

# Lassen County Fair

"RemarkaBULL"



195 Russell Avenue  
Susanville, CA 96130  
Telephone (530) 251-8900  
Fax (530) 251-2715  
Email [lcfair@co.lassen.ca.us](mailto:lcfair@co.lassen.ca.us)  
[www.lassencountyfair.org](http://www.lassencountyfair.org)

Jim Wolcott, Fair Manager

---

**To:** Lassen County Board of Supervisors

**From:** Jim Wolcott, Fair Manager

**Date:** 3/16/19

**Discussion:** Racing RFP #01-2019

Racing RFP #01-2019 was released on February 5, 2019. We had a total of six RFP's mailed out.

I scheduled a site visit that was optional on February 15, 2019, and only one showed up.

Proposal deadline was Thursday, February 21, 2019, at 4:00 p.m. We received one bid from Jeff Olschowka

Lassen County Fair Advisory Board Executive Committee consisting of President Cheryl Lauritsen, Vice President Brett Smith, Fair Manager Jim Wolcott and previous President Tom Neely was not able to attend. The applicant, Jeff Olschowka scored an average of 93.6 on the RFP. The applicant also stated he would not provide his financials unless the he is awarded the RFP.

## **Fiscal Impact:**

2018/2019 Fiscal Year Budget: Diamond Mountain Speedway Expenditures will be under budget by \$29,586.00. This is due to having an original budget of \$55,500.00 and only expending \$25,914.00 prior to the end of the racing season.

2018/2019 Budget: Diamond Mountain Speedway Revenues will be under budget by \$30,000.00.

This will create a net loss of \$414.00 in the Diamond Mountain Speedway account.

## **Recommendations:**

That the Board of Supervisors award RFP #01-2019 for the Operation of Speedway & Speedway Concessions Stands to Jeff Olschowka.

Executive Committee Meeting 2/25/2019

Called to order: 9:00am

Present: President Cheryl Lauritsen, Vice President Brett Smith, Fair Manager Jim Wolcott

Absent: Previous President Tom Neely

1. RFP #01-2019:

- ◆ Only one RFP was submitted for review by the Lassen County Fair Advisory Board's Executive Committee.
- ◆ Jim Wolcott advised the committee members that they could not divulge any information obtained during this meeting to anyone.
- ◆ Handed out RFP submitted by Jeff Olschowka to each member present.
- ◆ RFP was scored on its own merit against requirements of the RFP.
- ◆ RFP was scored by each member without discussion amongst committee.

Meeting Adjourned at 11:30pm

**TO:** Lassen County  
**From:** Jeff Olschowka  
**Subject:** 2019/2020/2021 Operation of Speedway

My name is Jeff Olschowka, I have 7 years of intimate knowledge of local government through my employment as welder/fabricator for Plumas County Public Works. During the course of my life, multiple generations of family members have been involved with racing, where I have grown up around the race track. I started my racing career in 1989, mini stock racing at Cycleland Speedway in Chico Ca. From there, I moved to stock cars racing in 2002, all over California and Nevada, after that, pro stocks, California and Nevada, finishing off in modifieds from 2009-present, from California, Nevada, Arizona and Oregon. My racing career has not only been recreational but professional as well, for multiple racing teams to race across multiple states, in multiple classes ranging from Late Models, to modifieds to pro stocks. In 2005 I started fabricating multiple classes of cars as well; starting from, stock cars to modifieds to late models. My fabricating career is an ever growing endeavor that I have enjoyed throughout the years along with my racing. At numerous tracks, promoters, and track personnel have propositioned my skills in tech, prep, line ups and track conditions. Beside the aforementioned, I have conditioned the tracks, and promoted events, which has prepared me with the ability to operate Diamond Mountain Speedway. With ever-changing rules and regulations, I have gone to various states to stay up with current track rules and class changes, which supports my knowledge of safety and legality when fabricating and updating all classes.

In conclusion; I want to take my experiences and ideas gathered throughout my lifetime of racing to make this track better, safer and more enjoyable for the racers, community and fans.

Very Respectfully,



Jeff Olschowka

530-394-7441

**TO:** Lassen County  
**From:** Jeff Olschowka  
**Subject:** 2019/2020/2021 Operation of Speedway

For the term of this contract, I plan to solicit from the previous list of service providers due to the success of the current administration. I plan to use the following.

- Alcohol and food sales
- Restroom custodian
- Stand and pit cleaning
- Ticket sales and promotional services
- Raffles, programs, raffle prizes, 50/50
- Sanitation services for pit area
- Tow Truck
- Blue Star moms- programs
- Local news media/Radio
- Social Media/Website
- Possible public suggestion
- Insurance

To ensure the best possible track conditions, I plan to begin track preparation on Thursday evening of each scheduled event; exceptions apply to July 4<sup>th</sup> and Fair race.

Very Respectfully,



Jeff Olschowka

530-394-7441

My name is Glen Yonan. I am the Director of Athletic Operations at Lassen Community College. I am writing you in hopes of being able to handle the beverage and food sales for the upcoming car race season at the fairgrounds. We would like to use it as a fundraiser for our athletic department.

