



Carnival RFP #026-01C

37th District Agricultural Association

937 S. Thornburg Street,
Santa Maria, CA 93458

November 24, 2025

Total Pages including Cover – 38



Executive Summary

The 37th District Agricultural Association (37th DAA), operating the Santa Maria Fairpark, is issuing this Request for Proposals (RFP #026-010C) to contract a qualified and professional **Carnival Operator** for the **Santa Barbara County Fair and Strawberry Festival** for a five-year term covering **2026–2030**.

The purpose of this RFP is to establish a long-term partnership with a carnival company capable of delivering:

- High-quality rides and attractions
- Strong safety and regulatory compliance
- Modern ticketing and financial transparency
- Professional staffing, appearance, and customer service
- Marketing collaboration and revenue growth initiatives

This RFP is governed by the California Department of Food & Agriculture (CDFA), Fairs & Expositions (F&E) Branch, and is subject to California Public Contract Code (PCC) §10300 et seq., Title 2 Regulations, and applicable State contracting policies.

Key Dates

Event	Date / Time
RFP Release Date	November 24, 2025
Deadline for Bidder Questions	December 8, 2025
Final Responses to Questions Issued	December 15, 2025
Mandatory Site Tour (RSVP Required)	December 18, 2025
Proposal Submission Deadline	January 8, 2026 – 3:00 PM
Notice of Proposed Award (Posted)	January 19, 2026
Contract Award (No Protests After)	January 26, 2026
Contract Commencement	Feb 1, 2026



All proposals must be submitted as a hard copy submitted in person or by registered mail to: **937 S. Thornburg Street, Santa Maria, CA 93458**

Attn: Dan Jacobs, CEO

Bidder Submission Checklist

All proposals **must include the following**, in the order listed:

Required Item	Description
1. Cover Letter (Signed)	Includes mandatory RFP acknowledgment statement
2. Table of Contents	Lists all sections and attachments
3. Technical Proposal	Responses to Parts 4, 5, and 6 requirements
4. Financial Proposal	Completed Financial Quote Form
5. Bidder Status Form	Signed and completed
6. Small Business Certification (<i>If claiming preference</i>)	OSDS Certification Letter
7. References & Experience Letters	Five letters (dated 2022–2024)
8. Safety Program Documents	Safety manual, policies, history
9. Subcontractor Forms (<i>If applicable</i>)	Subcontractor Declaration
10. Additional Supporting Documents	Photos, equipment lists, policies

IMPORTANT: Incomplete or late proposals will be deemed *non-responsive* and rejected without review.



PART 1 – DEFINITIONS

For purposes of this Request for Proposals (RFP), the following terms shall have the meanings described below:

1.1 BIDDER / PROPOSER

The individual, company, partnership, corporation, or legal entity submitting a proposal in response to this RFP.

1.2 CARNIVAL OPERATOR / CONTRACTOR

The Bidder ultimately awarded the contract through this RFP process. Once awarded, "Contractor" refers to the entity responsible for providing all carnival services during the term of the agreement.

1.3 CFSA (California Fair Services Authority)

A Joint Powers Authority (JPA) providing insurance, risk management, and safety oversight services to California fairs. Carnival operators must be listed on the CFSA Carnival Master Insurance List or receive CFSA approval.

1.4 DAA (District Agricultural Association)

A State agency of the California Department of Food & Agriculture (CDFA) that operates fairground facilities. In this RFP, "District" refers specifically to the **37th District Agricultural Association (Santa Maria Fairpark)**.

1.5 DGS (Department of General Services)

The State of California's contract and procurement authority. DGS oversees protest procedures and legal compliance for State contracting.

Address:

Department of General Services – Office of Legal Services
707 Third Street, West Sacramento, CA 95605

1.6 DISTRICT / 37TH DAA / FAIR

Refers to the **37th District Agricultural Association**, operating the **Santa Maria Fairpark**, home to the **Santa Barbara County Fair** and **Strawberry Festival**.



Location:

Santa Maria Fairpark
937 S. Thornburg Street, Santa Maria, CA 93458

1.7 FAIR (Santa Barbara County Fair & Strawberry Festival)

The annual public events owned and operated by the 37th DAA. All references to “Fair” within this document include both the Santa Barbara County Fair and the Strawberry Festival.

1.8 F&E (Fairs & Expositions Branch)

A branch of the California Department of Food & Agriculture responsible for oversight and guidance of DAAs, including procurement and policy compliance.

Address:

CDFA – Fairs & Expositions Branch
1220 N Street, Suite 116, Sacramento, CA 95814

1.9 QUALIFIED BIDDER

A bidder meeting the minimum technical requirements and scoring thresholds required for continued evaluation under this RFP.

