



30TH DISTRICT AGRICULTURAL ASSOCIATION
PO BOX 70, RED BLUFF, CA 96080
(530)527-5920 FAX (530)527-1511
info@tehamadistrictfair.com

104th TEHAMA DISTRICT FAIR
MAY 2-5, 2024

To: Interested Concessionaire, Catering, and Service Organizations
From: Mandy Staley, CEO, Tehama District Fair
RE: Alcoholic Beverage Service Proposal for the Tehama District Fair
Date issued: December 15, 2023

Request for Proposals

Proposals are being accepted from interested parties to provide the Tehama District Fair with alcoholic beverage sales services during the annual Tehama District Fair. The contract term would be for one year with the option to renew. Request for proposal includes three designated areas of alcohol sales at the Tehama District Fair.

Proposals must be received at the Tehama District Fair by: February 23, 2024

Please submit to:
Tehama District Fair
PO Box 70
Red Bluff, CA 96080
info@tehamadistrictfair.com

Request for Proposal Package
Alcoholic Beverage Sales and Service Provider Contract
RFP # 2024-04
Tehama District Fair

Verbal communication with the Tehama District Fair's staff or Board of Directors concerning the RFP shall not be binding with the Tehama District Fair and shall in no way excuse the proposer of obligations as set forth in the RFP. For further clarification of additional information, please contact Mandy Staley via email: info@tehamadistrictfair.com

Part I
Definitions

Board of Directors: State appointed Board of Directors of the Tehama District Fair. The Board of Directors will make a determination in the event of a protest.

CEO: Chief Executive Officer and/or General Manager of the Tehama District Fair also referred to as the Fair Manager.

RFP: Request for Proposal

Proposer: Individual, company, or organization submitting the proposal.

Responsible Proposer: Proposer who has the capability in all respects to perform fully the contract requirements and the integrity and reliability to assure good faith performance.

Contractor: The individual, company, or organization awarded a contract as a result of this RFP process.

Gross Receipts, Gross Sales, or Gross: As used herein, means all monies or money equivalent paid or payable to the contractor for sales made or services rendered at or from the premises from and source related to this agreement; whether collected or uncollected, whether reported by seller or not reported, whether for cash or credit, it being understood, however, that such term shall not include any sales tax or other admission or amusement tax imposed by any governmental entity and collected by Contractor nor does it include certain gratuities received, collected or provided by Contractor for the benefit of its employees.

Part II
General Information

1. Request for proposals (RFP)

The Tehama District Fair, by releasing this RFP, intends to award a contract for a one-year term for the duration of the Tehama District Fair May 2-5, 2024. Upon completion of the contract, the contractor has the option of renewal for one more year.

The contract will be subject to evaluation of contract performance within 90 days after the fair's completion.

2. Proposer Responsibility

Read all documents carefully as the Tehama District Fair shall not be responsible for errors and omissions on part of the proposer and will not make interpretations or detect or correct errors in calculations.

3. Delivery of Proposals:

In Person:

Tehama District Fair Office
650 Antelope Blvd.
Red Bluff, CA 96080

Via Mail:

Tehama District Fair
Attn: RFP 2024-04
PO Box 70
Red Bluff, CA 96080

4. **Contract Award** The contract shall be awarded to the “most qualified, responsible proposer” who obtains the highest score. The most qualified responsible proposer shall be determined by the evaluation of the criteria set forth in Part V “Scoring Criteria” of this RFP. The proposed contract award will then be made to the most qualified overall proposal. A notice of proposal award will be mailed to each proposer.
5. **Goals**

The primary goal is for both beer and hard alcohol sales to be run in a professional manner adhering to both liquor and environmental health laws while maintaining or improving upon the type of product and relationship with the fair community. It is our desire to maximize sales, taking into account the type of events scheduled in the grandstand area and products that will satisfy consumers and expand sales to the fullest capability for the benefit of the Vendor, DAA and the enjoyment of the public. 2023 Reported Alcohol Sales \$31,507.00 2022 Reported Alcohol Sales \$55,006.00
6. **Tentative Schedule**

RFP Release: February 1, 2024
Proposals Due: February 23, 2024
Notice of winning Proposal: March 1, 2024
7. **Contact information**

Inquiries concerning this RFP will be accepted via email and directed to Mandy Staley at info@tehamadistrictfair.com
8. **Proposer/Contractor Status Form**

All proposers must complete, sign, and submit the form in response to the RFP. Failure to comply and answer all questions in full will deem the proposer non-responsive. The association reserves the right to verify the information on the Proposer/Contractor Status form at the time of proposal evaluation. If the proposer is a corporation, the form must include the title of the person signing.

