

**15<sup>th</sup> DISTRICT AGRICULTURAL ASSOCIATION  
Kern County Fair  
1142 South "P" Street  
Bakersfield, CA 93307**

**High Score  
REQUEST FOR PROPOSAL (RFP)  
For  
2024-2025-2026 Entertainment Services Contract  
With Two (2) Option Years 2027 & 2028**

**RFP NUMBER – RFP #23-02**

**This person is the only authorized person designated by the fair to receive communication concerning the RFP.**

**Micheal Olcott, CEO  
661-833-4905**

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

**Wednesday, December 6, 2023**

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PART I  
DEFINITIONS

<u>ASSOCIATION</u>	Refers to the 15 <sup>th</sup> District Agricultural Association, a California State Institution, charged with the management and operation of the Kern County Fair and fairgrounds and all the facilities this encompasses.
<u>PROPOSER/BIDDER</u>	The individual, company, organization or business entity submitting the proposal in response to the Request for Proposal (RFP).
<u>EVALUATION &amp; SELECTION COMMITTEE</u>	Hereinafter referred to as <b>“Committee”</b> Committee chosen by the fair to evaluate and score proposals received.
<u>F&amp;E</u>	Refers to the <b>“Division of Fairs and Expositions”</b> , 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
<u>DGS</u>	Refers to the <b>“Department of General Services”</b> , State of California, located at:  707 Third Street, 2 <sup>nd</sup> Floor West Sacramento, CA 95605 Attention: Office of Legal Services
<u>RFP</u>	Request for Proposal
<u>RESPONSIVE</u>	Proposals that are timely, meet the proper form 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 15<sup>th</sup> District Agricultural Association in releasing this RFP intends to award a contract for a period of *three (3) years with two (2) option years*.

B. MINIMUM QUALIFICATIONS

You must meet the minimum qualifications in order to submit a proposal:

1. Currently in business providing entertainment/talent buying services at venue or venues that hosts multi-day events with an average daily attendance of 10,000 patrons.
2. You must have documented and verifiable two (2) years of experience in providing entertainment/talent-buying services
3. Entertainment/talent buying services must be a primary focus of your business operation.
4. Experience and knowledge of District Agricultural Association's contract requirements and restrictions. Experience working with a public entity.
5. Demonstrated experience with scheduling and programming of multi stage and events for multi facet venues and fairs.
6. Proposer cannot sub-contract with any other party, company and or business

C. PROPOSER/BIDDER RESPONSIBILITY

Read the documents very carefully, as the fair shall not be responsible for errors and omission on the part of the Proposer/Bidder. Carefully review final submittal, as reviewers will not make interpretations of correct detected errors in calculations.

D. DELIVERY OF PROPOSALS

Proposals must be physically received prior to the closing times and at the place stated below, in the format specified below and as more particularly described in Part VII, Section B. Failure to timely submit

your proposal shall result in an automatic rejection. Failure to meet any of the below requirements or any of those identified in Part III, Section A, number 4 may result in a rejection, or a reduction in points during the scoring process. Please see Part III, Section A number 4 for more detail regarding automatic and discretionary rejections. **Unless otherwise stated, faxes are unacceptable.**

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

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

Michael Olcott, CEO  
15<sup>th</sup> District Agricultural Association  
1142 South "P" Street  
Bakersfield, CA 93307  
Entertainment Services RFP #23-02

E. CONTRACT AWARD

If the proposal is not automatically rejected as described in Part II, Section D, then each bidder's technical proposal is evaluated and scored by the committee who utilizes the score sheet included in Part VI. Subsequently, the "Financial Proposal Bid Forms" will be opened and scored. Small Business Preference will be computed when applicable.

If a contract is awarded, it shall be granted to the responsible bidder who submits the proposal with the highest final score. Prior to the Board awarding a contract, the Fair 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. Upon the expiration of the five-day posting period (close of business on the fifth working 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.

F. TENTATIVE SCHEDULE

Wednesday, December 6, 2023

RFP Released

Wednesday, December 20, 2023

Proposals due to the 15<sup>th</sup> D.A.A.'s Administrative Office no later than 2:00 p.m.

Wednesday, December 20, 2023

Evaluation and Selection Committee scores proposals (not a public review)

Wednesday, December 20, 2023

Interview (if needed for clarification) Oral or by Phone

Wednesday, December 20, 2023

Notice of Proposed Award posted and mailed

Thursday, December 28, 2023

No protest may be filed after this date

Friday, December 29, 2023

Contract awarded

G. SMALL BUSINESS PREFERENCE (APPLIES ONLY IF FAIR IS A DISTRICT AGRICULTURAL ASSOCIATION)

State law allows certified small business (SB) and micro business (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/MB's to 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 you are claiming the 5% small business preference and are SB or MB, or if your application is on file with Office of Small Business and DVBE Services (OSDS), or if you are claiming preference as a non-small business subcontracting with certified SB/MB (s), see PART VII of the RFP for instructions regarding what to submit with your proposal in order to receive the preference.