1.10 RESPONSIVE PROPOSAL

A proposal that is timely submitted, follows all format and content requirements, and includes all mandatory forms and certifications outlined in this RFP.

1.11 RFP (Request for Proposals)

This procurement document titled:

“Carnival Operator RFP #026-01C – 37th District Agricultural Association (2026–2030)”



PART 2 – GENERAL INFORMATION

2.1 PURPOSE OF THE RFP

The 37th District Agricultural Association (37th DAA), Santa Maria Fairpark is soliciting proposals from qualified and experienced Carnival Operators to provide a full-service carnival operation for the Santa Barbara County Fair and Strawberry Festival over a five-year contract term (2026–2030).

The District seeks a professional partner capable of delivering:

- Safe, state-inspected amusement rides and midway operations
 - Digital ticketing and transparent financial reporting
 - Professional staffing, appearance, and customer experience
 - Marketing collaboration and community engagement
 - Capital investment and facility partnership
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2.2 CONTRACT TERM

The resulting agreement shall commence **February 1, 2026**, and extend through the conclusion of the 2030 Fair season, subject to annual performance review and certification by the District.

2.3 BIDDER RESPONSIBILITY

Bidders are solely responsible for:

- Reading and understanding all parts of this RFP
- Reviewing all instructions, requirements, and forms
- Submitting a complete and accurate proposal

Errors, omissions, or misinterpretations are the responsibility of the Bidder and will not be corrected by the District after submission.



2.4 COMMUNICATION RESTRICTIONS

All communication concerning this RFP shall be directed exclusively to:

Dan Jacobs, CEO

37th District Agricultural Association – Santa Maria Fairpark

Email (Preferred): CEO@santamariafairpark.org

Phone: (661) 810-2635

Unauthorized contact with any Board member, staff, or representative of the District other than the RFP contact is prohibited.

2.5 RFP TIMELINE

Event	Date / Time
RFP Release	November 24, 2025
Deadline for bidder Questions	December 8, 2025
Responses to Questions Issued	December 15, 2025
Mandatory Site Tour (RSVP Required)	December 18, 2025
Proposal Submission Deadline	January 8, 2026 – 3:00 PM
Notice of Proposed Award (Posted)	January 19, 2026
Deadline to File Protest	5 working days from posting
Contract Award (No Protests After)	January 26, 2026
Contract Commencement	February 2, 2026



2.6 DELIVERY OF PROPOSALS

All proposals must be submitted in person or by registered mail and must be delivered by the deadline. **(deadline January 8, 2025 – 3:00 pm)**

Proposals must include:

- One complete proposal (Hard Copy)
- Signed Bidder Status Form
- Completed Financial Quote Form
- All supporting documentation (Parts 4–8)

Late submissions or proposals sent electronically or by fax will be rejected.

2.7 ADDENDA AND RFP MODIFICATIONS

Any changes or clarifications to this RFP will be issued by **written Addendum** and posted publicly by the District on their website. Bidders are responsible for staying informed of all addenda.

2.8 SMALL BUSINESS PREFERENCE

Certified Small Businesses (SB) and Microbusinesses (MB) may receive a **5% scoring preference** in accordance with State regulations. California Code of Regulations Section 1896.8 (2 CCR § 1896.8)

To receive this preference, Bidders must include:

- A copy of their OSDS Certification Letter
 - Evidence of certification prior to RFP deadline
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2.9 GROUNDS FOR REJECTION

A proposal **shall be rejected** if it:

- Is received after the deadline
- Is incomplete or missing required forms
- Is unsigned

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

- Contains false or misleading information
 - Includes conditions or exceptions contrary to the RFP
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2.10 PROTEST PROCEDURES

Protests must comply with Public Contract Code (PCC) §10345 and must be filed with:

Department of General Services – Office of Legal Services
707 Third Street, West Sacramento, CA 95605

AND

37th District Agricultural Association
Attn: CEO – Santa Maria Fairpark

Protest Deadlines:

- Must be filed within five (5) working days of the Notice of Proposed Award posting
- A detailed written statement must follow within five (5) calendar days

Failure to meet these deadlines waives all protest rights.



2.11 NON-COLLUSION & NO LOBBYING

Bidders shall not attempt to influence State officials or engage in lobbying activities after submission of proposals. Any evidence of collusion or improper influence is grounds for rejection.

2.12 PRE-CONTRACTUAL EXPENSES

The District is not liable for any pre-contract expenses, including preparation, travel, or negotiations.

2.13 NON-ASSIGNMENT

No contract resulting from this RFP may be transferred, assigned, or subcontracted without prior written consent of the District. Unauthorized assignment is void.



