



LASSEN COUNTY FAIR

**195 Russell Avenue
Susanville, CA 96130**

Phone (530) 251-8900

Fax (530) 251-2715

Memo

To: Lassen County Board of Supervisors

From: Kaitlyn Midgley, Manager

Date: May 19, 2023

Agenda Date: May 23, 2023

Re: Request for Proposal Fairgrounds Marketing and Promotions

The Lassen County Fairgrounds is seeking approval from the Board of Supervisors to award the Lassen County Fairgrounds a 3-year event promotion and marketing agreement to Liquid Blue Events and authorize the Lassen County Fair Manager to sign the contract.

Formal bidding procedures were initiated on May 4th, 2023. Proposals were opened and evaluated on May 18th, 2023, one bid package, from Liquid Blue Events, was received. Lassen County Fair staff evaluated the bid packet and found that Liquid Blue Events met the specifications required in the proposal. Further, they have an impressive amount of experience in event promotion and marketing. The goals for the partnership between Liquid Blue Events and the Lassen County Fairgrounds are to develop a marketing and branding strategy that encompasses each event experience with extraordinary benefits to the surrounding community.

Liquid Blue Events will develop, manage, and report on all marketing aspects of the Lassen County Fairgrounds including, but not limited to, complete management, enhancement, and growth for all social media platforms. This includes: audience building, writing, updating, interaction with users and ongoing management of all graphic and content development with existing and newly developed websites. Additionally, all content will coincide with event passes, hotel reservations, added event registrations, and social media and press release information. Liquid Blue Events will also develop, design, and distribute all print materials.

This agreement will be in effect for three years with the option to extend the agreement for an additional two years. The fiscal impact is as follows:

June 1st, 2023 to December 31st, 2023 - \$5,000 per month (\$35,000 per year)
January 1st, 2024 to December 31st, 2024 - \$5,000 per month (\$60,000 per year)
January 1st, 2025 to December 31st, 2025 - \$5,750 per month (\$69,000 per year)

The June payment is budgeted for in the 22/23 fiscal year and future expenditures will be included in budget requests for the 23/24, 24/25, and 25/26 fiscal years.


Thank you,

Kaitlyn Midgley

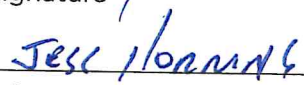


LASSEN COUNTY FAIRGROUNDS
Marketing / Event Services Contract Proposal
June 1st, 2023 - December 30th, 2025

Submission of this proposal signifies that all terms, conditions, requirements, performance measures and instructions concerning the award of the RFP #2023-1 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, the bidder's proposal will be deemed non-responsive.



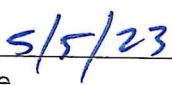
Signature



Printed Name



Title



Date



LASSEN COUNTY FAIRGROUNDS

Marketing / Event Services Contract Proposal

June 1st, 2023 - December 30th, 2025

GOALS

Our primary goal is simple: to work together with the Lassen County Fairgrounds' team to exceed all expectations by blowing past all event attendance and revenue goals. Together we will set records.

We will accomplish this over-the-top goal by working hand-in-hand with the Lassen County Fairgrounds' team while applying our extensive event experience and knowledge gained by working with the largest and most recognized events in the region. Together, we will develop a marketing and branding strategy that encompasses each event experience with the extraordinary benefits of the surrounding community.

We will ingrain ourselves into the community and its surrounding areas to understand the target audience's behaviors, interests, and passions. This will determine each event's brand, messaging, and marketing. The experience of the attendee will begin when they first hear about the event and extend post-event to continuously build excitement. We will be obsessed with turning the Lassen County Fairgrounds into one of the most recognized destinations in the region as if it was our own.

By working with Liquid Blue Events on all phases of the event marketing, each event will benefit from an experienced and accomplished event company with more than 280 major events produced. Additionally, our team includes award-winning graphic design, an experienced and well-respected public relations and social media team, and 40 years of combined event marketing and production, all under one roof. Our services also include website design, development, and management. Event marketing is more than building awareness and branding. It's about public interaction, communication, responsiveness, education, building excitement, and pushing new and fresh elements each event year. It's about giving people something to talk about. This is what we do.

