

**7<sup>TH</sup> DISTRICT AGRICULTURAL ASSOCIATION  
MONTEREY COUNTY FAIRGROUNDS & EVENT CENTER**

**Marketing, Social Media Management and Public Relations**

**HIGH SCORE  
REQUEST FOR PROPOSAL PACKAGE**

**RFP Number 2024-02**

Marketing, Social Media Management and Public Relations  
Years – 2025,2026 & 2027 with two (1) year options to renew

Page Number 1 through 28

**Contact Person: Colton Kersey-Lopez, Deputy Manager**

This person is the only authorized person designated by the 7th DAA to receive communication concerning this RFP. **Please do not attempt to contact any other person concerning this RFP.**

Oral communication of 7th DAA officers and employees concerning the RFP shall not be binding on the 7th DAA 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.

**Mailing Address:** 2004 Fairground Road  
Monterey, CA 93940

**Telephone:** 831-372-5865

**Date Issued:** 11/01/2024

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# PART I

## DEFINITIONS

- BIDDER** The individual, company, organization, or business entity submitting the proposal in response to the Request for Proposal.
- 7th DAA** Refers to the 7<sup>th</sup> District Agricultural Association, which is an agency of the State of California and is not a local agency of government.
- F&E** Refers to the Fairs and Expositions Branch, Department of Food and Agriculture, which is a division of the agency of the State of California overseeing the activities of District Agricultural Associations and County and Citrus Fruit Fairs. F&E is located at:
- 2399 Gateway Oaks Drive, Suite 210  
Sacramento, CA 95833  
Mailing Address is: 1220 N Street  
Sacramento, CA 95814
- DGS** Refers to the Department of General Services, State of California located at:
- 707 Third Street  
Sacramento, CA 95605  
Attention: Legal Office
- EVALUATION & SELECTION COMMITTEE** Committee chosen by the DAA to evaluate and score proposals received.
- QUALIFIED** The term “qualified” as it is used in this document refers to the bidders who are awarded at least the minimum number of points by the Evaluation and Selection Committee (Committee) on Tier One, the technical portion of the proposal. No bidder’s financial proposal will be opened and considered if they have not received sufficient points to be deemed a qualified bidder.
- RFP** Request for Proposal
- HIGH SCORE** A proposal in which a selection committee evaluates and scores to rank based upon objective criteria stipulated in the RFP.
- 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 Fairgrounds, in releasing this RFP, intends to award a contract for a period of three years for the purpose of providing Marketing, Social Media Management and PR Services for the 7th District Agricultural Association, for the 2025, 2026, 2027 annual fair. For multi-year contracts, certification of satisfactory performance is required at the end of each year as a justification for continuance of the contract.

#### B. BIDDER RESPONSIBILITY

Read the documents very carefully, as the 7th 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

Proposals must be physically received prior to the closing times and at the place stated below. Failure to meet these requirements will result in an unacceptable proposal. *Unless otherwise stated, **faxes are unacceptable.***

Proposals must meet the following format requirements to be deemed responsive for 7th DAA consideration.

- One sealed package containing 3 copies of the technical proposal and labeled with the bidder's name, the RFP number, and "Technical Proposal." (For additional details, see Part VI, B.1.)
- One sealed package containing 3 copies of the financial proposal bid form and labeled "Financial Proposal Bid Form" (For additional details, see Part VI, B.2.)
- Both sealed packages must be placed in a third package with the bidder's name on the outside and addressed as follows:

**RFP 2024-02**  
**Colton Kersey-Lopez – Deputy Manager**  
**7th District Agricultural Association**  
**2004 Fairground Road**  
**Monterey, CA 93940**

## D. CONTRACT AWARD

If a contract is awarded, it shall be granted to the passing responsible bidder who submits the proposal with the highest score. Prior to the Board awarding a contract, the Fair shall post a "Notice of Proposed Award" at the administration office for five (5) calendar days. In addition, a copy of the notice will be mailed to each bidder. Upon the expiration of the five-day posting period (close of business on the fifth calendar day), if no protest has been filed, the contract is awarded. If a protest is filed prior to the contract award, the contract shall not be awarded until the protest has been withdrawn by the bidder or rejected by the Department of General Services.

