



37th District Agricultural Association

Request for Proposal Package

Hispanic Fiesta Production & Entertainment at the Santa Barbara County Fair

RFP #: 09F - 2025

Released: May 6, 2025

**Sealed bids must be received no later than 4:00 p.m.,
May 29, 2025**

Clearly marked

Hispanic Fiesta Production & Entertainment at the Santa Barbara County Fair, 2025 – 2027

RFP#: 09F - 2025

Communication with the DAA must be by email only. All inquiries must be addressed via
email to: Cheryl McGray
Interim - Chief Executive Officer
Santa Maria Fairpark
ceo@santamariafairpark.com

This person is the only authorized person designated by the 37th DAA to receive communication concerning this RFP. Please do not attempt to contact any other person concerning this RFP. Oral communications of 37th DAA, officers and employees concerning the RFP shall not be binding on the 37th 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.

TABLE OF CONTENTS

	PAGE
I. DEFINITIONS.....	1
II. GENERAL INFORMATION.....	2
III. RULES GOVERNING COMPETITION & TECHNICAL EVALUATION.....	6
IV. SCOPE OF WORK	9
V. EVALUATION, SELECTION & SCORING PROCESS	13
VI. SCORECARD & EVALUATOR’S SCORING FORM.....	15
VII. MANDATORY FORMAT AND CONTENT REQUIREMENTS	16
VIII. FORMS.....	19

PART I

DEFINITIONS

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

CONTRACTOR: Refers to that Bidder selected by the District to provide the services set forth in this RFP. Terms can be used interchangeably.

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

707 Third Street, 7th Floor
West Sacramento, CA 95605
Attention: Office of Legal Services

DAA / ASSOCIATION: Refers to the 37th District Agricultural Association (Santa Maria Fairpark) which is an agency of the State of California within the Division of Fairs & Expositions under the Department of Food & Agriculture. The Association is located at:

937 South Thornburg Street
Santa Maria, CA 93458

FAIR: Refers to the Santa Maria Fairpark (operated by the 37th DAA)

F & E: Refers to the Division of Fairs & Expositions, 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:

1220 N Street
Sacramento, CA 95814

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 on 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.

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 37th District Agricultural Association (aka Santa Maria Fairpark, 37th DAA or Association) in releasing this RFP intends to award a contract for a period of one (1) year 2025, with two (2) one (1) year options 2026 and 2027 at the sole discretion of 37th DAA Management. Service to include providing Hispanic entertainment for the annual Santa Barbara County Fair. The date of the Hispanic Fiesta production and concert for the 2025 County Fair is Sunday, July 13 with that date being similar for the years 2026 and 2027. The first-year contract shall conclude between July 20 and July 31, 2025.

B. BIDDER RESPONSIBILITY

Bidders are urged to read the documents very carefully as the Fair 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 unaccepted proposal.

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

One sealed package containing four (4) copies of the proposal including a copy of the Bidder/Contractor Status Form and labeled and addressed as follows:

RESPONSE TO RFP #09F-2025

Hispanic Fiesta Production and Entertainment at the Santa Barbara County Fair

Cheryl McGray, Interim - Chief Executive Officer

37th District Agricultural Association

937 South Thornburg

Santa Maria, CA 93458

All proposals must have original signatures, be submitted to the Fair's Administration Office, no later than **Thursday, May 29 at 4:00PM**. Pursuant to the law, no proposals shall be considered which have not been received at the place, and prior to the closing time, stated in this RFP.

D. CONTRACT AWARD

If a contract is awarded, it shall be granted to the responsible bidder who obtains the highest score as described in Part V "Evaluation Selection and Scoring Process." Prior to the Board of Directors 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 and emailed 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	Tuesday, May 6, 2025
Proposals Deadline 4:00 PM	Thursday, May 29, 2025
Oral interviews: Technical Proposals	Tuesday, June 3, 2025
Scoring 1:00 PM	Tuesday, June 3, 2025
Financial Offer Scoring 1:00 PM	Tuesday, June 3, 2025
Post/mail "Notice of Proposed Award"	Wednesday, June 4, 2025
Protest Deadline 5:00 PM	Wednesday, June 11, 2025
Proposed Contract Commences	Friday, June 12, 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.