PART 3 – RULES GOVERNING COMPETITION & TECHNICAL EVALUATION

3.1 MANDATORY COMPLIANCE WITH RFP REQUIREMENTS

The requirements of this RFP are mandatory unless otherwise stated. The use of words such as “**shall**,” “**must**,” or “**will**” indicates a required condition. Failure to comply with any mandatory requirement will result in the proposal being deemed non-responsive and rejected from further evaluation.

The words “should” or “may” indicate desirable provisions and may affect the scoring of the proposal but are not grounds for automatic rejection.

3.2 ERRORS AND OMISSIONS

If a Bidder discovers any ambiguity, conflict, discrepancy, omission, or error in this RFP, the Bidder shall immediately notify the District in writing before the question deadline.

- The District will issue clarifications via written addendum only.
 - Oral explanations are not binding.
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3.3 ADDENDA AND MODIFICATIONS

Only written addenda issued by the District shall be considered official. The District is not responsible for unauthorized interpretations or instructions from any person outside of the designated RFP Contact.

Bidders are responsible for reviewing all addenda before submission.

3.4 GROUNDS FOR REJECTION OF PROPOSALS

A proposal shall be rejected if it:

- Is received after the exact deadline
- Fails to follow required format or submission instructions
- Is unsigned



A proposal may be rejected if it:

- Contains false or misleading information
- Includes conditions or exceptions contrary to the RFP

3.5 DISTRICT'S RIGHT TO REJECT OR CANCEL

The District reserves the right to:

- Reject any or all proposals
- Cancel or withdraw this RFP at any time
- Conduct interviews or site visits before selection

Issuance of this RFP does not obligate the District to award a contract.

3.6 CONFIDENTIALITY OF PROPOSALS

All proposals become the property of the District. Proposals are confidential until the Notice of Proposed Award is issued. After posting, all materials are subject to public inspection in accordance with the California Public Records Act.

Do not submit trade secrets or confidential financial data unless clearly marked "CONFIDENTIAL." The District will make reasonable efforts to protect such information but cannot guarantee confidentiality under State law.

3.7 SUBMISSION WITHDRAWAL OR MODIFICATION

A proposal may be withdrawn or modified only prior to the submission deadline, and only by written request from the Bidder. After the deadline, proposals may not be withdrawn or altered.

Proposals may not be "time-limited" or contingent on acceptance within a specific period (e.g., "Valid for 60 days").



3.8 UNAUTHORIZED CONTACT

All inquiries regarding this RFP should be directed to the CEO.

3.9 EVALUATION COMMITTEE

A confidential Evaluation Committee appointed by the District will review all proposals.

- No Bidder may contact any member of the Committee.
 - Committee deliberations are confidential and are not subject to public disclosure.
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3.10 CLARIFICATION INTERVIEWS

The District may conduct clarification interviews or request additional information.

- Interviews will be limited to responding to District questions only.
 - No modifications, new material, or price changes may be submitted during interviews.
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3.11 PROTEST PROCEDURE

A Bidder may protest the proposed award only on the grounds permitted under PCC §10345, including:

- Errors in scoring
- Violation of RFP process
- Bias, fraud, or favoritism

All protests must follow the timeline and instructions specified in Section 2.10.



PART 4 – HISTORY, GOALS & GENERAL BACKGROUND

4.1 OVERVIEW OF THE 37TH DISTRICT AGRICULTURAL ASSOCIATION

The 37th District Agricultural Association (37th DAA) operates the Santa Maria Fairpark, located in Santa Maria, California. The District is a State institution with oversight from the California Department of Food & Agriculture (CDFA), Fairs & Expositions Branch and is responsible for producing two major annual events:

- **Santa Barbara County Fair** (held annually in July)
- **Strawberry Festival** (held annually in April)

These events are family-oriented traditions featuring livestock exhibitions, concerts, food vendors, youth competitions, and the carnival — a key attraction and major revenue component.

4.2 EVENT ATTENDANCE & FORMAT

Event	Typical Event Dates	Estimated Attendance
Santa Barbara County Fair	8-day event (closed Mon–Tues)	~60,000 attendees
Strawberry Festival	3-day event (Fri–Sun)	~30,000 attendees

The Fairpark spans approximately 37 acres of indoor and outdoor grounds, including asphalt and turf areas available for carnival placement.