**Part III
Rules**

1. RFP Requirements and Conditions
 - a. Submission: Must be submitted by: February 23, 2024
 - b. Errors: All clarifications will be in written form as an addendum to the RFP. All addenda must be submitted prior to the final due date and time.
 - c. Addenda: Modifications of RFP due prior to final due date of RFP. Addenda should be numbered and reference area to be modified.
 - d. Once a contract is awarded the terms are fixed and non-negotiable.
 - e. Contract is not exclusive; Fair may choose and issue separate contracts for each sub-proposal area listed below.
2. All materials submitted in response to the RFP will become the property of the Tehama District Fair.
3. The Tehama District Fair will hold the contents of all proposals in confidence until notice of contract is given to the RFP that has been accepted. After which time all information will be public record.
4. Any proposal which is received by the Tehama District Fair before the deadline may be withdrawn or modified by written request prior to RFP deadline.
5. Proposals cannot be “timed” to expire on a specific date.
6. Right to Reject any or all proposals: The Tehama District Fair reserves the right to reject any or all proposals or to cancel the RFP at any time during the process when it is deemed to be in the best interest of the Tehama District Fair.

**Part IV
General Information & Statement of Work to be Performed**

The Tehama District Fair, May 2-5, 2024, is seeking the RFP for fair time alcohol sales. Proposal acceptance may not be exclusive to a single proposer. The Tehama District Fair reserves the right to accept sub-proposal from different proposers and contract separately for each subproposal. Including plans of developing area, any capital improvement projects for areas proposer would do, rate of payment, details of physical set-up and needs, expectations of the fair.

General Proposal Understanding & Provisions:

1. Blach Beverage is the Tehama District Fair’s Alcohol Sponsor, we require all Budweiser products be purchased through Blach Beverage.
2. Please provide a picture of your bar set-up or example of tents, bars, lighting, and equipment used.
3. Items to be offered for sale must be listed in the proposal with the serving size and suggested price. Any Subsequent changes in menu pricing will be subject to the approval of the Tehama District Fair CEO.
4. Contractor shall comply with all laws of the State of California, the Alcohol Beverage Control Board, The County of Tehama, the City of Red Bluff and any rules or regulations established by the 30th DAA.
5. If chosen contractor is required to Provide Proof of General Liability and Liquor Liability Insurance in the amount of \$1,000,000 per occurrence and include the appropriate insured language.
6. Every aspect of the Contractor’s operation will be subject to ongoing approval by the Tehama District Fair. Repeated failure to perform according to the Tehama District Fair’s standards will be cause for termination.
7. Alcoholic beverage sales to the public during the Tehama District Fair may be restricted at the sole discretion of the Tehama District Fair CEO.

8. Contractor will provide personnel and management expertise and shall maintain at least one representative who is authorized to take immediate action upon any request of the Tehama District Fair Management at all times during which the contractor's property and/or personnel are on the fairgrounds. This person must be identified to the Tehama District Fair as the contractor's authorized representative.
9. Contractor shall provide appropriate information regarding their successful management and administration of a relative size to the Tehama District Fair and other fair industry events.
10. The Tehama District Fair requires contractors to maintain true and accurate records showing all business transactions. Such records need to be maintained in a manner acceptable to the Tehama District Fair and will be subject to audit.
11. Opening and closing hours of the Beer/Wine Cooler concession are set by the Fair Management but can be adjusted by Security/Police Department or Management should the need arise. Failure to comply with the schedule provided to the concessionaire or the request for early closure will constitute grounds for canceling the agreement.
12. The concessionaire shall monitor all persons dispensing beverages from the concessionaire's location and shall certify that no such person shall consume any alcoholic beverage while working in or around the concessionaire's location.
13. The contractor shall obtain the required permits and license required by the Tehama County Sheriff's Department, the Fair and the ABC. The contractor shall make arrangements for alcohol sales training provided by the ABC and certify that all servers receive said training. This service is provided by ABC at no cost to the contractor.
14. It must be noted that all equipment that is located in any Fair owned concession location is the property of the 30th DAA. Any damage to the Fair's equipment must be repaired or replaced by the contractor at the contractor's expense.
15. Contractor agrees that as part of its record keeping activities, it shall at its own expense install and maintain such cash register/point of sale equipment as may be deemed necessary by the Tehama District Fair. Registers may be audited daily.
16. Contractor is to provide the fair with all gross information for each day of sales operations.
17. Contractor is to post prices and sizes of beverages to be served including sales tax.
18. Contractor and contractor's employees must comply with all Federal, State, and Local health and safety regulations.
19. In rendering services under the awarded contract, contractor shall comply with all applicable federal, state, and local laws, rules and regulations, and shall not discriminate based on age, ancestry, color, gender, marital status, medical conditions, physical or mental disability, national origin, race, religion or sexual orientation or any other protected class. Contractor will comply with all aspects of the Americans with Disabilities Act in rendering services under this agreement.
20. Upon signing contracts, contractor certifies compliance with Government Code Section 8355 in matters relating to providing a drug-free workplace and agrees to abide by and implement all of its statutory obligations.
21. Proposals should include information outlining the relationship of proposer with the Tehama District Fair and any community involvement and investment.
22. Proposals should include details outlining plans to assist the fair in promotion and development of all areas listed on attachments. Including any capital improvements, equipment the proposer may bring to assist in development of areas, and general outline of the vision the proposer has for each specific area.
23. Proposals need to include an outline of the contractors' plans for staffing each area that will sufficiently match the estimated level of volume at each location.