## E. TENTATIVE SCHEDULE

RFP Released	November 1 <sup>st</sup> , 2024
Proposals due at 7th DAA's Administrative Office	January 3 <sup>rd</sup> , 2025 by <b>4:00 PM</b>
Financial offer opened	January 3 <sup>rd</sup> , 2025
<b>Notice of Proposed Award</b> posted & mailed	January 3 <sup>rd</sup> , 2025 No later than 5PM
AWARD FINAL, No Protest may be filed after this time	January 9 <sup>th</sup> , 2025, by 5:00 PM
Proposed Contract Commences	January 16 <sup>th</sup> , 2025

## 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) to receive a 5% bidding preference on applicable state solicitations. The effect of the preference is to help SB's/MB's 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 remains the same.

If you are claiming the 5% small business preference and 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 (s), see PART VI of this RFP for instructions regarding what to submit with your proposal in order to receive the preference.

### Certification Application

To apply for Small Business Certification, go online to:

[www.pd.dgs.ca.gov/smbus/getcertified.html](http://www.pd.dgs.ca.gov/smbus/getcertified.html).

To receive your hard-copy form by mail, e-mail [osdchelp@dgs.ca.gov](mailto:osdchelp@dgs.ca.gov) or call (800) 559-5529 or (916) 375-4940.

Your complete certification application package must be received by the OSDS no later than 5PM of the bid due date. Your certification effective date will be the date the application is properly received and deemed complete by the OSDS. Incomplete application submittals will delay your certification status and may result in the loss of your 5% preference eligibility. For more information, e-mail [osdchelp@dgs.ca.gov](mailto:osdchelp@dgs.ca.gov) or call (800) 559-5529 or (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 3<sup>rd</sup> Street, 1<sup>st</sup> Floor, Room 1-400, MS 210  
West Sacramento, CA 95605

*If you are claiming the 5% small business preference, a copy of your OSMB Small Business Certification Approval Letter must be submitted with your bid package.*

## G. BIDDER/CONTRACTOR STATUS FORM INFORMATION

All bidders must complete, sign and submit the form in response to the RFP. Failure to comply will deem the bidder non-responsive. The 7th DAA reserves the right to verify the information on the Bidder/Contractor Status Form at the time of the bid. By signing this form, you are authorizing the release of any and all information pertaining to yourself or business in which you participate or have participated, including information of a confidential or privileged nature in the possession of government or private agencies or individuals who furnish such information from liability for damages which may result from furnishing the information requested. 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 – No DVBE Program Requirement or Incentive

Website: <http://www.dgs.ca.gov/pd/Programs/OSDS.aspx>

## I. HISTORY AND GENERAL BACKGROUND INFORMATION:

The 7<sup>th</sup> District Agricultural Association, Monterey County Fair and Event Center(MCFEC), is seeking proposals from all interested and qualified parties for Social Media Management, Marketing Services and Public Relations for the annual Monterey County Fairgrounds and Event Center, including but not limited to marketing, advertising, concerts/entertainment, satellite wagering, MCFEC education, RV Park, and miscellaneous interim events held at the Monterey County Fairgrounds throughout the year including but not limited to the annual Monterey County Fair.

The Monterey County Fair and Event Center, located in Monterey, California, has a storied history that dates to 1935. Initially, the fair was held on the grounds of the Hotel Del Monte, a luxurious resort built by railroad magnate Charles Crocker in the late 19th century. The hotel's expansive property included gardens, polo grounds, and a racetrack, which provided an ideal setting for the early fairs<sup>1</sup>. Over time, the fairgrounds evolved into a central hub for community events, showcasing local agriculture, livestock, and crafts.