4.3 IMPORTANCE OF THE CARNIVAL OPERATION

The carnival represents a critical feature of both major events and must:

- Provide a clean, safe, and welcoming midway experience
- Offer a balanced mix of thrill, family, and kiddie rides
- Deliver consistent quality, modernization, and innovation each year
- Operate under full California ride safety regulations and CFSA insurance compliance



- Partner with the Fair on marketing, ticketing, and promotions
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4.4 GENERAL GOALS FOR THE CARNIVAL PARTNERSHIP

The 37th DAA seeks a long-term Carnival Operator who will:

A. Safety & Guest Experience

- Maintain the highest standards of ride safety and inspection
- Provide professional staff, uniforms, and midway presentation
- Ensure ADA accessibility and guest service responsiveness

B. Financial & Operational Partnership

- Increase annual gross and net revenue for both the Fair and Operator
- Implement secure, auditable revenue controls and digital ticketing
- Provide full financial reporting and transparency

C. Marketing & Community Engagement

- Support Fair-led and joint promotional campaigns
 - Offer presale programs such as wristbands, advance discounts, or online sales
 - Introduce high-impact new rides, theme elements, or showpiece attractions
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4.5 MARKETING, PROMOTION & CAPITAL GOALS

The Fair encourages proposals that include:

- Introduction of major new rides during the contract term
- Growth in presale programs and social media integration
- On-site customer promotions, wristband specials, or theme nights
- Facility investment or midway aesthetic improvements
- Cross-marketing through digital and onsite media



The District is open to innovative proposals, including non-traditional attractions (family entertainment zones, interactive exhibits, specialty activations) if mutually approved.

4.6 HISTORICAL FINANCIAL CONTEXT

Average pricing for the 2024 fair season (for reference only):

Admission (Santa Barbara County Fair) Price

Adult (13–61)	\$17.00
Senior (65+)	\$15.00
Child (6–12)	\$15.00 (5 & under free)

Special promotions traditionally include:

- **“\$3 Before 3:00”**
- **“\$5 Before 5:00”**
- Military & First Responder Appreciation
- Kids Day / Senior Day discounts

Carnival wristband pricing example (subject to mutual agreement):

- **Presale:** ~\$35
- **Fairtime:** ~\$45

These figures are provided as informational context only and do not represent guaranteed or minimum values.



PART 5 – SCOPE OF WORK

This section describes all required services to be performed by the selected Carnival Operator. All terms listed herein shall be incorporated into the final contract and are non-negotiable unless otherwise approved in writing by the District.

The Carnival Operator will enter a five-year concession agreement (2026–2030) with the 37th District Agricultural Association (Santa Maria Fairpark) to operate and manage the full carnival midway during the Santa Barbara County Fair and Strawberry Festival.

5.1 GENERAL OPERATIONAL REQUIREMENTS

The Contractor shall provide a fully operational carnival, including rides, games, food concessions, ticketing systems, lighting, staffing, housing, and guest comfort areas. The carnival must meet or exceed the standards of major California Class IV Fairs.

Minimum Ride Requirements

Category	Required Number
Total Rides	Minimum 30
Super Spectacular Rides	Minimum 5 (e.g., pendulum-type, giant wheel 80'+, adult coaster)
Spectacular Rides	Minimum 6
Major Rides	Minimum 12
Kiddie Rides	12–18 (family/kiddie ride section required)
<ul style="list-style-type: none">• At least 80% of rides must be owned and operated by the Contractor.• No more than 20% may be subcontracted or “booked in.”• New, major attractions are expected throughout the contract term.	



5.2 GAMES & CONCESSIONS

The Contractor shall provide:

- **15-25 game concessions** (uniform appearance, consistent signage, no handwritten signs)
- **4-7 food concessions** (non-alcoholic only; menus subject to Fair approval)

Food Standards:

- Minimum one ServSafe-certified manager per stand
- Santa Barbara County Health Permit compliance (or appropriate county authority)
- All ice must be purchased from Fair's exclusive provider

5.3 GUEST COMFORT & PRESENTATION

Contractor **must provide and maintain:**

- Guest seating areas and shaded rest zones ("Grandma Zones")
- Misting stations if weather conditions require
- Decorative elements (box trees, planters, etc.)
- Customer Service Office at carnival entrance (staffed and professional)

5.4 STAFFING & MANAGEMENT

Requirement	Minimum Standard
On-Site Managers	Minimum 4 , each with 10+ years of experience
Employee Identification	Uniform shirts & visible ID badges (NO BADGE – NO ADMISSION)
Housing	Modern bunkhouses/trailers < 10 years avg. age
Ethics & Conduct	Contractor responsible for all conduct under this agreement



Background Compliance

- No employee with felony record or Megan's Law violation
- Pre-employment drug testing required
- Contractor must provide full employee roster annually

5.5 CARNIVAL OPERATION & LAYOUT

The District will assign carnival space via plot plan (location may change annually; surfaces may include asphalt, dirt, or turf). Contractor must:

- Submit annual ride/game layout plan (60 days prior to Fair)
- Prevent creation of dangerous conditions or "attractive nuisance"
- Provide security for rides/booths when not in operation
- Coordinate with Fair security and emergency patrols

Set-Up & Tear-Down

- Set-up approx. 14 days pre-Fair
- Removal complete within 5 days post-Fair
- Daily cleanup required (trash, debris, repair of asphalt holes)