Serving details:

Beverage service will be for the duration of the fair May 2-5, 2024.

1. All beverages are to be served in disposable plastic or paper containers.
2. The fair recommends the smallest beer size be at least 12oz.
3. It is the responsibility of the proposer to properly identify the age of customers according to the terms of the law and describe for the purpose of this RFP their plan and procedure to make such determinations.
4. All precautions are to be taken by proposer to prevent minors from obtaining alcohol. The proposer shall be vigilant to deter any unlawful activities in and around the Beer/Alcohol sales locations, shall assist law enforcement in identifying any person or persons that might be involved in any unlawful or suspicious activities.
5. No more than 2 drinks may be served to one individual at a time.
6. The main proposal area of alcohol sales are listed as Area “A” on the map attached to this RFP. All sup-proposal areas are listed on the map as “B”, “C”. Detailed information for each area is listed below.

Financial Offer Details: RFP should include price per keg (15.5 gal) breakdown based on pricing of beers to be served and sizes of beer servings. Please include a breakdown of payment to the fair on all other alcohol sales.

Part V
Evaluation Criteria and Selection Process

Each proposal shall be evaluated to determine responsiveness to the Tehama District Fair’s needs as described in this RFP.

During the evaluation and selection process, the Board of Directors and CEO may wish to make inquiries to proposers for clarification. The proposer cannot change proposals after the time and date designated for receiving.

After the deadline of proposal acceptance has passed, each proposal will be examined by the CEO and Board of Directors to determine compliances listed with the RFP format.

The Board of Directors and CEO will evaluate the RFPs presented based on the requirements above and a financial proposal.

Protests

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

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

30th District Agricultural Association
Attention: Mandy Staley, CEO
650 Antelope Blvd.
Red Bluff, CA 96080
EMAIL: info@tehamadistrictfair.com

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

Proposal Areas

Area A:

Midway Location

Alcohol Services to be provided in the main midway. This location is the primary area for alcohol sales.

Tentative Schedule:

Thursday, May 2nd 4:00 PM – 10:00 PM

Friday, May 3rd 4:00 PM – 12:00 AM

Saturday, May 4th 12:00 PM – 12:00 AM

Sunday, May 5th 12:00 PM – 11:00 PM

Area B:

Junior Livestock Auction Area

This alcohol location would be during the Junior Livestock Auction on Saturday morning of the Tehama District Fair. The Tehama District Fair requests proposals to develop this alcohol service site into a Bloody Mary, Mimosa, and Beer Location.

Tentative Schedule:

Saturday, May 4th 8:30 AM – 4:00 PM

Area C:

Grandstands Area

This location serves the Grandstand area during the nightly grandstand entertainment.

Tentative Schedule:

Thursday, May 2nd 6:00 PM – 9:00 PM

Friday, May 3rd 6:00 PM – 10:00 PM

Saturday, May 4th 6:00 PM – 10:00 PM

Sunday, May 5th 6:00 PM – 10:00 PM

SCORING CRITERIA

1. Quality of Program (25 points)

Description of beer sales (water, wine or spritzer types of sales may be included) for proposed fair event with cohesion of regular fair schedule and grandstand entertainment events. Proposed price list for 1st year sales.

Provide program description such as staffing/personnel information, overall presentation of Bar area, Point of Sales system utilized and accounting for daily sales receipts.

Points Earned _____

2. Experience (15 points)

Review of Bidder’s performance history under similar or relevant conditions. Must submit proof of doing events that are of similar size or scope during the past three (3) years.

Points Earned _____

3. Financial (40 points)

Review of the percentage of sales or price per keg given to the Fair.

Points Earned _____

4. Promotion & Development (20 points)

Description of plans to assist the fair in promotion and development of all areas listed on attachments. Including any sponsorships, capital improvements, equipment the proposer may bring to assist in development of areas, and general outline of the vision the proposer has for each specific area.

Points Earned _____

Total Points Earned _____

BIDDER/CONTRACTOR STATUS FORM

In Response to the Tehama District Fair

IFB Number 2024-04

Page 1 of 2

Contractor's Name: _____ County: _____
(Full Business Name)

Address: _____ City: _____

State: _____ Zip: _____ Federal Employer ID#: _____

Authorized Representative: _____

Phone Number: _____ Email: _____

Point of Sale System Used: _____

Items Offered for Sale & Suggested Pricing: _____

Event Experience: _____

Staffing Plan for Each Location: _____

Community Involvement: _____

Promotion Development Plan: _____

Please Attach Additional Pages if Needed

FINANCIAL PROPOSAL BID FORM

Price per Keg to Fair: _____

Percentage of Hard Alcohol: _____

(Signature)

(Title)

(Date)