and footage
 - b. Coordinate publicity requirements with entertainment promoters
 - 2. Advertising
 - a. Oversee all outsourced services, creative and media placement for:
 - 1. Print
 - 2. Television
 - 3. Radio
 - 4. Internet
 - 5. Direct Mailers/Special Outreach
 - 3. Public Relations
 - a. Write and distribute all news releases about concerts and entertainers
 - b. Arrange for all advance publicity interviews with media and confirmed performers
 - 4. Marketing
 - a. Oversee development of posters, flyers, and signage
 - b. Oversee distribution of all concert marketing materials
- B. Tickets on Sale Marketing
 - 1. Oversee and direct the development of a strategic marketing plan for the Tickets on Sale launch
 - 2. Coordination of early added value advertising from overall media buy
 - 3. Creation and coordination of non-traditional marketing tactics to meet overall strategic marketing plan goals
 - 4. Outline and execute supporting Public Relations outreach

7. Social Media

- A. Manage all platforms with current information and respond to the messages in a timely manner.
- B. Keep all information up to date once information is given by Fair Staff.

9. Corporate Internal and External Public Relations

- A. Execute external corporate public relations for the following items:
 - 1. Development of corporate materials including corporate background, executive bios, photography, fact sheet, etc.
 - 2. Development of a Fair time press kit (corporate background, media policy, story ideas, building activities, horse racing information, etc.)
 - 3. Promote Fair's image throughout the year
 - 4. Publicize, when appropriate, new executive team and Board announcements, promotions and corporate accomplishments
 - 5. Support public relations exposure for Capital Improvement strategic planning projects
 - 6. Bi-annual External Newsletter
 - 7. Community Outreach
 - a. Plan and execute onsite activities to all Fresno County cities as directed by the Executive Team
 - 8. Seek award opportunities and help manage submissions with Executive Team.

10. Fairgrounds Website and Social Media

- A. Manage website and email marketing from strategy to implementation including copywriting for main section
- B. Coordinate with Fair staff, contracted designer(s) and web host as needed in order to execute website marketing plan
- C. Complete minor copy changes and minor graphic replacements through website software as needed
- D. Create content/copy for Fair Event related email newsletters including graphics and photography. Monthly e-newsletters through Constant Contact and a minimum of 4-6 e-newsletters will be sent out from June – October.
- E. Manage all Fairgrounds social media including Facebook, Instagram, Twitter, YouTube on a year round basis. Submit monthly posts at least Ten days prior to posting.
- F. During the 5 day fair, provide on site marketing for all social media platforms.

11. Satellite Wagering

- A. Marketing Planning
 - 1. Advertising Creative and Media Placement
 - a. Oversee advertising creative
 - b. Oversee all media buys (TV, Radio, Print and Online) and manage direct
 - 2. Assist with ordering of promotional items
 - 3. Special Races
 - a. Help promote all special races through advertising and public relations.

D. ADMINISTRATIVE

1. Accountability

- A. Submit monthly conference reports to CEO and Deputy Manager briefing current status on active jobs
- B. Seek sign-offs for approvals for all major advertising, public relations, material and entertainment expenses for job related activities

PART V

EVALUATION, SELECTION AND SCORING PROCESS

Each proposal shall be evaluated for responsiveness to the 7th DAA's needs as described in this RFP. This part describes the process the 7th 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.

During the evaluation and selection process, the Committee may wish to interview a bidder for clarification purposes only. The bidder will not be allowed to ask questions concerning other bidders, but only to respond to clarification questions from the Committee. Proposals cannot be changed by the bidder after the time and date designated for receipt.

A. EVALUATION AND SELECTION PROCESS

1. Following the deadline for receipt of proposals as stated in Part II-E, each proposal will be examined to determine if
 - Submittal (receipt) was by the deadline time and date; and
 - The physical format requirements were met.

This is not a public review.
2. Technical proposals that meet the submittal format requirements, as stated in the previous paragraph, will be submitted to the Committee for
 - Review of the technical proposal,
 - Confirmation that the information is presented in the format required by the RFP, and
 - All required documentation is included and correct.

Proposals that do not present the information in the format required may be rejected as non-responsive.

This is not a public review.
3. The DAA reserves the right to verify any references and employment experiences referenced or disclosed in this proposal or to ascertain the accuracy of information presented. Misinformation or inaccuracies are grounds for disqualification or receipt of a lower score.
4. The Committee will evaluate each proposal that meets the format requirements of preceding paragraph two and assign points for the technical proposal.

This is not a public review.
5. The Committee may request interviews of the bidder for clarification of proposals. Following any interviews, the proposals may be re-scored.