5.6 OPERATING HOURS

Day	Opening Time	Closing Time
Wednesday–Thursday	4:00 PM	10:00 PM
Friday	4:00 PM	11:00 PM
Saturday	12:00 (Noon)	11:00 PM
Sunday	12:00 (Noon)	10:00 PM



- All attractions **must open on time and remain open** during operating hours.
 - Late opening or early closure may result in penalties or score reduction.
-

5.7 TICKETING, AUDIT & FINANCIAL REPORTING

Contractor is responsible for full ticketing infrastructure, including:

- Ticket booths, digital systems, scanners, and personnel
- Presale program management (online or physical)

Daily Audit Reporting (Minimum Required)

- Gross receipts per ride, per game, per food unit
- Wristband and ticket manifest with start/end numbers
- Method of payment breakdown (cash, digital, presale)

Final Settlement

- Full financial reconciliation required within **48 hours post-Fair**
 - The District reserves the right to reject Contractor's ticketing system and impose District controls if necessary
-

5.8 POWER, LIGHTING, AND EQUIPMENT

Contractor shall supply all necessary generators, transformers, cables, and lighting to fully power the carnival.

- Generators **≥ 50 horsepower** must comply with **CARB and Santa Barbara County APCD regulations**
 - PERP engine registration required two weeks pre-Fair
 - All cables must be covered and grounded
-



5.9 SAFETY & INSPECTIONS

Contractor shall:

- Maintain all rides per **California Ride Inspection Program**
- Maintain CFSA Carnival Insurance Requirements
- Permit District to conduct independent inspections at any time
- Provide internal inspection reports at 1/3 and 2/3 of operating hours

Ride Maintenance Logs must be provided upon request.

5.10 LIMITATIONS AND PROHIBITIONS

The following are strictly prohibited:

- Cash prize games
- Games of chance (lotteries, dice, etc.)
- Live animal prizes (excluding goldfish)
- Drug glamorizing or adult-themed prizes
- Dark rides with adult or explicit themes
- Alcohol sales by Contractor
- Handwritten signs or unapproved banners



PART 5 – SCOPE OF WORK (CONTINUED)

5.11 LIQUIDATED DAMAGES & PERFORMANCE PENALTIES

To ensure full operational delivery, the Contractor agrees to the following penalties:

Performance Failure	Penalty
Less than 95% of proposed rides, games, or food concessions operating	\$2,200 per ride/game/food per day
Late removal of equipment post-event (beyond 7-day deadline without permission in writing from DAA CEO)	\$2,200 per day per item
Failure to correct a serious safety or compliance violation	Immediate suspension of ride/unit
Early removal of attractions (before final Fair closing time)	Immediate contract breach

No penalties shall apply if shutdown is due to Act of God or power failure, unless caused by Contractor negligence.

5.12 PROHIBITED ACTIVITIES

The Contractor shall **not** offer, operate, or permit:

- Games of chance, gambling, betting, or lottery systems
 - Sales or distribution of alcoholic beverages
 - Freak shows or adult-themed exhibits
 - Prizes glamorizing drug use, profanity, or sexual content
 - Unauthorized vendors or commercial sales
 - Advertising or signage without District approval
-



5.13 HOSPITALITY & PROMOTIONAL PASSES

Contractor shall provide a **limited** number of VIP ride passes or wristbands annually for promotional use only by the District.

- Passes may only be issued with written approval of the District CEO
 - Contractor shall not grant passes to any group or individual without District consent
-

5.14 CLEANING, WASTE, AND SITE MAINTENANCE

Contractor Responsibilities:

- Daily trash removal along with food waste recycling from all carnival areas
 - Protection and repair of Fairground surfaces (asphalt, turf, utilities)
 - Removal of zip ties, stakes, wiring, and debris within 5 days post-event
 - Contractor shall be billed for dumpsters used, due within 30 days
-

5.15 EMPLOYEE HOUSING & FACILITIES

- Carnival workers must be housed in modern, code-compliant equipment (average age <10 years)
 - No tent camping permitted
 - Contractor must provide private restroom/shower facilities for staf (self-contained water, septic, and power) unless provided by District.
-

5.16 FACILITY ACCESS & SECURITY COORDINATION

Contractor shall work under District control for:

- Gate credentials and vehicle permits
- Post-closing perimeter lockdowns (within 2 hours of close)
- Coordination with Fair Security and Law Enforcement



- Unauthorized vehicles will be towed at owner's expense
-

5.17 ANNUAL EQUIPMENT LIST & RIDELINE

Contractor must provide, no later than 90 days prior to the Fair:

- Full list of rides with manufacturer, year built, ride name, and CA Permit #
- List of games and food units
- Images (high resolution) of all attractions
- Diagram of midway layout (due 60 days prior)

Any substitutions must be submitted in writing and approved by the District CEO.

