

**County of Lassen**  
**Request for Proposal Package**  
**FOR**  
**Marketing and Event Promotions**  
**For Lassen County Fair**  
**RFP# 2023-1**

Issue Date: May 4, 2023

Contact Person: Lassen County Fair Office  
Attention Kaitlyn Midgley  
195 Russell Avenue,  
Susanville, Ca. 96130  
Phone: 530-251-8900  
Email: KDowning@co.lassen.ca.us

This person is the only authorized person designated by County of Lassen to receive communication concerning this RFP. Please do not attempt to contact any other County employee concerning this RFP. Any attempt to contact other affiliates of County of Lassen for information regarding RFP #2023-1 may result in immediate rejection of your bid submission.

Verbal communications with, its officers and employees concerning the RFP shall not be binding on County of Lassen, 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. Please submit all questions in writing, either hard copy or email to the address indicated above.

## **PART I**

### **DEFINITIONS**

Bidder/Proposer:	The individual, company, organization or business entity submitting the proposal in response to the Request for Proposal. Terms can be used interchangeably.
Contractor:	Refers to that Bidder selected by the Lassen County and awarded the contract to provide the services set forth in this RFP.
Evaluation & Selection Committee:	 The Lassen County Fair Advisory Board, which may make recommendations to the Lassen County Board of Supervisors
Protest:	A formal challenge by a bidder/proposer to the intended award of a contract solicited by an RFP.
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."
County:	Lassen County or County of Lassen

## PART II

### GENERAL INFORMATION

A. REQUEST FOR PROPOSALS (RFP)

Lassen County is releasing this RFP and intends to award a contract for a period of three years (2023 through 2025) with a two year option extension (2026-2027). Contract will be subject to termination if not performed to satisfaction of the County for each of the individual years, for the purpose "Marketing & Event Promotions".

B. BIDDER RESPONSIBILITY

Bidders are urged to read the documents very carefully as the County of Lassen 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 deadline and at the place stated below. Failure to meet these requirements will result in an unaccepted proposal. A proposal package will not be opened if received late, faxed, or emailed.

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

One sealed package containing three (3) copies of the proposal including copy of the Bidder/Contractor Status Form and technical and financial forms, labeled, and addressed as follows:

RFP# 2023-1  
Marketing & Event Promotion  
Lassen County Fair  
Attention Kaitlyn Midgley  
195 Russell Avenue  
Susanville, Ca. 96130

All proposals must have original signatures, be submitted to the above address, no later than May 12th by 4:00pm Pacific Time. 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. 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. Lassen County 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.

E. 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".

F. TENTATIVE SCHEDULE

May 4 <sup>th</sup> , 2023	RFP Released
May 10 <sup>th</sup> , 2023	Site visit – 2 PM Meet at Fair Office 195 Russell Susanville Ca. 96130 (not mandatory)
May 18 <sup>th</sup> , 2023	Proposals Due 4:00 pm (public opening)
May 18 <sup>th</sup> , 2023	Proposals to be Evaluated 5:00 pm
May 23 <sup>rd</sup> , 2023	Date of Award – Board of Supervisors
May 23 <sup>rd</sup> , 2023	Notice of Award
June 1 <sup>st</sup> , 2023	Proposed Contract commences

G. HISTORY AND GENERAL BACKGROUND INFORMATION

GENERAL INFORMATION

In 1878 the first Lassen County fair (Plumas, Lassen, and Modoc District fair) was held in Susanville California. In 1923, a group of ranchers and businessmen decided to develop a fair in Lassen County for Lassen County. The Lassen County Fair is the single largest event in the County of Lassen and prides itself on preserving the heritage while providing exhibits & entertainment for a diverse group of fair patrons. The Lassen County Fair has since grown and hosts multiple events year-round. With this growth the fairgrounds is seeking a marketing/event planning team to help elevate and growth these events.

LASSEN COUNTY FAIR DATES

Beginning the third Wednesday of July.  
July 17 -21, 2024

Key staff members include Kaitlyn Midgley, Fair Manager; Danae Polan, Account Technician; Alejandro Benavides, Building and Maintenance Worker; Calliope Rose, Concessions Manager.

## 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, they shall immediately notify the contact person, listed on the cover page, of such error in writing 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, needs to be given by written notice to all parties to whom the County of Lassen has sent notice of the RFP and persons or entity who have requested to be given notice of any modification or notices.

##### 2. Addendum

If necessary, the contact person listed on the cover page 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 contract person listed on the cover sheet whether any additional addendums 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 the RFP.
- The bidder has submitted multiple bids in response to this RFP without formally withdrawing other bids; all bids shall be rejected from this bidder.
- It is unsigned.

A proposal may be rejected if:

- 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 Lassen County, such information was intended to erroneously and fallaciously mislead Lassen County in its evaluation of the proposal and the attribute, condition or capability of requirement of this RFP.)
- All proposals will be rejected in any case where Lassen County determines, in its sole discretion, that:
  - The bids are not competitive.
  - Where the financial offering is not reasonable
  - If it is deemed to be in the best interest of Lassen County
  - Any reason exists to reject the proposals.