In 1958, the Monterey County Fairgrounds gained international recognition as the venue for the inaugural Monterey Jazz Festival, one of the longest-running jazz festivals in the world<sup>2</sup>. This event has attracted legendary musicians and jazz enthusiasts from around the globe, solidifying the fairgrounds' reputation as a premier cultural venue. The fairgrounds also played a pivotal role in the 1967 Monterey International Pop Festival, a landmark event in music history that featured iconic performances by artists such as Jimi Hendrix, Janis Joplin, and The Who<sup>2</sup>.

Throughout its history, the Monterey County Fair and Event Center has hosted a diverse array of events, from agricultural fairs and trade shows to music festivals and community gatherings. The site has continually adapted to meet the needs of the community, providing a versatile space for both public and private events. Despite financial challenges, including the loss of state funding in 2011, the fairgrounds have remained a vital part of Monterey's cultural landscape, thanks in part to the support of the Monterey County Fair Heritage Foundation<sup>1</sup>.

The fairgrounds' significance extends beyond entertainment and cultural events. During World War II, the site was repurposed to support the war effort, and in more recent years, it has served as an emergency services center for the Monterey County Office of Emergency Services, Red Cross, and Cal Fire. This adaptability underscores the fairgrounds' importance as a community resource, capable of responding to the needs of the region in times of both celebration and crisis.

Today, the Monterey County Fair and Event Center spans 22 acres and includes multiple performance stages, exhibition halls, and outdoor spaces. It continues to be a beloved venue for annual events such as the Monterey County Fair, the Monterey Jazz Festival, and the California Roots Music and Arts Festival. The fairgrounds' enduring legacy is a testament to its importance as a community gathering place and a beacon of cultural and artistic expression in Monterey County.

Looking ahead, the Monterey County Fair and Event Center remains committed to its mission of serving the community. With ongoing improvements and a focus on sustainability, the fairgrounds are poised to continue their tradition of excellence.

## PART III

### 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, it shall immediately notify the 7th DAA of such error in writing addressed to the contact person listed on the cover page and request modification or clarification of this document. Modifications, if any, will be made in writing by way of addendum issued pursuant to paragraph 2 below. Clarifications, if issued, will be given by written notice to all parties to whom the 7th DAA had sent notice of the RFP and to persons or entity who have requested to be given notice of any modification or notices.

##### 2. Addenda

If necessary, the 7th 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 include such mandatory 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 as stated in Part II, paragraphs C and E.
- It is not prepared in accordance with the required format or information is not submitted in the format required by this RFP.
- The firm 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 which do not support attributes or conditions contended by the bidder. (The proposal shall be rejected if, in the opinion of the 7th DAA, such information was intended to mislead the 7th DAA 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 7th DAA not to solicit proposals unless there is a bona fide intention to award a contract. However, the 7th DAA 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.

The protest must be filed with the Department of General Services (DGS) at

Department of General Services (DGS)  
707 Third Street,  
West Sacramento, California 95608,  
Attention Legal Office **and** with the 7th DAA.

The protest must be received prior to the expiration of five (5) 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 7th DAA's Administration Office.

**IN ADDITION**, within five (5) calendar days after filing the protest, the protesting bidder shall file with the 7th DAA 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 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. 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 will become the property of the 7th 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 7th DAA will assess a fee to cover duplicating costs. Documents may be returned only at the 7th DAA's option and at the bidder's expense. One copy of each bidder's proposal shall be retained for official 7th DAA files.

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

The 7th DAA 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. However, if a bidder maintains that certain information is proprietary, all proprietary or other legally protected material must be identified at the time of submitting the proposal to retain the claim of confidentiality.

The materials may be used by the 7th DAA to justify the awarding or not awarding of a contract if a protest is filed. The 7th DAA will not be liable for inadvertently releasing confidential materials although the 7th DAA will use the best efforts to prevent the release of said material.

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

Any proposal which is received by the 7th DAA 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 the cost estimate are valid for sixty (60) days" is non-responsive to the RFP.