5.18 MIDWAY PROMOTIONS & PUBLICITY

Contractor shall participate in Fair marketing efforts and provide:

- Logos, promotional artwork, and marketing materials (120 days out)
- Cross-promotional content for social media
- Input for wristband days and family specials

All promotional themes require District approval.

5.19 INSURANCE, TAXES & PERMITS

Contractor must show proof and maintain:

- All State ride permits and local health/fire permits
- Sales tax compliance and reporting
- Liability insurance per CFSA requirements

Failure to maintain insurance constitutes immediate breach of contract.



5.20 DISPUTE RESOLUTION

Any disputes not resolved through direct communication must be:

1. Submitted in writing to the District within 24 hours
2. Decided by the District CEO
3. Subject only to challenge in court if fraudulent, arbitrary, or capricious

Contractor **must continue performance** during any dispute — no suspension is permitted.



6.1 EVALUATION OVERVIEW

Proposals will be evaluated based on the best overall combination of price and other factors, including technical quality, safety record, demonstrated experience, and innovation. The District seeks not solely the highest financial offer but the proposal that delivers the most advantageous overall partnership for the Fair.

Only proposals deemed **Responsive** (as defined in Part 1) will proceed to scoring.

6.2 EVALUATION COMMITTEE

A confidential Evaluation Committee appointed by the District will:

- Review all responsive proposals
- Assign scores according to the published criteria
- Conduct interviews (if required) for clarification
- Recommend highest-scoring Bidder for award

Committee deliberations are confidential and not subject to public disclosure.

6.3 SCORING CRITERIA (TOTAL 100 POINTS)

Category	Maximum Points
1. Financial Offer	30 Points
2. Rides, Games & Enhancements	20 Points
3. Safety Program & Record	15 Points
4. Operations & Management Policies	10 Points
5. Promotions & Marketing Plans	10 Points
6. Past Experience & References	15 Points
Total Possible Points	100 Points



6.4 SCORING DEFINITIONS

1. Financial Offer – 30 Points

Awarded based on proposed percentage of ride gross, food/game fees, capital investment, and revenue potential over five years.

Highest offer receives 30 points; others scored proportionally.

2. Rides, Games & Enhancements – 20 Points

Evaluates variety, capacity, ownership of equipment, innovation, and guest appeal.

3. Safety Program & Record – 15 Points

Evaluates documented safety manuals, training programs, ride inspection records, and accident history.

4. Operations & Management Policies – 10 Points

Includes personnel manuals, staff conduct policies, customer service approach, drug testing/program integrity.

5. Promotions & Marketing Plans – 10 Points

Assesses proposed promotional programs, presale structure, cross-marketing, and outreach.

6. Past Experience & References – 15 Points

Based on quality of references (required minimum five fair or venue letters from 2022–2024, 50,000+ attendance events).

6.5 INTERVIEWS (IF REQUIRED)

The District may invite Bidders to an interview or presentation.

- Interviews are for clarification only
- No new material, price changes, or supplemental proposals may be presented
- Scores may be adjusted after interviews



6.6 SMALL BUSINESS PREFERENCE

If applicable, a **5% preference** will be applied according to State law after evaluation scoring. California Code of Regulations Section 1896.8 (2 CCR § 1896.8)

6.7 FINAL SELECTION AND TIE-BREAKING

- The highest total point score will be recommended for award.
 - In the event of a tie, If after applying the Small Business (SB) preference, a precise tie exists between the bid of an SB and the bid of a DVBE that is also an SB, then the award must go to the DVBE that is also an SB.
 - If there is not a SB bidder and there is a tie, the bidder with the highest safety score will be awarded the bid.
 - If still tied, a **public coin toss** will be conducted.
-

6.8 NOTICE OF PROPOSED AWARD

The District will issue a **Notice of Proposed Award on January 19, 2026** and posted at the Fair's Administration Office and website for five (5) working days. Last day for protest is January 26, 2026

- Protests must be filed during this period only
 - No protests will be accepted after contract award
-

6.9 CONTRACT APPROVAL

Award recommendations are subject to:

- Board of Directors approval
- Review of RFP by CDFA Fairs & Expositions
- Execution of State-standard contract documents

No rights are conferred until a fully executed contract is signed by all parties.



PART 7 – MANDATORY FORMAT & CONTENT REQUIREMENTS

7.1 GENERAL FORMAT REQUIREMENTS

All proposals must adhere to the following mandatory requirements:

Requirement	Standard
Submission Format	Only a hard copy of the bid will be accepted. No electronic submissions.
File Name	Carnival Operator RFP #026 – 010C [Bidder Name]
Page Size	8.5" x 11" (portrait or landscape allowed)
Page Numbering	Required at bottom of each page
Font & Spacing	Legible font, minimum 11 pt, single or 1.15 spacing
Language	English only

Failure to meet any mandatory format requirement shall result in the proposal being deemed non-responsive and rejected.