##### 5. Right to Reject Any or All Proposals

The County of Lassen reserves the right to reject any or all proposals, or to cancel the RFP at any time during the process.

**B. Other Information**

1. Disposition of Proposals

All material submitted in response to this RFP will become property of Lassen County and not returned to the bidder

2. Modification or Withdrawal of Proposals

Any proposal, which is received by the County of Lassen before the time and date set for receipt of proposals, may be withdrawn or modified by written request of the bidder. However, in order 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 similar to "This proposal and the cost estimate are valid for 60 days" is non-responsive to the RFP.

**PART IV  
SCOPE OF WORK**

- A. Contract Term: The term of this contract for marketing and event planning services is for a period of three years (2023, 2024, 2025) subject to Lassen County and management approval for operation with the option to extend two years (2026, 2027).

**STATEMENT OF WORK TO BE PERFORMED  
AND CONTRACT TERMS AND CONDITIONS**

This part describes the work to be performed by the Bidder who is awarded this contract and contains terms and conditions, which shall be deemed, incorporated and will become a part of any contract awarded pursuant to this attachment. The contract awarded pursuant to this attachment will also contain the Standard Contract Terms and Conditions, which will be incorporated and made a part of the contract. All terms and conditions are fixed and non-negotiable.

1. **Media Services:** The selected agency will execute the following but not limited to:
  - Create and implement a comprehensive media plan that adheres to Lassen County Fairgrounds communication plan for growth and development of new events.
  - Relationship building and in-person meetings with media and strategic planning.
  - Develop a marketing and branding strategy that encompasses each event's experience with the surrounding community and economic development in mind.
  - Assist in identifying and reaching a target audience with behaviors, interests, and passions.
  - Assist in event layout, revenue generating areas, vendor and sponsor building.
  - Assist in management and growth of social media platforms including Facebook, Instagram, Twitter, TikTok, YouTube and email databases.
  - Management of graphic and content development.
  - Assist in website development.
  - Development, design, and distribution of all print materials. This includes but is not limited to event posters, flyers, brochures, banners and more.
  - Act as an event consulting firm. This will include research and development of new and existing ideas for event-goers overall experience.

## PART V

### EVALUATION, SELECTION AND SCORING PROCESS

Each proposal shall be evaluated to determine responsiveness to the Lassen County Fairgrounds' needs as described in this RFP. This part describes the process Lassen County will follow when evaluating and scoring proposals and awarding the contract, if any is awarded, and contains the exact scoring criteria to be used.

During the evaluation and selection process, the Committee may wish to interview a bidder for clarification purposes only. The bidder will not be allowed to ask questions concerning other bidders, but only to respond to clarification questions from the Committee. The bidder cannot change proposals after the time and date designated for receipt.

#### A. EVALUATION AND SELECTION

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.***

Proposals that meet the submittal format requirements, as stated in the previous paragraph, will be submitted to the Committee for:

- review of the technical proposal
- confirmation 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.***

2. Lassen County reserves the right to verify any references and employment experiences referenced or disclosed in this proposal or to ascertain the accuracy of information presented. Misinformation or inaccuracies are grounds for disqualification, or receipt of a lower score.
4. The Committee will evaluate each proposal that meets the format requirements of paragraph two above and assign points for the proposal.

***This is not a public review.***

5. In order to obtain the average score for each bidder, the total points of each reviewer will be added up for that bidder and the result divided by the number of people on the Committee.
6. The "Financial Proposal Bid Form" will then be evaluated, the offer computed, small business preference applied, if applicable, and scored according to the formula on the form. The points received for each bidder's financial offer will be added to the bidder's score.
7. The contract award will be made to the bidder with the highest total score.
8. In the event of a tie in determining the successful bidder, the tie will be broken by a toss of a coin by a member of the Committee and in the presence of authorized representatives of the tied bidders.

## B. SCORING PROCESS

The following shows the areas to be scored, and the information that must be provided by bidders for scoring.



## SCORING CRITERIA AND ITEMS TO BE SCORED SCORE

1. **History and Experience of the Agency** (20)
  - Overall experience of the agency includes history of event planning, length of work in the field, history of the agency and professional experience as it relates to the requirements within this RFP.
2. **Scope of Work** (20)
  - An assessment of the quality of proposed strategies, creativity, detail of plan and related items.
3. **Familiarity with Brand** (10)
  - An assessment of the understanding of our organization and how you incorporated this knowledge into your proposal and related items.
4. **Qualifications of Personnel** (10)
  - An assessment of the qualifications and experience of your managerial team, staff and subcontractors and related items.
6. **Capabilities** (20)
  - Evaluation will include an assessment of your past performance related to developing effective strategic counsel, communication plans, messaging, etc.
7. **Cost Effectiveness** (20)
  - An assessment of whether the proposed budget is reasonable and appropriate and if the proposed services are cost effective in relation to the fees charged and value of overall project.