## PART IV

### STATEMENT OF WORK TO BE PERFORMED AND CONTRACT TERM AND CONDITIONS

#### I. **Social Media Management, Marketing Services and Public Relations**

This part describes the work to be performed by the bidder who is awarded this Contract and contains terms and conditions which shall be deemed 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, which will be incorporated and made a part of the contract. All terms and conditions are fixed and non-negotiable.

- A. **Social Media Strategy Development:** Create a comprehensive social media strategy that aligns with MCFEC's goals and objectives.
- B. **Content Creation and Management:** Develop, curate, and manage engaging content across all social media platforms (Facebook, Instagram, Twitter, etc.).
- C. **Brand Management:** Develop and maintain a consistent brand image across all marketing materials and platforms.
- D. **Advertising Campaigns:** Design and execute paid social media advertising campaigns to promote events and increase ticket sales for the annual Monterey County Fair.
- E. **Community Engagement:** Monitor and respond to comments, messages, and reviews in a timely and professional manner.
- F. **Analytics and Reporting:** Provide monthly reports on social media performance, including insights and recommendations for improvement.
- G. **Influencer Partnerships:** Identify and collaborate with local influencers to enhance event promotion.
- H. **Event Promotion:** Develop and implement promotional strategies for all events held at the MCFEC. Coordinate and execute the annual Media Kit for the Monterey County Fair.
- I. **Event Coverage:** Provide live social media coverage during events to engage attendees and attract potential visitors.
- J. **Strategic Planning:** Developing a PR Strategy that aligns with the MCFEC goals and objectives. Identify key messages and target audiences,
- K. **Media Relations;** Create and distribute press releases. Build and maintain relationships with local, regional, and national media. Coordinate media coverage and press Events on site during interim and the Monterey County Fair.
- L. **Additional Terms & Conditions**
  - a. These terms and conditions are in addition to those contained in the Standard Contract Terms and Conditions and will be made a part of the contract.
    - i. The contractor will ensure that all employees familiarize themselves with the facility and can assist guests with direction or assistance.
    - ii. Contractor will ensure that supervisor and/or employees become familiar with the 7th District Agricultural Association Disaster or Emergency Plan, in the event of a crisis.
    - iii. The contractor must maintain one or more representatives who are authorized to always take immediate action upon any request of a Fair Management contractor is on the Fairgrounds. This person must be identified to the Fair as the contractor's authorized representative.

## 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 with 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

### SCORING CRITERIA AND ITEMS TO BE SCORED.....SCORE

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

#### **Experience and Qualifications.....15 Points**

- Demonstrate expertise in marketing, brand management, social media management and PR.

#### **Creativity and Innovation..... 25 Points**

- Ability to develop and showcase unique and engaging marketing campaigns, PR initiatives and social media interactions.

#### **Strategic Approach.....10 Points**

- Clear and effective strategy for achieving MCFEC's goals.

#### **Budget and Value.....10 Points**

- Cost-effectiveness and value for money

#### **References and Past Performance.....10 Points**

- Positive feedback for previous clients

#### **Financial Offer.....30 Points**

- Evaluation of Financial Offer

#### **Maximum Points Possible..... 100 Points**



## PART VI

### 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 2024-02 Marketing & Social Media Management 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 the bidder fails to submit this document, and it is not signed and dated, the proposal will be rejected as being non-responsive.

**Table of Contents:**

- Include a Table of Contents
- One (1) completed, dated, and signed “Bidder/Contractor Status Form”;
- One (1) copy of the “OSMB’s Small Business Certification Approval Letter”, if bidder is claiming the Small Business Preference.
- Bidder must provide all information/documentation requested in Part V - Sec. B.

**2. Financial Proposal Bid Form**

- The Financial Proposal Bid Form must be completed and signed.