**Certification Application**

To apply, access DGS online Small Business Certification Application (STD.813), or to receive your hard-copy form by mail, e-mail [osdchel@dgs.ca.gov](mailto:osdchel@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 5:00p.m. 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 (916) 375-4940.

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

Office of Small Business and DVBE Services (OSDA)

Attn: BDD Unit

707 3<sup>rd</sup> St., 1<sup>st</sup> Fl., Rm. 1-400

West Sacramento, CA 95605



H. 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 District 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 the partnership, the signing partner must indicate whether a limited or general partner.

I. INSURANCE

If the bid is accepted for awarding of the contract, the bidder shall provide a Certificate of Insurance for not less than \$1,000,000.00 in commercial general liability coverage. \$N/A in automobile liability insurance, and/or \$N/A in liquor liability, if applicable 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.

The certificate must include the following, unless the bidder is on the F&E'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 show as certificate holder, and
- The additional insured language ***exactly*** as stated below

“The State of California, 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, or California Exposition and State Fair, their directors, officers, agents, servants, and employees are made additional insured, but only insofar as the operations under this contract are concerned.”













PART V  
STATEMENT OF WORK TO BE PERFORMED  
AND CONTRACT TERMS AND CONDITIONS

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 by the 15<sup>th</sup> District Agricultural Association, will be pursuant to this RFP will also contain the "Standard Contract Terms and Conditions" (SCTC), Form which will be incorporated and made part of the contract. All terms and conditions are fixed and non-negotiable.*

1. Work with the Association in the selection and negotiation of contract professional celebrity entertainment for shows on the Main Plaza Stage, Frontier Stage, KC Lane Stage and any other Stage as may be developed by Fair Management for the annual Kern County Fair held in September each year (12 days). Assist in booking all grounds acts for the annual fair as well as programming for the Community Acts and Stage(s).
2. Contractor agrees to provide the services of "The Fair Announcer" and the Official Kern County Fair Grounds Entertainment Coordinator during the 12 Day Kern County Fair.
3. To work with the Association's management to develop programming with a designated budget parameters.
4. To send monthly updates outlining the progress in booking acts.
5. Coordinate and provide the complete 2024 Fair Daily Entertainment Schedule by August 1, 2024. Delivery date of said schedule shall be coordinated with Michael Olcott, at 661-833-4900
6. To work with Fair Management to provide recommendations in the development of an annual production budget that shall include but not limited to; production management and labor cost (all staff shall be employees of the Fair), develop catering estimates (catering staff to be employed by the Fair) as well as any other contract rider terms and conditions (as negotiated with artists) to assure that terms are carried out in the best interest of the Association. Association to pay all costs associated with said production and work with contractor to ensure all expenses are within said budgets (i.e.backstage supplies, rentals, etc.).



7. To work with sound, light, and staging companies relative to the requirements of acts booked. For an additional fee, provide and/or suggest stage management and stage hands for the annual fair.

8. To coordinate all sound checks, load-ins and load-outs and all details that ensure professional show; to coordinate removal of all equipment from all stages and areas by Tuesday morning following the conclusion of the annual fair. To arrange for all borrowed, leased or rented equipment to be picked-up or returned. When necessary, all equipment will be cleaned and returned to owner in the condition in which it was received.

9. Contractor will be paid an annual fee for satisfactory completion of the agreement, in correlation with requested progress reports and invoicing in two (2) equal payments commencing January 1, 2024.

## PART VI

### EVALUATION, SELECTION, AND SCORING PROCESS

Each proposal *shall* be evaluated for responsiveness to the fair's needs as described in this RFP. This part describes the process the fair 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. The bidder cannot change proposals after the time and date designated for receipt.

#### A. EVALUATION AND SECTION PROCESS

1. Following the deadline for receipt of proposals as stated in Part II, 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. 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 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 Association reserves the right to verify any reference 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 or 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 be scored as outlined in Part II, E. Certified small business bidders, who have included in the proposal a copy of their Small Business Certification Approval Letter, shall be granted a preference of five (5%), (see Small Business Preference information in Part II). The lowest bidder will be assigned the highest possible points (10) and a percentage of the total points will be assigned to the remaining bidders based on the amount of the financial proposal.
7. In order to obtain the total score for each bidder, the total points of each reviewer will be added up for each bidder and the result divided by the number of people on the Committee. The proposed award will be made to the bidder with the highest final score.
8. 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.
9. All bidders will be notified of the results.