## PART VI

### 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:

- a. All bids submitted must follow the proposal format instructions.
- b. All information must be presented in the order and the manner requested.
- c. All questions must be answered; and
- d. 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 sealed and clearly labeled in the manner described in Part II.

##### 1. **“Technical Proposal”**

Information in the technical proposal is to be provided in the order requested beginning with the cover letter page. Each page is to be numbered at the bottom, starting with the number 1; all pages must be 8 ½ X 11 inch paper; and all narrative portions of the proposal must be typed.

The first page of the technical proposal must be a **signed** cover letter on the letterhead of the bidder and contain the following statement verbatim:

“Submission of this proposal signifies that all terms, conditions, requirements, 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.”

The person’s name must be printed clearly below the signature line, and then signed on the signature line and dated. If bidder fails to submit this document, and it is not signed and dated, the proposal will be rejected as being non-responsive.

Table of Contents:

- ➔ One (1) completed, dated and signed “Bidder/Contractor Status” Form;
- ➔ Bidder must provide all information/documentation requested in Part V.

##### 2. **“Financial Proposal Bid” Form**

The “Financial Proposal Bid” Form must be completed and signed.

## **PART VII**

### **FORMS SECTION**

- A. FORMS TO BE COMPLETED AND SUBMITTED BY THE BIDDER
  - 1. "Bidder/Contractor Status" Form (2 pages)
  - 2. "Financial Proposal Bid" Form
- B. DOCUMENTS TO BE COMPLETED BY THE FAIR
  - 1. "Notice of Proposed Award" (after proposed award is determined)
- C. DOCUMENTS THAT ARE PART OF THE CONTRACT TO BE AWARDED
  - W-9 Request for Taxpayer ID
  - Drug Free Workplace Certification
  - Map of Lassen County Fair Facility

**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:                      \_\_\_\_\_ per month fee  
                                 \_\_\_\_\_ total yearly fee

Year

2024:                      \_\_\_\_\_ per month fee  
                                 \_\_\_\_\_ total yearly fee

Year

2025:                      \_\_\_\_\_ per month fee  
                                 \_\_\_\_\_ total yearly fee

Are you claiming preference as a small business?                      \_\_\_\_\_ Yes                      \_\_\_\_\_ No

**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

\_\_\_\_\_ ADDRESS                      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                      TITLE

**BIDDER/CONTRACTOR STATUS FORM**

**RFP# 2023-1**

Contractor's Name (full business name)

Contact Person

Address

City, State, Zip

Phone Number

Indicate your organization type (please check one):

\_\_\_\_\_ Sole Proprietorship

\_\_\_\_\_ Partnership

\_\_\_\_\_ Corporation

Indicate the applicable employee and/or corporation number:

Federal Tax ID #: \_\_\_\_\_

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.**

\_\_\_\_\_  
Print Name & Title

\_\_\_\_\_  
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.

## SCORING CRITERIA AND ITEMS TO BE SCORED SCORE

1. **History and Experience of the Agency** 20 (20)
  - Overall experience of the agency includes history of event planning, length of work in the field, history of the agency and professional experience as it relates to the requirements within this RFP.
2. **Scope of Work** 18 (20)
  - An assessment of the quality of proposed strategies, creativity, detail of plan and related items.
3. **Familiarity with Brand** 8 (10)
  - An assessment of the understanding of our organization and how you incorporated this knowledge into your proposal and related items.
4. **Qualifications of Personnel** 10 (10)
  - An assessment of the qualifications and experience of your managerial team, staff and subcontractors and related items.
6. **Capabilities** 20 (20)
  - Evaluation will include an assessment of your past performance related to developing effective strategic counsel, communication plans, messaging, etc.
7. **Cost Effectiveness** 18 (20)
  - An assessment of whether the proposed budget is reasonable and appropriate and if the proposed services are cost effective in relation to the fees charged and value of overall project.

Total : 94 / 100

*[Handwritten signature]*





5-18-23.

## SCORING CRITERIA AND ITEMS TO BE SCORED SCORE

1. **History and Experience of the Agency** 18 (20)
  - Overall experience of the agency includes history of event planning, length of work in the field, history of the agency and professional experience as it relates to the requirements within this RFP.
2. **Scope of Work** 18 (20)
  - An assessment of the quality of proposed strategies, creativity, detail of plan and related items.
3. **Familiarity with Brand** 10 (10)
  - An assessment of the understanding of our organization and how you incorporated this knowledge into your proposal and related items.
4. **Qualifications of Personnel** 10 (10)
  - An assessment of the qualifications and experience of your managerial team, staff and subcontractors and related items.
6. **Capabilities** 18 (20)
  - Evaluation will include an assessment of your past performance related to developing effective strategic counsel, communication plans, messaging, etc.
7. **Cost Effectiveness** 18 (20)
  - An assessment of whether the proposed budget is reasonable and appropriate and if the proposed services are cost effective in relation to the fees charged and value of overall project.

92 / 100