This is not a public review.
6. The "Financial Proposal Bid Form" will then be opened and scored and added to each reviewer's points to obtain the total points each reviewer gives to each bidder. The

total points of each reviewer will be added up for that bidder and the result divided by the number of reviewers for the bidder's total overall score.

7. Certified small business bidders, who have included in their proposal a copy of their Small Business Certification Approval Letter, shall be granted a preference of 5 percent.
8. The proposed award will be made to the bidder with the highest total 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.

B. SCORING PROCESS

The following information must be provided by the bidder for the RFP to be secured

SCORING CRITERIA AND ITEMS TO BE SCORED

TOTAL SCORE IS 100 POINTS

| | <u>SCORE</u> |
|--|---------------------|
| 1. Experience and Previous Performance..... | (40 points) |
| a. Summary of experience in the same or similar operation | 20 _____ |
| b. List of 3-5 references with letters of recommendation pertaining to public relations experience. | 5 _____ |
| c. List personal and organizational familiarity with local media decision makers | 5 _____ |
| d. Summary of experience in overseeing the development and execution of a strategic advertising campaign, including TV, Print, Radio, Outdoor, Transit and web-based mediums | 5 _____ |
| e. List of 1-2 references with letters of recommendation pertaining to advertising management experience | 5 _____ |
| Experience and Previous Performance Total Score: _____ | |
| 2. Corporate Internal and External Public Relations..... | (30 points) |
| a. Describe plan to promote Fair's image to Monterey County throughout the year. | 20 _____ |
| b. Provide sample promotional materials, press kit, corporate background bios, etc. | 10 _____ |
| Corporate Internal and External Public Relation Total Score: _____ | |
| 3. Marketing..... | (15 points) |
| a. Summary of experience in the area of planning, budgeting and general operation of Public Relations/Advertising | 10 _____ |
| b. Summary of experience in the area of theme development and execution. | 5 _____ |
| Marketing Total Score: _____ | |

- 4. Staff Experience..... (8 points)**
- a. Provide information on all full time, in-house staff members including years of service with your company, experience working with large fairs or festivals, public relations, media and marketing. 8 _____

Staff Experience Total Score: _____

- 5. Compliance with RFP..... (7 points)**
- a. Follow format 2 _____
- b. Information presented in order and manner requested 2 _____
- c. All questions answered 2 _____
- d. All requested date supplied 1 _____

Compliance with RFP Total Score: _____

TOTAL SCORE: _____

PART VI

MANDATORY FORMAT AND CONTENT REQUIREMENTS

MANDATORY FORMAT AND CONTENT REQUIREMENTS

A. INTRODUCTION

This part provides instructions to the bidder regarding the mandatory proposal format and content requirements. The bidder must remember that;

- All bids submitted must follow the proposal format instructions;
- All information must be presented in the order and the manner requested;
- All questions must be answered; and
- All requested data must be supplied.

Proposals not following the required format will be deemed non-responsive and will be rejected.

C. PROPOSAL FORMAT AND CONTENT

Each proposal must be prepared as two (2) separate documents placed in two (2) separate sealed packages; both sealed packages are inserted into a third package. All packages need to be clearly labeled in the manner described in Part II, paragraph C.

1. Technical Proposal

Information in the technical proposal is to be provided in the order requested beginning with the cover letter page. Each page is to be numbered at the bottom, starting with the number 1; all pages should be 8-1/2 x 11inch paper; and all narrative portions of the proposal should be typed.

The first page of the technical proposal must be a **signed** cover letter on the letterhead of the bidder and contain the following statement verbatim:

“Submission of this proposal signifies that all terms, conditions, requirements, protest procedures, performance measures and instructions concerning the award of the RFP NUMBER 2022-04 to which this proposal responds, have been read and understood. Further, in signing this letter, as the authorized representative of the submitting bidder, it is expressly agreed by the bidder 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. And further, bidder agrees that if the submitted proposal is not in the format of the RFP, bidder’s proposal will be deemed non-responsive.”

The person’s name must be printed clearly above the signature line and dated. If bidder fails to submit this document, and it is not signed and dated, the proposal will be rejected as being non-responsive.

Section I

1. Cover letter as described above
2. Table of Contents
3. Three (3) completed, dated and signed “Bidder/Contractor Status Form;
4. Three (3) copies of the “OSBCR” Small Business Certification Approval Letter”, if bidder is claiming the small business preference and has already received certification letter.
5. Bidder must provide all information/documentation requested in Part V, B (necessary to the scoring process).

Section II – Information to be provided by proposer

1. Complete attached “Financial Proposal Bid Form”, which must be completed and signed by authorized representative. Place this form in a separate sealed envelope.
2. Attach client references with letters of recommendation, complete with name, address and telephone number.