CURRENT CLIENTS & EVENTS (SEE ATTACHED RESUME ON PAGE 8 FOR MORE DETAILS)

LAKE TAHOE CONCOURS D'ELEGANCE

Owner - Tahoe Yacht Club Foundation

NIGHT IN THE COUNTRY MUSIC FESTIVALS

Owner - Boys n Girls Club of Mason Valley

Events include:

Night in the Country Nevada

Night in the Country Carolinas

Night in the City Concert Series

Backstage with Night in the Country

Music and Mulligans

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LiquidBlueEvents.com

775.841.4444

team@liquidblueevents.com

748 S.Meadows Pky. Ste A9 #279 Reno, NV 89521

CURRENT CLIENTS & EVENTS CONT. (SEE ATTACHED RESUME ON PAGE 8 FOR MORE DETAILS)

RENO RIVER FESTIVAL

Owner - Liquid Blue Events

VIRGINIA CITY

Owner - Virginia City Tourism Commission

Events include:

Devil Made Me Do It Saloon Crawl
Rocky Mountain Oyster Fry
Virginia City Father Daughter Day & Dance
Chili on the Comstock
International Camel and Ostrich Races
World Championship Outhouse Races
The Hunt for Spirits
Grinch Made Me Do It

NEW! TRI-COUNTY FAIRGROUND EVENTS - BISHOP, CALIFORNIA

Owner - Tri-County Fair Grounds

Events include:

Summer Concert Series
Chili, Cars & Cervezas
The Tri-County Fair

NEW! THE RETURN OF FANTASIES IN CHOCOLATE

Owner - Liquid Blue Events

NEW! RENO CHALK ART & MUSIC FESTIVAL

Owner - Liquid Blue Events

THE PANASONIC EMPLOYEE APPRECIATION WINTER SERIES

Owner - Panasonic Energy

THE RENO TACO ODYSSEY

Owner - Panasonic Energy

OTHER NOTABLE EVENTS:

CURRENT: The Coors Light 48hr Boneyard Blast (Liquid Blue Events Owned), The Dublin Dirty (Liquid Blue Events Owned), PumpkinPalooza (NNCIL Owned)

PAST: Reno Pop Culture Con, Momboosa Music Festival, Americana Music Festival, IGT Can Do Celebration RGJ's Fantasies in Chocolate, The South Tahoe Wooden Boat Classic, The Western States Police Fire Games, Redrun 6.66K (Liquid Blue Events Owned), The 41st International Collegiate Mining Games

UNDERSTANDING LASSEN

Liquid Blue Events has identified the following initial steps in understanding the event's target audience, potential messaging and event goals:

1. Meet with the Lassen County Fairgrounds board and review the pros and cons to past marketing strategies, discuss goals, 2023 changes, the overall schedule, sponsorships, partnerships and current marketing goals.
2. Visit the Susanville area, tour the fairgrounds and get to know the area first-hand. Tour surrounding markets, understand community interests, behaviors and travel routes.
3. Apply the invaluable experience we gathered in working with similar clients over the past three years to develop efficient marketing timelines and strategies based upon the event schedule, deadlines, consumer buying habits, trends and the target audience.
4. Review overall ticket buyer data and history while comparing it to the data we gathered when analyzing other events (time of purchase, geographical location, number of tickets purchased, gender & age as it pertains to ticket type).
5. Review social media interaction history and develop an efficient posting strategy to build more interaction and increase followers.
6. Review post event email blast surveys.
7. Team review of all current multi-media marketing pieces including video, website and social media branding for example.
8. Understand current database resources and collection methods.

LIQUID BLUE EVENTS RESPONSIBILITIES TO LASSEN

Liquid Blue Events will develop, manage and report on all marketing aspects of the Lassen County Fairgrounds including, but not limited to:

1. Complete management, enhancement and growth for all social media platforms including Facebook, Twitter, Instagram, TikTok, YouTube and the email databases. This includes audience building, writing, updating and most importantly, interacting with users.
2. Ongoing management of all graphic and content development within the existing or a newly developed Liquid Blue Events built website for the Lassen County Fairgrounds and their appropriate events. All content will seamlessly coincide with event passes, hotel reservations and added event registrations, along with social media and press release information.