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, access our online Small Business Certification Application (STD. 813), or to receive your hard-copy form by mail, e-mail 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 5 p.m. of the bid due date. Your effective certification 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 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 this 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. HISTORY AND GENERAL BACKGROUND INFORMATION

(Provided to assist bidder in responding)

The 37th District Agricultural Association, Santa Maria Fairpark is the home of the Santa Barbara County Fair held in July of each year in Santa Maria, California and the Santa Maria Valley Strawberry Festival held in April of each year. The Santa Maria Fairpark is a year-round multi-use facility, hosting a variety of events, from private parties to car shows and concerts.

This contract is to provide Hispanic entertainment for the annual Santa Barbara County Fair. The term of this proposed contract is a period of one (1) year 2025, with two (2) one (1) year options 2026 and 2027 at the sole discretion of 37th DAA Management. Dates for 2025 Santa Barbara County Fair are July 9-13, 2025, with similar dates for 2026 and 2027.

I. INSURANCE

The bidder awarded the contract shall provide a signed original Certificate of Insurance in the following amounts:

Rodeo Events \$1,000,000.00 (liquor liability, products and completed operations) and (commercial liability coverage), NONE in automobile liability insurance per occurrence for bodily injury and property damage liability combined prior to the time of entering contract to be let pursuant to this RFP.

Concerts \$1,000,000.00 (liquor liability, products and completed operations) and (commercial liability coverage), NONE in automobile liability insurance per occurrence for bodily injury and property damage liability combined prior to the time of entering a contract to be let pursuant to this RFP.

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

- * evidence of authorized insurance for the term of the contract, including set-up and tear-down days.
- * a thirty (30) day cancellation notice.
- * the Fair's name and address shown as the certificate holder.
- * the additional insured language *exactly* as stated below.

"The State of California, the 37th District Agricultural Association, their directors, officers, agents, servants, and employees, are made additional insured, but only insofar as the operations under this contract are concerned."

The contractor shall provide evidence of Workers' Compensation coverage if applicable.

All Rodeo participants, personnel and contestants must sign the fair's indemnification and insurance waiver to be submitted to the Association CEO or their designee prior to any performance starting.

**PART III
RULES GOVERNING COMPETITION
AND 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 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 DAA had sent notice of the RFP and to persons or entities who have requested to be given notice of any modification or notices.

2. Addenda

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 additional 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 proposals 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.
- It contains false or misleading statements or references which do not support an attribute or conditions contended by the competitor. (The proposal shall be rejected if, in the opinion of the State, such information was intended to erroneously and fallaciously mislead the State 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 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 protest the awarding of the contract. The protest must be filed with the Department of General Services (DGS), 707 Third Street, 7th Floor, Sacramento, California 95605, Attention: Office of Legal Services **and** with the 37th District Agricultural Association. The protest shall be filed prior to the expiration of five working days from notice of the proposed award being posted and, in no event, later than 5:00 PM on the fifth working day after notice of the proposed award was posted in a public place at the Fair's Administration Office.

IN ADDITION, within five (5) working days after the filing of the protest, the protesting bidder shall file with the 37th DAA and Department of General Services Legal Office a fully detailed and complete written statement specifying the grounds for the protest.

PLEASE NOTE: Failure to file notice of protest by the conclusion of the fifth working day after notice of intention to award a contract has been posted and 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 material submitted in response to this RFP will become the property of the Fair. 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 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 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 Fair to justify the awarding or not awarding a contract if a protest is filed. The Fair will not be liable for inadvertently releasing confidential materials although the Fair 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 Fair before the time and date set for receipt of proposals may be withdrawn or modified by written request of the bidder. However, 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 like "This proposal and the cost estimate are valid for 60 days" is deemed non-responsive to the RFP:

PART IV SCOPE OF WORK AND REQUIREMENTS

This part describes the work to be performed by the proposer who is awarded this contract and contains terms and conditions that 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 Terms and Conditions that will be incorporated and made a part of the contract, all terms and conditions are fixed and non-negotiable.