7.2 ORDER OF PROPOSAL CONTENT

Proposals must be organized in the following exact order:

SECTION 1 – COVER LETTER (REQUIRED)

Must be on company letterhead, signed by an authorized representative, and include the following statement verbatim:

"Submission of this proposal signifies that all terms, conditions, requirements, protest procedures, performance measures, and instructions concerning the award of RFP #026-010C have been read and understood. Further, by signing below, the Bidder agrees that failure to provide truthful and accurate information or failure to comply with any RFP requirement shall constitute grounds for rejection."



SECTION 2 – TABLE OF CONTENTS

SECTION 3 – TECHNICAL PROPOSAL

Must respond to all items in:

- **Part 4 – History, Goals & Background**
- **Part 5 – Scope of Work**
- **Part 6 – Evaluation Criteria**

Include:

- Ride/Game lists with specifications
- Safety plans/manuals
- Staffing policies
- Promotional and marketing strategies

SECTION 4 – FINANCIAL PROPOSAL

Use the **Financial Quote Form** (Part 8) to state:

- Percentage of ride gross offered
- Fees for food/game concessions
- Capital investment and promotional commitments

SECTION 5 – REQUIRED FORMS & CERTIFICATIONS

- Bidder/Contractor Status Form
- Financial Quote Form
- Subcontractor Declaration (if applicable)
- OSDS Certification (if claiming Small Business preference)
- Five Reference Letters (dated 2022–2024)



7.3 PROHIBITED CONTENT

Proposals **shall not** include:

- Alternative contract terms or exceptions
 - "Valid for X days" limitations
 - Confidential pricing without clear labels
 - Marketing brochures unrelated to performance
-

7.4 PROPOSAL VALIDITY

All proposals must remain firm and valid for **120 days** from the submission deadline. No proposal may be withdrawn, amended, or conditioned during this period.

7.5 SUBMISSION DEADLINE

All proposals must be submitted by:

Thursday, January 8, 2026 – 3:00 PM

Late proposals will **not** be accepted or considered under any circumstance.



PART 8 – FORMS SECTION

(To be completed and submitted by the Bidder)

8.1 DECLARATION OF CARNIVAL OPERATOR

RFP #026-010C – 37th District Agricultural Association (2026–2030)

I am the owner, partner, corporate officer, or authorized representative of:

_____ *(Carnival Company Name)*

The Carnival Operator does business under the following name:

Federal Tax ID Number (EIN):

Business Address (Physical):

Business Address (Mailing):

Primary Contact Name:

Phone: _____ Email: _____

Type of Business Entity (check one):

☐ Sole Proprietorship ☐ Partnership ☐ Corporation ☐ LLC

Authorized Signatories (List all persons authorized to enter contracts):

Name Title

I declare under penalty of perjury under the laws of the State of California that:

- All statements made in this proposal are true and correct.
- All required licenses and permits for rides, concessions, and operations will be obtained prior to operation.



- I agree to all terms, conditions, and requirements set forth in **RFP #026-010C**.

Print Name & Title: _____

Signature: _____

Date: _____

8.2 FINANCIAL QUOTE FORM

RFP #026-010C – Carnival Operator (2026–2030)

Bidders must complete this form for each Fair year (Santa Barbara County Fair and Strawberry Festival).

Financial Offer Components

- Minimum **35% of gross ride revenue** (including fast pass/express sales)
- Minimum **\$1,500 per food stand (per year)**
- Minimum **\$750 per game stand (per year)**
- Capital Improvement and Marketing Commitments encouraged, but not required.

Example Calculation (Any One Year):