3. Development, design and distribution strategies of all print material. This includes, but is not limited to event posters, fliers, brochures, banners, event guides, apparel and event Sponsorship Decks. Liquid Blue Events will also design all other print pieces, including wristbands, directional signage, menu boards, lanyards, or any other printed pieces as it pertains to the Lassen County Fairground events.
4. LBE will act as the Lassen County Fairgrounds overall event consulting firm. This will include the research and development of new and existing ideas to enhance the event-goers overall experience. This includes, but is not limited to, assistance with the event layouts, revenue generating elements, even atmosphere, vendor options or any other possibilities that will lead to building each event's brand and experience.
5. Marketing, branding and promotional management of everything within the event that has a primary focus of branding the Lassen County Fairground's events. This includes any on-site events (examples: VIP experiences, tasting experiences, cornhole tournaments etc.)
6. Development and management of all branding, colorways, taglines and logos tied to the Lassen County Fairgrounds and their managed events.
7. Identify new potential interactive marketing mediums that engage festival-goers locally, regionally and nationally. Examples may include texting campaigns, on-site festival push notifications, live Facebook feeds, on-site video promotions and app development.
8. Development and management of cross-promotional partnerships. LBE will work with event sponsors, groups, organizations, band management, events, media outlets, other festivals and more as it relates to promoting the Lassen County Fairground's events.
9. Building, design and management of the Lassen County Fairground events' ticket pages.
10. Working with event videographers and photographers on schedules, production and assets needed for each event for future marketing collateral.
11. LBE will be responsible for all event PR which includes:
 - a. Media list development & management (local, regional, major target audience locales, and national industry trade).
 - b. Relationship building with key personnel (editors, reporters in specific industries, producers, key sponsors, talent management and participants).
 - c. Media advisories to build event awareness.
 - d. Develop key story ideas, keeping newsworthy information in front of key media personnel at all times.
 - e. Identify special interest angles specific to targeted publications to keep interest moving forward as the event approaches.
 - f. Maintain an extensive media database of contacts including local media, regional daily newspapers, magazines, broadcast and online (publications, bloggers, Twitter, etc.) as well as those specific to the target audience specifically reaching out to bloggers and industry professionals.



- g. Review editorial calendar opportunities for articles or mention submissions.
- h. Build simple-to-execute publicity templates for sponsor and vendor packets, providing them with the tools necessary to reach media on behalf of their individual companies, providing additional credibility to the event.
- i. Keep internal communications open, providing existing participants with priority dissemination of event news, which will help generate word-of-mouth and publicity.
- j. Carry all information simultaneously across all platforms (website, social media, e-blasts and media outreach).
- k. Management and response of inquiries, questions, complaints, feedback and more across all LBE managed platforms.

IN RETURN LIQUID BLUE EVENTS IS ASKING FOR

We will handle this event with the same passion, energy & drive as if it were our own. We understand that the success of your event directly affects the reputation and success of our company. We look forward to exceeding your expectations and event goals.

Structured Retainer Fees compensated for all of the above outlined marketing creative, website development media, event consulting and public relations services on a 31 - month basis (June 1st, 2023 through December 31st, 2025). This agreement will keep the rates flat for 19 months with a \$750 retainer increase (15%) in 2025.

- \$5,000 per month for 19 months (June 1st 2023 - December 31st 2024)
- \$5,750 per month for 12 months (January 1st, 2025 - December 31, 2025)

On-Site Event Benefits

Passes with the appropriate credentials (passes to include food during the event) for all events that require LBE staff to be on-site.

Appropriate accommodations to be provided for any LBE staff required to be on-site during the events.

The retainer would cover an average of 40 - 100 hours per month specifically for the Lassen County Fairgrounds 2023 / 2024 event schedule. If the workload far exceeds the estimated average hours per month, then LBE will provide an estimate for any additional services.

All hard marketing costs tied to promoting the Lassen County Fairground's events will be paid by Lassen County Fairgrounds. Examples include paid marketing media buys, licensed photography, videography, print materials, etc.



TERMS (31-month agreement):

The term of this contract for professional marketing management is for 31 months. (June 1st, 2023 through December 31st, 2025).

At any point during this contract both parties may agree to a two year option to cover 2026 & 2027

TERMINATION AND CANCELLATION:

Both parties may terminate this agreement by providing the other with 60-day-advance written notice. All professional services performed by Liquid Blue Events on behalf of Lassen County Fairgrounds, including any and all balances owed, and associated contracted retainers during the 60-day period, will be due prior to such termination.

All invoices and costs associated with Lassen County Fairground's will be billed to and/or paid by Lassen County Fairgrounds.