Each Proposer must submit a written narrative based upon the Scope of Work and Requirements and based upon the Scorecard for Evaluation included in the RFP. This submission is considered part of the Technical Proposal. **The DAA is desirable of the most innovative programming that can be provided.** Each Proposer must also submit a Financial Bid Proposal as outlined and included in the RFP. All elements of the proposal shall be considered and evaluated based upon this resulting in a contract that is established for one (1) year 2025, with two (2) one (1) year options 2026 and 2027 exercised at the sole discretion of the 37th DAA.

The proposer must own or control all equipment that could be used to satisfy the terms of this Request for Proposal and related contract. Equipment that is not owned shall be noted in the proposal and lease or other documentation that demonstrates the proposer's control of the equipment will be included in the proposal.

Proposer must supply all labor, tools, materials, services, animals, officials, lodging, approved food services for talent and all persons under proposer's responsibility; all transportation, services, technology, communication systems, entertainers/talent (and all support personnel) and equipment necessary to provide for a successful Hispanic Fiesta Production and Entertainment for Fiesta Day.

Note: You must provide at least two current letters of reference with the proposal that provide an overview of your success for similar events (within the past three years) you have produced. These references must come from other venue management where you have promoted other events, and/or from your vendor/exhibitors.

SANTA BARBARA COUNTY FAIR

The Santa Maria Fairpark is requesting proposals to produce the Hispanic Fiesta Production & Entertainment in the arena during Fiesta Day of the Santa Barbara County Fair on July 13, 2025, and similar dates for 2026 and 2027. The proposal shall include a written description of the show as well as an oral presentation. Any presentation slides (i.e., Power Point) or presentation hands out are due on the proposal deadline of May 29, 2025.

Historically the total paid County Fair attendance for just Sunday over the last twelve years has averaged (10,137) including adults, youth, and senior tickets. The Fiesta Day Hispanic entertainment as a concert type event is an established tradition in our community, it has been a highlight of the Santa Barbara County Fair for over 20 years. The Fairpark is anticipating that proposals will provide a similar type of event; however, innovation and unique elements are encouraged to be presented while maintaining the Family Oriented Hispanic theme.

Fiesta Day activities may include but is not limited to Hispanic Concerts, Rodeos/equestrian events, strolling acts, feature acts other approved Hispanic programming (encouraged).

The Proposer shall describe in full detail how and when they will market, advertise, and promote the show and related programming, anticipated attendance, admission price, proposed show schedule and all elements of show and promotional activities. This includes a timeline for same. The proposer will have access to the arena by at least 7AM on Sunday July 13, 2025 (with similar dates in 2026 and 2027). The arena capacity is 1,728 grandstands, 320 box seats, and open dirt surface area at ground level 3,000+. Admission gates open to the Santa Barbara County Fair at noon (or sooner if approved) on Fiesta Day. Amplified sound must stop by 9PM. The entire show must conclude no later than 9:15 PM.

The proposer will be responsible for all talent booking and related expenses. The proposer must submit an event layout 25 days before the event. If Option 1 is selected, and seating is desired on the floor (dirt) by the proposer (as opposed to standing GA) the proposer will be responsible for setting up any floor seating and zip-tying chairs. The Proposer is also responsible for ticket takers, proposer's VIP area if any, arena load in and load out, organizing talent and rodeo stock trailers/trucks parking in the area behind the stage, catering for talent (notification of caterer and approval by Fairpark required), dressing room, and marketing as outlined in the proposal of the Fiesta Day Hispanic Entertainment.

The proposer will provide a crew and talent list to the Santa Maria Fairpark the Monday before Fiesta Day for Security staff's reference. Only talent and working stage crew on the submitted list will be allowed backstage, all others will be required to park in the Main parking lot, purchase an admission ticket and enter through the front gate.

Promoter's staff/support personnel, entertainers and sub-contractors and rodeo participants if any must park in areas designated by the 37th DAA.