## SCORING CRITERIA

### SCORING PROCESS, CRITERIA AND ITEMS SCORED

Following the initial compliance screening process of potential bidders, all non-disqualified responses will be scored based on the chart below. All information stated or requested must be provide in order to be eligible for maximum points.

#### B. SCORING:

The Selection and Evaluation Committee has assigned the following number of points:

##### 1. Relevant Work Experience..... 50 Points

Company experience and performance history. Attach a complete list and complete description of performance history under similar or relevant conditions. Attach names, addresses and telephone numbers of at least two (2) fair business-related references, three (3) entertainment agency references and two (2) recommendation letters from business clients similar to our District Agricultural Association. Specify overall qualifications of company and business philosophy, provide background of each company principal or owner, reflect on company's interest in project, company vision, attitude, commitment, and integrity, etc. related to job performance.

##### 2. Knowledge of Fair and/or Entertainment Management..... 40 Points

Attach a written statement as to your personal and professional experience that demonstrates your knowledge of fair and/or entertainment buying/booking management. Candidates should explain their previous association with our event or similar events and understanding of the many facets of a fair (specifically working with a District Agricultural Association) and a description of their approach to entertainment management, booking and production principles related to event catering to a public audience. Statement should also include talent buying strategies, contact management experience and production tools utilized on fulfilling contract requirements.

3. Financial Offer..... 10 Points

The contractor who proposes the lowest financial offer will be awarded 10 points. All remaining proposals will be awarded points for their financial offer based on a weighted average. Therefore, the financial offer for all remaining proposals will be divided into the lowest financial offer and this resulting factor will be multiplied by 10 points.

Total Possible Points..... 100 Points

TOTAL

SCORE: \_\_\_\_\_

PROPOSER: \_\_\_\_\_

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

Date: \_\_\_\_\_ Time: \_\_\_\_\_

## PART VII

### MANDATORY FORMAT AND CONTENT REQUIREMENTS

#### A. INTRODUCTION

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

- ~ All bids submitted must follow the proposal format instructions:
- ~ All information must be presented in the order and 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.

#### B. 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 D.

##### 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 bottom, starting with the number 1; all pages should be 8-1/2” x 11” inch paper; and all narrative portions of the proposal should be typed, double spaced.

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 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 the 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 below the signature line, and then signed on the signature line and dated; the proposal may be rejected as being non-responsive.

**Include a Table of Contents following the signed cover letter.**

**~ Small Business Preference Documentation, if applicable, and if the fair is a DAA.**

**One (1) copy of the small business certification letter, if bidder is claiming the Small Business Preference and has already received certified letter.**

**Or, if application for the preference has been submitted to OSDS and the date submitted.**

**Or, if claiming the preference as a non-small business subcontracting with certified SB/MB(s), a sheet of paper listing the small business 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’:**

**Name, address, phone number, description of work to be performed and dollar amount or percentage per subcontractor.**

**Also include the sub-contractor's certification or indicate if application(s) are on file with OSDS.**

**One (1) copy of any state licenses or certifications, as required by the State of California, as related to providing such services as stated in this bid or to conduct such businesses in the State.**

**Bidder must provide all information/documentation requested in Part VI, B.**

## **2. "Finance Proposal Bid" Form**

**The "Financial Proposal Bid" Form *must* be completed and signed as stated in Part II, D.**

### **PART VIII FORMS SECTION**

#### **Forms to be completed and submitted by bidder:**

- Finance Proposal Bid Form
- Bidder/Contractor Status form

#### **Documents to be completed by 15<sup>th</sup> D.A.A.:**

- Notice of proposed award
- STD-213 – Standard Agreement
- STD-215
- Exhibit A-Scope of Work
- Exhibit B-Budget Detail
- Exhibit C – Workers' Compensation Exempt Statement
- Exhibit D – Progress Payment Schedule
- Exhibit E – CFSA Insurance Requirements Statement
- STD CCC-307 – Contractor Certification Clauses
- STD 204 – Payee Data Record



**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:

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-----  
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**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:

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**CURRENT OFFICERS:**

President: \_\_\_\_\_ Vice President: \_\_\_\_\_

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

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

**BIDDER/CONTRACTOR STATUS FORM**  
**Page 2 of 2**

**All must answer:**

Are you subject to Federal Backup Withholding?     Yes     No

**Fictitious Name** \_\_\_\_\_

If 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 Small Business Certificate.*

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, agency or court where pending and status of litigation or hearing:

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

**The 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.***