All marketing contracts, invoices and agreements will remain in Lassen County Fairground's name, but can be signed by a Liquid Blue Events representative on behalf of Lassen County Fairgrounds upon contract/agreement approvals from the Board.

Any pre-approved hard costs incurred by Liquid Blue Events related to Lassen County Fairgrounds marketing and public relations efforts will be billed monthly on an itemized statement, at cost, and with documented invoices.

LBE will manage budgeted marketing, PR and print expenses. Said expenses will be paid for by Lassen County Fairgrounds.

Larger sized production and print projects (newsletters, mass mailings, print, radio and television production of any approved messages) will be estimated in advance and presented to Lassen County Fairgrounds for approval prior to any such projects initiating.

PAYMENT AND LATE FEE TERMS

All retainers and reimbursements will be billed on the 1st of each month with all payments due within 30 days of the original bill date. LBE may charge a 5% late fee compounded monthly for every 30 days past the original bill date.

Authorized Signatures: The parties to this Agreement represent that the undersigned individuals executing this Agreement on their respective behalf are fully authorized to do so by law or other appropriate instrument and to bind upon said parties to the obligations set forth here.

—LASSEN COUNTY FAIRGROUNDS—

Name: _____

Date: _____

Signature: _____

—LIQUID BLUE EVENTS, LLC—

By: _____

Date: 5/5/23

Jess Horning - Partner
Liquid Blue Events, LLC

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LiquidBlueEvents.com

775.841.4444

team@liquidblueevents.com

748 S.Meadows Pky. Ste A9 #279 Reno, NV 89521

CONTACT INFO

ADDRESS

8985 Double Diamond Pky. Ste B4
Reno, NV 89521

PHONE

775.851.4444

E-MAIL

Team@LiquidBlueEvents.com

WEBSITE

LiquidBlueEvents.com

SERVICES

Marketing, Creative Design & Branding

Expert

Ticketing

Expert

Public Relations & Social Media

Expert

Website Development

Expert

Video Editing

Advanced

Creative Planning

Expert

Budget Management

Expert

Event Logistics & Layout

Expert

Sponsorship & Vendor Development

Advanced

Event Production & Entertainment

Advanced

SOFT SKILLS

Leadership & Staffing Management

Expert

Time Management

Expert

Fun

Expert

MAJOR CURRENT EVENTS

2009-Current

THE LAKE TAHOE CONCOURS D'ELEGANCE

Owners: Tahoe Yacht Club Foundation

Report to: Board of Directors

Set Revenue and Attendance Records

2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2022

- All Marketing, Creative Design and Logo Development
- Website Creation, Design, and Maintenance
- Budget Management
- Sponsor and Vendor Development
- Boat Owner Registration Management
- Ticketing and Attendee Management
- Event Staffing, and Management
- Event Logistics, Planning, and Implementation
- Sound and Entertainment Development and Management
- Public Relations and Social Media Management
- Event Program Creative, Development, and Distribution
- Insurance and Permitting Management
- Created and Executed a Virtual Show in 2020 and 2021 that was Seen Worldwide

2017-Current

NIGHT IN THE COUNTRY MUSIC FESTIVALS - NEVADA & CAROLINAS

Owners: Boys & Girls Clubs of Mason Valley

Report to: Festival Director & Board of Directors

Set Attendance and Sell Out Records

2017, 2018, 2019, 2021, 2022 and will exceed that in 2023

- All Marketing, Creative Design and Logo Development
- Website & Event App Creation, Design, and Maintenance
- Complete Branding, Content, Messaging Creation, and Implementation
- Public Relations and Social Media Management
- Daytime Event and Activities Development and Management
- Event Staffing and Management
- New Event Creation and Programming
- Event Program Creative, Development, and Distribution

2015-Current

RENO RIVER FESTIVAL

Owners: Liquid Blue Events

Set Revenue and Attendance Records

2015, 2016, 2017, 2018, 2019, 2021, 2022

- All Marketing and Creative Design, and Logo Development
- Website Creation, Design, and Maintenance
- Complete Branding, Content, Messaging Creation, and Implementation
- Public Relations and Social Media Management
- Event Staffing and Management
- Entertainment Selection and Buying
- Event Program Creative, Development, and Distribution
- Sponsor and Vendor Development
- Ticketing and Attendee Management
- Event Logistics, Planning, and Implementation
- Insurance and Permitting Management