PART VII
FORMS SECTION

A. FORMS TO BE COMPLETED AND SUBMITTED BY BIDDER

- Contractor Status Form completed and signed.
- Financial Proposal Bid Form completed and signed.
- DVBE attachments for bids totaling over \$10,000, completed and returned if applicable.
- Small Business Certification letter (if applicable).
- Recycled Content Certification Form CIWMD #74 (mandatory, if applicable).
- Content Requirements for Procurement Mandates (mandatory, if applicable).

B. DOCUMENTS TO BE COMPLETED BY DAA

- Notice of Proposed Award, after proposed award is determined.

C. DOCUMENTS THAT ARE PART OF THE CONTRACT TO BE AWARDED

- STD - 213, Standard Agreement
- Standard Contract Terms and Conditions Form Std. 2
- CCC - 307 Contractor Certification Clauses
- STD - 204 Payee Data Record
- CFSA Insurance Requirements & Statement (Part II-J)

BIDDER/CONTRACTOR STATUS FORM
Page 1 of 2

Contractor=s Name _____ County _____
(Full business name)

Address _____ Federal Employer ID# _____

City _____ Zip Code _____
(Principal place of business)

STATUS OF CONTRACTOR PROPOSING TO DO BUSINESS (PLEASE CHECK ONE)

Individual Limited Partnership General Partnership Corporation

Individual (Please check one) Resident Non-Resident

If a sole proprietorship, state the true full name of sole proprietor; (i.e., John Roe Smith; not J. Roe Smith or not John R. Smith)

Partnership (Please check one) General Partnership Limited Partnership

If a partnership, list each partner identifying whether limited partner (s), stating their true full name and their interest in the partnership:

Corporation

Place and date of incorporation: _____

If not a California Corporation in good standing, please state the date the corporation was authorized to do business in California: _____

CURRENT OFFICERS:

President: _____ Vice President: _____

Secretary: _____ Treasurer: _____

Other Officers: _____

All must answer:

Are you subject to Federal Backup Withholding? Yes No

BIDDER/CONTRACTOR STATUS FORM
Page 2 of 2

Fictitious Name

If the contractor is doing business under a fictitious business name and will be performing under the fictitious name, please attach a clearly legible copy of the current fictitious filing.

Small Business Preference

Are you claiming preference as a small business in reference to this RFP? Yes No

If yes, the bidder must submit OSMB=S Small Business Certification Approval Letter with the technical proposal package.

Your small business ID number: _____

Pending Litigation or Hearings

Are any civil or criminal litigation or administrative hearings currently pending against the bidder=s organization, owners, officers or employees? Yes No

If yes, please state the case number, number, agency or court where pending and status of litigation or hearing:

DAA reserves the right to verify the information provided on this form by the bidder during the RFP process.

I declare under penalty of perjury that the above information is true and correct and that I am authorized to sign this status form on behalf of the bidder/contractor.

(Print Name)

(Signature)

(Date)

If this status form is not completely filled out, signed and submitted with bidder=s response to the RFP, the bid will be rejected as non-responsive.

FINANCIAL PROPOSAL BID FORM

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INFORMATION: The 7th District Agricultural Association, Monterey County Fair, is seeking proposals from all interested and qualified parties for Public Relations/Communication Services for the Monterey County Fair for a one-year period with four, one-year options, 2023, 2024, 2025, 2026, 2027.

PROPOSAL: Scope of work shall include, but not limited to marketing, corporate branding, corporate internal and external public relations, Fair event advertising, Fair event public relations, special event coordination and planning, concerts/entertainment, satellite wagering, Fair education, Friends of the Fair, and miscellaneous interim events held at the Monterey County Fairgrounds throughout the year.

Proposer: _____

Total Amount Bid for 2023 _____
Donation or Trade _____
Total payable by MCF in 2023 _____

Total Amount Bid for 2024 _____
Donation or Trade _____
Total payable by MCF in 2024 _____

Total Amount Bid for 2025 _____
Donation or Trade _____
Total payable by MCF in 2025 _____

Total Amount Bid for 2026 _____
Donation or Trade _____
Total payable by MCF in 2026 _____

Total Amount Bid for 2027 _____
Donation or Trade _____
Total payable by MCF in 2027 _____

FINANCIAL PROPOSAL BID FORM
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Are you claiming preference as a small business? ____ Yes ____ No
If yes, the bidder must submit OSMB=S Small Business Certification Approval Letter with the technical proposal package.

All bidder=s must fill in the following information and sign this form in order for the AFinancial Proposal Bid Form@ to be considered.

FIRM NAME

TELEPHONE NUMBER

ADDRESS

CITY/ZIP CODE

TAXPAYER IDENTIFICATION NUMBER

Bidder certifies to the DAA that the 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 RFP package including the information regarding bid protests. Further, the 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