The 37th DAA's VIP tent will remain in the elevated area of the arena next to the Grandstands bleachers. High level sponsors of the 37th DAA will have access to the tent and the Hispanic concert.

The Fair is heavily dependent on sponsors for our programming, the event would not be possible without sponsorship. The 37th DAA's sponsors will have access to the tent and concert at no additional fee to the 37th DAA.

The 37th DAA reserves the right to secure naming right sponsorships to all programming and locations during the Santa Barbara County Fair. Promotor agrees to honor these sponsorship designations. **Any sponsors acquired by the successful proposer must be approved in advance by the 37th DAA.**

The Santa Maria Fairpark will provide stage, sound, lighting, Porta Potties, chairs for floor seating (quantity notification required prior to event), tables for VIP areas, janitorial, trash, crowd control personnel, security, food and beverage vendors, access to the arena, parking for talent in the arena backstage, access to the arena ticket booths, and credentials for proposer's staff.

The Santa Maria Fairpark Foundation tent may remain on the floor of the arena area from previous concerts. Access to the Fairpark Foundation tent will need to be negotiated outside of this RFP.

RV space is available for a fee and will be coordinated by our Vendor Coordinator.

The Santa Maria Fairpark will exclusively operate all food and beverage (including alcohol sales), retain all revenue from vendors on the Fairpark property including inside the Arena Grandstand venue. Should the Successful Proposer have access to specialty food operators desirable for the event, those operators apply as all others do for the Fair, and must adhere to all Concessions applications, fees, and commissions. All required paperwork and permits must be completed and proof insurance; unless under promoters' policy and if so, they must be listed as additional insured).

As indicated Santa Maria Fairpark will control and operate all alcohol sales or promotions through its Master Food and Beverage Contractor – no exceptions.

The Santa Maria Fairpark will retain all revenue from all elements outside of the Arena Grandstand venue including, but not limited to, parking fees, Fair general admission gate, sponsorships, vendor and concessions fees/commissions, food, and beverage including alcohol revenue, carnival, and other elements from the Santa Barbara County Fair.

Any vendors located inside the Arena provided by the proposer must be pre-approved in advance by the Santa Maria Fairpark Vendor Coordinator and complete the required paperwork and permits (and proof insurance; unless under promoters' policy and if so, they must be listed as additional insured), a flat fee of \$75 will be charged for space (Fee subject to increase over the life of the contract) .

Under the Financial Bid, If Option 1 is selected, the Santa Maria Fairpark will approve the ticket selling process. A register with Z-tape functionality is required. Hard stock tickets will be provided to Fairpark for auditing before and after the event.

Ticketing – The Successful bidder must work with the DAA to facilitate any ticket, admission, wristband or other on sale product managed by the successful bidder to be featured within the DAA web site and ticketing system. Access to the successful bidder's sale site must be seamless from the DAA site and user friendly.

In the case where a rodeo type event is proposed, approved, and presented. The following shall apply:

1. A California Licensed (current) Veterinarian with Large animal experience must be present and provided by the promoter to inspect all livestock at least one hour before the event begins, plus be present with animal ambulatory service for the entire rodeo show and until 30 minutes after all stock is removed from the grounds. The Veterinarian shall report any animal care issues, injury, and animal death to the 37th DAA CEO or their official designee.
2. The CEO or their official designee shall have authority over any review of animal housing and transportation conditions or health conditions, and care issues that conflict with the DAA's animal care policies and can call for the cancelation of the rodeo event or determining that an animal should not be part of the performance. All veterinary care and treatment costs shall be the responsibility of the promoter.
3. A Life Support Vehicle (LSV) Human ambulatory service must be available with licensed paramedics during the entire rodeo performance.

4. The Promotor is responsible for providing, setting up and securing livestock panels. The layout, design and livestock path of travel must be approved by the 37th DAA in advance of set up at least 25 days before the event. This includes loading, unloading and any holding areas. A too scale schematic with all pens/stalls, arena/ animal alleys and gates must be part of the submitted design. Livestock panels must be equivalent to WW Manufacturing Brand with all components fabricated of 2" high tensile 14 gauge tubing with 50,000 P.S.I yield strength. Panels must be a minimum of 6' high and secured with posts.