## PART VII

### FORMS SECTION

#### A. FORMS TO BE COMPLETED AND SUBMITTED BY BIDDER

- Exhibit A - Bidder Contractor Status Form
- Exhibit B - Financial Proposal Form
- Small Business Preference Documentation, if applicable

#### B. DOCUMENTS TO BE COMPLETED BY 7th DAA

- Notice of Proposed Award after proposed awardee is determined

#### D. DOCUMENTS THAT ARE PART OF THE CONTRACT TO BE AWARDED

Below forms can be viewed at <https://www.dgs.ca.gov/ols/Forms.aspx>

- STD - 213, Standard Agreement
- Standard Contract Terms and Conditions Form Std. 2
- CCC - 307 Contractor Certification Clauses
- STD - 204 Payee Data Record

#### CONTRACT AUDITS

The contractor agrees that the State or its delegate will have the right to review, obtain, and copy all records pertaining to performance of the contract. Contractor agrees to provide the State or its delegate with any relevant information requested and shall permit the State or its delegates access to its premises, upon reasonable notice, during normal business hours for the purpose of interviewing employee and inspecting and copying such books, records, accounts, and other materials that may be relevant to a matter under investigation for the purpose of determining compliance with this requirement. The contractor further agrees to maintain such records for a period of three (3) years after final payment under the contract.

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**EXHIBIT A**  
**BIDDER/CONTRACTOR STATUS FORM**

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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 incorporation was authorized to do business in California:** \_\_\_\_\_

**CURRENT OFFICERS:**    President: \_\_\_\_\_ Vice President: \_\_\_\_\_

Secretary: \_\_\_\_\_ Treasurer: \_\_\_\_\_

Other Officers: \_\_\_\_\_

**EXHIBIT A**  
**BIDDER/CONTRACTOR STATUS FORM**

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**All must answer:**

Are you subject to Federal Backup Withholding? \_\_\_\_\_ Yes \_\_\_\_\_ No

**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 IFB \_\_\_\_ Yes \_\_\_\_ No  
If yes, the bidder is required to submit a copy of the OSD's Small Business & Disabled Veteran 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:

---

---

**7th DAA reserves the right to verify the information provided on this form by the bidder under 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 & Title)

---

(Signature)

---

(Date)

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

**EXHIBIT B**  
**FINANCIAL PROPOSAL BID FORM**  
RFP 2024-02

**Contractor's Name:** \_\_\_\_\_

I hereby submit the following financial proposal to the Monterey Fairgrounds for a one-year period, with the opportunity to extend for 2026, 2027, 2028 and 2029.

**2025 Bid Price:**

Total Amount of Bid \$ \_\_\_\_\_

**2026 Bid Price:**

Total Amount of Bid \$ \_\_\_\_\_

**2027 Bid Price:**

Total Amount of Bid \$ \_\_\_\_\_

**2028 Bid Price:**

Total Amount of Bid \$ \_\_\_\_\_

**2029 Bid Price:**

Total Amount of Bid \$ \_\_\_\_\_

Are you claiming preference as small business: \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, the bidder must submit OSDC's Small Business Letter with the technical proposal package.

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

\_\_\_\_\_  
FIRM NAME

\_\_\_\_\_  
TELEPHONE NUMBER

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
CITY/ZIP CODE

\_\_\_\_\_  
TAXPAYER IDENTIFICATION NUMBER

By its signature of this proposal form, the bidder certifies that he/she has read and understands 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 7th DAA in any manner.

\_\_\_\_\_  
NAME & TITLE

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

*CONTRACTOR NOTE: The Financial proposal bid form should be removed from packet and placed in a separate envelope. This envelope should be sealed and marked according to previous instructions.*

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# **NOTICE OF PROPOSED AWARD**

**RFP # 2024-02**

**DATE – January 3<sup>rd</sup>, 2025**

The Monterey County Fair & Event Center / 7th District Agricultural Association announces proposed award of their contract Marketing, Social Media Management and PR Services for the Monterey County Fair.

**Awarded to** \_\_\_\_\_

If no protest is filed by January 9<sup>th</sup>, 2025, by 5:00 PM the award will be final.

Colton Kersey-Lopez  
Monterey County Fair & Event Center  
Deputy Manager

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