2011 - Current

VIRGINIA CITY SIGNATURE EVENT MANAGEMENT

Owners: Virginia City Tourism Commission

Set Revenue and Attendance Records with Nearly Every Event Year-In and Year-Out

Events Include: Rocky Mountain Oyster Fry, Chili on the Comstock, International Camel & Ostrich Races, World Championship Outhouse Races, Father Daughter Day and Dance, VC Saloon Crawl Series, Hunt For Spirits

- Event Staffing and Management
- Entertainment Selection and Buying
- Sponsor and Vendor Development
- Ticketing and Attendee Management
- Event Logistics, Planning, and Implementation
- Insurance and Permitting Management
- New Event Creation and Programming

OTHER NOTABLE EVENTS

CURRENT: The Coors Light 48hr Boneyard Blast (Liquid Blue Events Owned), The Dublin Dirty (Liquid Blue Events Owned), PumpkinPalooza (NNCIL Owned), Bishop's Tri-County Fairgrounds, The Atlantis Casino Spa's Reno Chalk Art and Music Festival, Panasonic Energy's Employee Appreciation Winter Series **PAST:** Reno Pop Culture Con, Mombos Music Festival, Americana Music Festival, IGT Can Do Celebration RG's Fantasies in Chocolate, The South Tahoe Wooden Boat Classic, The Western States Police Fire Games, Redrun 6.66K (Liquid Blue Events Owned), The 41st International Collegiate Mining Games

BIDDER/CONTRACTOR STATUS FORM

RFP# 2023-1

Contractor's Name (full business name) LIQUID BLUE EVENTS LLC
Contact Person JESS HORNINGS
Address 748 S. MEADOWS PKY STE A9 #275
City, State, Zip RENO, NV 89521
Phone Number 775.851.4444

Indicate your organization type (please check one):

☐ Sole Proprietorship
☒ Partnership
☐ Corporation

Indicate the applicable employee and/or corporation number:

Federal Tax ID #: 26-2327016

California Corporation #: _____

The County of Lassen reserves the right to verify the information provided on this form by the bidder under the RFP process.

I declare under penalty of perjury that the above information is true and correct and that I am authorized to sign this status form on behalf of the Bidder/Contractor.

JESS HORNINGS, PARTNER
Print Name & Title

[Signature] 5/5/23
Signature & Date

BIDDER/CONTRACTOR STATUS FORM (continued)

Federal Backup Withholding (all must answer):

Are you subject to Federal Backup Withholding?

☐ Yes

☒ No

Fictitious Name:

If contractor is doing business under a fictitious business name and will be performing under the fictitious name, please attach a clearly legible copy of the current fictitious filing.

Small Business Preference:

Are you claiming preference as a small business?

☐ Yes

☒ No

If yes, the bidder is required to submit a copy of the "OSBCR's Small Business Certification Approval Letter" with the "Technical Proposal" package. Your Small Business ID number is: _____

Pending Litigation or Hearing:

Are any civil or criminal litigation or administrative hearings currently pending against the bidder's organization, owners, officers or employees? ☐ Yes ☒ No

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

Lassen County reserves the right to verify the information provided on this form by the bidder during the bid 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.

**FINANCIAL PROPOSAL BID FORM
FIVE-YEAR CONTRACT
MARKETING & EVENT PROMOTION – HIGH SCORE**

PROPOSAL:

Bidder offers to provide the following services in exchange for the following compensation:

Year

2023: \$ 50.00 per month fee
\$ 35,000 total yearly fee

Year

2024: \$ 50.00 per month fee
\$ 60,000 total yearly fee

Year

2025: \$ 5,750 per month fee
\$ 69,000 total yearly fee

Are you claiming preference as a small business?

____ Yes X No

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

LIQUID BLUE EVENTS LLC
FIRM NAME

775. 851. 4444
TELEPHONE NUMBER

748 S. MEADOWS PKY STE A9 #25
ADDRESS

RENO, NV 89521
CITY/STATE/ZIPCODE

Bidder certifies to the fair that bidder has thoroughly familiarized him/herself with the fair facilities and accepts all reasonable disclosed risks in submitting this proposal that a prudent review of the facility would have revealed. By signing this "Financial Proposal Bid Form," the bidder certifies that he/she has read and understood the RFP package including the information regarding bid protests. Further, bidder certifies that the information provided by the bidder is accurate, true and correct, and not intended to mislead the fair in any manner.

[Signature]
SIGNATURE

PARTNER
TITLE