5. The successful proposer assumes all liability associated with rodeo events.

Site Visit: Parties interested in submitting proposals are welcome to participate in a site visit of the Fairpark coordinated by the interim - CEO if needed and prior to May 28, 2025. Interested parties must contact the interim -CEO to schedule.

PART V

EVALUATION, SELECTION AND SCORING PROCESS

Each proposal shall be evaluated for responsiveness to the Fairpark's needs as described in this RFP. This part describes the process the Fairpark will follow when evaluating and scoring proposals and awarding the contract, if any is awarded, and contains the exact scoring criteria to be used. Immediately following your scheduled oral presentation, the committee may wish to interview a proposer for clarification purposes only. The proposer will not be allowed to ask questions concerning other proposers, but only to respond to clarification questions from the Committee. The proposer cannot change proposals after the time and dates designated for receipt.

A. EVALUATION AND SELECTION 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 and financial proposals,
 - confirmation that the information is presented in the format required by the RFP,
 - 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 Fairpark reserves the right to verify any references and employment experiences referenced or disclosed in this proposal or to ascertain the accuracy of the information presented. Misinformation or inaccuracy are grounds for disqualification or receipt of a lower score.
4. The Committee will conduct individual and private oral interviews on June 3, 2025, beginning at 1PM. All "qualified" presenters will be prescheduled. Presentations will be limited to 15 minutes each with 15 minutes for questions from the Evaluation Committee. Virtual presentations will be scheduled when in-person presentations are not feasible.

This is not a public review.

5. At the completion of all oral presentations and interviews the Committee may discuss the proposals and will individually score them following all Committee discussion.

This is not a public review.

6. Each Bidder/Contractor Status Form is reviewed to determine if any bidder claimed the small **business** preference. All bids claiming the small business preference must be accompanied by a copy of the STATE OFFICE OF SMALL BUSINESS AND DVBE SERVICES BRANCH CERTIFICATION APPROVAL LETTER to be granted a preference of five percent (5%). To obtain the average score for each bidder, the total points of *each* review will be added up for *each* bidder and the result divided by the number of people on the Committee.
7. To obtain the technical submission final scores, the following will take place: Total Proposal's average score for each proposer - the total points of each reviewer will be added up for each proposer and the results divided by the number of people on the Committee.
8. Financial Proposals will be scored with the highest dollar proposal being used to establish a base from which to calculate points for each proposal for Option 1 and the lowest dollar proposal being used to establish a base from which to calculate the points for each proposal for Option 2.
9. After both the Technical Scores (after averaging) and the Financial Scores are added to those. The ranking of final scores will be completed by the Chair of the Committee and the highest scoring proposal submitted will be selected as the winning proposal.
9. In the event of a tie, the tie will be broken by a coin flip in the presence of the tied bidders.
10. All bidders will be notified of the results via mail and email on June 4, 2025. The notification will also be available on our website, www.santamariafairpark.com. Notice of proposed bid award will be posted for five (5) working days at the Fair's Administration Building. During that period protests may be filed.

B. SCORING PROCESS

If any award is made, the contract shall be awarded to the qualified proposer who obtains the highest score. Each proposal shall be evaluated after all oral presentations and interviews on June 3, 2025.

Each proposal shall be scored by the Evaluation and Scoring Committee based upon criteria set forth in Section V and the Scorecard (Part VI) of this RFP. The Evaluation and Scoring Committee members will each individually score the proposals.

At the oral presentations and interviews on June 3, 2025, the following procedure will be followed:

1. The Santa Maria Fairpark CEO will predetermine the order of Oral Presentations.
2. Each proposer will be allocated 15 minutes for their presentation.
3. During all the oral presentations, the Evaluation Scoring Committee may ask questions. Questions will be limited to 15 minutes.
4. The meeting will start at 1:00 PM.
5. Proposers may not ask questions regarding other proposals by others responding to the RFP.