$\$1,000,000 \times 35\% \text{ (Ride Gross)} = \$350,000$

$4 \text{ Food Stands} \times \$1,500 = \$6,000$

$10 \text{ Game Stands} \times \$750 = \$7,500$

Total Annual Offer = \$363,500

OFFICIAL BID PROPOSAL

Santa Barbara County Fair – 2026

Ride Percentage Offer: $\% \times \$1,000,000 = \$$ _____

Food Stands: _____ $\times \$$ _____ per stand = \$ _____



Game Stands: _____ × \$ _____ per stand = \$ _____

TOTAL (2026 – Fair): \$ _____

Strawberry Festival – 2026

Ride Percentage Offer: % × \$1,000,000 = \$ _____

Food Stands: _____ × \$ _____ per stand = \$ _____

Game Stands: _____ × \$ _____ per stand = \$ _____

TOTAL (2026 – Festival): \$ _____

Total Offer for 2026 Fair & Strawberry Festival: \$ _____

2026 Capital Improvement Commitment: \$ _____

2026 Marketing/Social Media Investment: \$ _____

Santa Barbara County Fair – 2027

Ride Percentage Offer: % × \$1,000,000 = \$ _____

Food Stands: _____ × \$ _____ per stand = \$ _____

Game Stands: _____ × \$ _____ per stand = \$ _____

TOTAL (2027 – Fair): \$ _____

Strawberry Festival – 2027

Ride Percentage Offer: % × \$1,000,000 = \$ _____

Food Stands: _____ × \$ _____ per stand = \$ _____

Game Stands: _____ × \$ _____ per stand = \$ _____

TOTAL (2027 – Festival): \$ _____

Total Offer for 2027 Fair & Strawberry Festival: \$ _____

2027 Capital Improvement Commitment: \$ _____

2027 Marketing/Social Media Investment: \$ _____

Santa Barbara County Fair – 2028

Ride Percentage Offer: % × \$1,000,000 = \$ _____



Food Stands: _____ × \$ _____ per stand = \$ _____

Game Stands: _____ × \$ _____ per stand = \$ _____

TOTAL (2028 – Fair): \$ _____

Strawberry Festival – 2028

Ride Percentage Offer: % × \$1,000,000 = \$ _____

Food Stands: _____ × \$ _____ per stand = \$ _____

Game Stands: _____ × \$ _____ per stand = \$ _____

TOTAL (2028 – Festival): \$ _____

Total Offer for 2028 Fair & Strawberry Festival: \$ _____

2028 Capital Improvement Commitment: \$ _____

2028 Marketing/Social Media Investment: \$ _____

Santa Barbara County Fair – 2029

Ride Percentage Offer: % × \$1,000,000 = \$ _____

Food Stands: _____ × \$ _____ per stand = \$ _____

Game Stands: _____ × \$ _____ per stand = \$ _____

TOTAL (2029 – Fair): \$ _____

Strawberry Festival – 2029

Ride Percentage Offer: % × \$1,000,000 = \$ _____

Food Stands: _____ × \$ _____ per stand = \$ _____

Game Stands: _____ × \$ _____ per stand = \$ _____

TOTAL (2029 – Festival): \$ _____

Total Offer for 2029 Fair & Strawberry Festival: \$ _____

2029 Capital Improvement Commitment: \$ _____

2029 Marketing/Social Media Investment: \$ _____



Santa Barbara County Fair – 2030

Ride Percentage Offer: % × \$1,000,000 = \$_____

Food Stands: _____ × \$_____ per stand = \$_____

Game Stands: _____ × \$_____ per stand = \$_____

TOTAL (2030 – Fair): \$_____

Strawberry Festival – 2030

Ride Percentage Offer: % × \$1,000,000 = \$_____

Food Stands: _____ × \$_____ per stand = \$_____

Game Stands: _____ × \$_____ per stand = \$_____

TOTAL (2030 – Festival): \$_____

Total Offer for 2030 Fair & Strawberry Festival: \$_____

2030 Capital Improvement Commitment: \$_____

2030 Marketing/Social Media Investment: \$_____

TOTAL FIVE-YEAR OFFER (2026–2030, includes both Fair & Strawberry Festival, plus any Capital Improvement Commitment and Marketing/Social Media Investment):

\$_____

Company Name: _____

Authorized Signature: _____

Title: _____ **Date:** _____

8.3 SUBCONTRACTOR DECLARATION

(Required if using independent ride/game providers)



I, _____ (Name),
declare that I am the owner or authorized officer of the subcontractor listed below and that
I am providing the following equipment or services to:

Carnival Operator: _____

I declare under penalty of perjury under California law that:

- The State of California, CFSA, and 37th DAA are not parties to any agreement between subcontractor and operator.
- I assume full liability for my equipment and operations.
- I hold harmless the State and Fair from all claims.

Item Name ID / Serial Number / Permit No.

Subcontractor Legal Name: _____

Phone: _____

Authorized Signature: _____

Date: _____



RFP ISSUANCE & AUTHORIZATION

Carnival Operator RFP #026-010C

37th District Agricultural Association – Santa Maria Fairpark

Contract Term: 2026–2030

This Request for Proposals (RFP) has been officially issued by the 37th District Agricultural Association (Santa Maria Fairpark), a State agency under the California Department of Food & Agriculture, Fairs & Expositions Branch.

All terms, conditions, requirements, specifications, and forms contained herein are made part of any final contract awarded as a result of this RFP.

No verbal agreements, oral statements, or unauthorized communications shall be binding upon the District.

OFFICIAL RFP AUTHORIZATION

Issued by authority of the

37th District Agricultural Association – Santa Maria Fairpark

Dan Jacobs

Chief Executive Officer

37th District Agricultural Association

Santa Maria Fairpark

Date of Issuance: November 24, 2025