At the conclusion of the oral presentation all proposers will be required to leave the room and the Evaluation and Scoring Committee will individually score the proposals.

PART VI
SCORCARD AND EVALUATOR'S SCORING FORM

 Proposer's Name

 Evaluator's Name

 Date

Evaluator will use the written information provided for the Technical portion and the Financial Bid Form in response to the RFP and the oral presentation on June 3, 2025, filling out this score sheet.

TECHNICAL PROPOSAL

Written Show Descriptions:

_____ 25 points	Proposals must include a written description (including examples of artists) in detail of the show you plan to produce, which includes the following: 1)How and when will the show be promoted and marketed prior to and day of the show date? Describe and provide details for all digital and traditional marketing. 2)What is the anticipated attendance at the show? 3)What will be the anticipated admission price(s) charged for (each) show? Will there be any discounts available on the standard admission price? If so, please describe all the discounts provided. Indicate if there are different fees for different ages. 4)What are all the proposed elements of your show, what makes it unique or innovative for our market and how will you improve programming and performance over the term of the contract. The Committee will be requiring innovation in programming.
_____ 15 points	Oral Presentations Oral Presentation shall provide overview and appropriate detail of the Technical Proposal submitted. The Presentation also allows the Evaluation Committee to ask questions to the proposer.

Experience and References:

_____ 30 points	Describe in detail your experience with production, scope and promotion of Hispanic Events. Explain what type of Hispanic Events these were, the specific entertainment elements and production content provided and for what period? Include the number of tickets sold for each event (required). At least one event must have been within the last two years.
_____ 28 points	1)List all the venues/facilities you have utilized for your events in the past 3 years. Which of these venues are you currently using? Also, please indicate the best contact person and the phone number for each of the listed facilities. 2) Include at least two current letters of reference with the proposal that provide an overview of your success for similar events (within the past three years) you have produced. These references must come from other venue management where you have promoted other events, and/or from your vendor/exhibitors. 3) Provide a list of your current team members, their responsibilities, and years of experience. Include leads on any subcontractors providing service as well. 4) Provide your media sources and their market reach within the Hispanic Community of this region and beyond.

Total Technical Proposal Score ____/98 points

FINANCIAL PROPOSAL

Total Financial Proposal Score ____/32 points

TOTAL SCORE ____/130 points

PART VII
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 manner requested;
- All questions must be answered;
- 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 one (1) document inserted into a sealed package. The packages need to be clearly labeled in the manner described below.

One (1) attached completed, dated and signed Proposer/Contract Status Form. Signature Required.

Four (4) copies of the technical proposal and labeled with the proposer's name, the RFP number and "Technical Proposal". Technical proposals include written show descriptions, experience and references details, and any presentation slides or handouts.

Four (4) copies of the Financial Proposal Bid Form and labeled with the proposer's name, the RFP number, and "Financial Proposal". Signature Required

Documents must be placed in a package with the proposer's name on the outside and addressed as follows:

RESPONSE TO RFP #09F-2025

Hispanic Fiesta Production and Entertainment at the Santa Barbara County Fair

Cheryl McGray, Interim - Chief Executive Officer

37th District Agricultural Association

937 South Thornburg

Santa Maria, CA 93458

Cheryl McGray, Interim - CEO
37th DAA Santa Maria
937 S. Thornburg St.
Santa Maria, CA 93458

D. PROPOSAL ORGANIZATION

Each page is to be numbered at the bottom, starting with the number 1; all pages should be 8- 1/2" x 11" paper and all narrative portions of the proposal should be typed.

The first page of the 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: 09F-2025** 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, the 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.

Document 1 – Technical Proposal (Four completed copies (signed and dated) must be included in the Proposal)

Cover letter as described above

Table of Contents

Completed and signed Bidder/Contractor Status

Form All elements of the Technical Proposal

Scorecard

Any oral presentation slides or handouts

Small Business Preference Documentation, if applicable:

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

Or, if application for the preference has been submitted to OSDS a sheet of paper stating that the application 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 businesses 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':

1. Name
2. Address
3. Phone Number
4. Description of work to be performed
5. Dollar amount or percentage per subcontractor

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

Document 2 – Financial Proposal

Signed Financial Bid Form- **Four (4) completed copies (signed and dated) must be included in the Proposal.**

PART VIII
FORMS SECTION

A. FORMS TO BE COMPLETED AND SUBMITTED BY BIDDER

- Bidder/Contractor Status Form (mandatory)
- Four copies of the Technical and Financial Proposal Bid Forms, completed, and signed (mandatory)

B. DOCUMENTS TO BE COMPLETED BY FAIR

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

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

- Standard Agreement, STD 213
- Insurance Requirements

BIDDER/CONTRACTOR STATUS FORM**RFP NUMBER 09F – 2025**Contractor's Name _____
(full business name)

Contact Person _____

Address _____

City & State _____ Zip Code _____

Phone # _____ Federal Employer ID # _____

Email Address _____

Indicate your organization type (PLEASE CHECK ONE)

Individual _____ 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:** _____**Are you certified with the Department of General Services, Office of Small Business Certification and Resources (OSBCR) as:**

California Small Business _____ Disabled Veteran Business Enterprise _____

If yes to one of the above, please enter your Certification # or Service Code: _____

NOTE: A copy of your Certification is required to be included if either of the above items are indicated, or date application was submitted to OSBCR, if an application is pending.

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.

Pending Litigation or Hearings

Are any civil or criminal litigation or administrative hearings currently pending against the proposer's organization, owners, officers, or employees? Yes_____ No_____

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

The Fair 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

Financial Proposal Bid Form RFP # 09F – 2025

To Provide Hispanic Fiesta Production & Entertainment during Fiesta Day at the Santa Barbara County Fair on July 13, 2025 (and similar dates for 2026 and 2027 which are option years). Prices include all delivery, tax, and other fees.

Four completed copies (signed and dated) must be included in the Proposal.

Note: All bidders must bid on all options for both A and B.

The Bid reflects the same arrangement for each of the three years.

The 37th DAA shall determine in cooperation with the selected proposer which option will be utilized and if A or B shall be produced.

The Bid years are for 2025, 2026 and 2027.

A. Musical Entertainment and other proposed elements “WITH” Bull riding/Rodeo type event included:

Option	Description	Dollar Values	Points
Option 1	Promotor sells tickets and pays a percentage per ticket vs a guaranteed minimum.	Flat minimum guarantee paid to 37 th DAA regardless of tickets sold: _____ Vs. Percentage of gross paid to fair based upon tickets sold: _____ Projected number of tickets to be sold: _____	8 points
Option 2	The Santa Maria Fairpark sells tickets and retains all gross from sales.	Total cost paid to promotor to produce the event: _____	8 points

B. Musical Entertainment and other proposed elements “WITHOUT” a Bull riding/Rodeo type event:

Option	Description	Dollar Values	Points
Option 1	The promoter sells tickets and pays a percentage per ticket vs a guaranteed minimum.	Flat minimum guarantee paid to 37 th DAA regardless of tickets sold: _____ Vs. Percentage of gross paid to fair based upon tickets sold: _____ Projected number of tickets to be sold: _____	8 points
Option 2	The Santa Maria Fairpark sells tickets and retains all gross from sales.	Total cost paid to promotor to produce the event: _____	8 points

Total Score for Financial Proposal ____/32 points

Contractor's Name _____

(Print Full Business Name)

23

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 in order for the "Financial Proposal Bid Form" to be considered.

FIRM NAME _____

TELEPHONE NUMBER _____

Mailing ADDRESS _____

TAXPAYER IDENTIFICATION NUMBER _____

CITY/ZIP CODE _____

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 37th DAA in any manner.

Printed Name of Authorized Representative and Title

Signature of Authorized Representative

DATE

Four copies are required of the form for submission.

**THIS PAGE
INTENTIONALLY LEFT
BLANK**