I have an extensive background in catering as well as 10 years of experience in the bar and restaurant business. My experience includes all service type positions, cook, bar back, bouncer as well as General Manager of Madison Bear Garden in Chico. The Bear, was Anheuser Busch's number one account in California except for ballparks and race tracks. I was also co-owner of a fine dining restaurant in Freeport, California. I have catered many events in the area including all different type meals. I have run concessions at the fair and all Lassen College events. I also ran the beer garden for the car races last summer. I have cooked large dinners for our law enforcement and breakfast for veterans for the last several years.

I can give you the experience, consistency and professionalism that you need to complete a pleasurable experience for those attending.

Let me know if you need more information. All my info is listed below.

Glen Yonan

Director of Athletic Operations

Lassen Community College

530 310 1453 cell

530 251 8815 office

To whom it may concern:

My name is Matt Ramthun and I was the facility manager and director of competition at Fernley 95A speedway from 2012 to 2016. I've been involved in local short track racing for most of my life. I officiated and competed at Silver State Raceway in Carson City NV. I helped build and competed at Thunderbowl Speedway in Moundhouse NV. In those years I raced with the Olschowka family and several others that I built friendships with that will last a lifetime.

I'm writing this letter in support of Jeff Olschowka. I have known Jeff for over 20 years. In my years I've only known a handful of people who have the passion for racing and the ability to be competitive like Jeff does, and most of the time, dominant when he rolls onto the track. With racing success usually comes individuals who are not always concerned with anyone else's racing programs or helping those other competitors better themselves. This is not the case with Jeff. He has always been the man that will help others get their cars to handle better, help them with parts if they need and always willing to give advice in making them better as drivers.

Jeff is one of the most respected racers I've ever had the pleasure to be around. Anyone who races him, knows he will race them clean and will drive his race and not affect theirs. Track officials and staff/volunteers know he will always treat them with respect, and will help out in anyway if asked. Jeff has always been willing to help track staff with lineups, rules or anything he can when it pertains to his class, or his experience in any other class he's competed in.

Jeff called me to ask what my thoughts were on him promoting Diamond Mountain Speedway and taking the next step on the racing ladder. I cannot tell you enough that he is without a doubt the exact type of person it takes to do this job. It's in his blood, it's in his heart and he understands what it means to be respected, and give respect to others.

In my opinion he is without a doubt, the right choice for this opportunity.

Thank you, Matt Ramthun.

A handwritten signature in black ink, appearing to read "Matt Ramthun". The signature is written in a cursive, flowing style.

**Blackwell, Joe**

---

**Subject:**

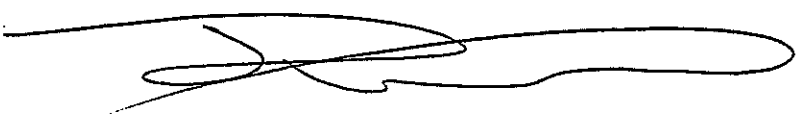
FW: Letter for Jeff

To Whom It May Concern:

I have known Jeff Olschowka for the past 10 years, and during this time he has always been involved in racing. Whether it be driving his own car, driving cars for others, promoting, building cars; he has done it all. I first met Jeff when he was helping promote a stock car class at All-American Speedway in Roseville, CA. I raced in this class, and I felt that he was very fair to all of the competition. Everyone seemed to like him and enjoyed racing in events he promoted. He is always willing to provide advice when asked. He is very good at diffusing contentious situations with fairness and good humor. Jeff and I became friends as a result of racing, and we currently still race together. I feel that he is more than qualified to promote and run a racetrack. Jeff has raced all over California, Nevada, Arizona and Oregon. This experience has given him expansive knowledge of what works at a track and what doesn't. In addition, his enthusiasm and passion for racing are contagious, and I feel that anyone who comes to race at a track promoted by him will have a great time and keep coming back. I know I will add Susanville races to my schedule should he become the promoter.

Thank you,

Jared Morris

A handwritten signature in black ink, appearing to be 'Jared Morris', with a long horizontal flourish extending to the left.

02/10/2019

To whom it may concern.

Jeff Olschowka played a big role in organizing the A-mod tour that ran for two seasons at the American Valley Speedway in Quincy, Silver Dollar Speedway in Chico, and the Diamond Mountain Speedway in Susanville.

He took part in constructing schedules with promoters to be able to put the maximum number of cars at one track at one time.

Jeff has the personable attitude that one needs, to be able to work with drivers, other promoters, and sponsors. His knowledge comes from years of racing in multiple classes of cars, in multiple states from the west coast to the mid-west.

For the last few seasons, Jeff has been here at American Valley Speedway doing track work to improve safety, track preparation for racing, and maintenance of equipment to improve track-prep conditions.

In an overview, I truly believe that Jeff Olschowka has the knowledge, skill, and self-drive to meet all the expectations of the city and county to be able to promote at the Diamond Mountain Speedway. Thank you for your time.

Respectfully,

-Steve Gordon.

A handwritten signature in cursive script that reads "Steve Gordon". The signature is written in dark ink and is positioned below the typed name.



17 February 2019

TO: County of Lassen and  
Lassen County Fair Board

FROM: Kari Gonzalez, Secretary  
Nevada Pro Stock Association

SUBJECT: Jeff Olschowka and the Operation of Diamond Mountain Speedway

I have been the Secretary of Nevada Pro Stock Association since February 2016 with my husband, Jesse Gonzalez serving as the Vice President in 2016 and then the President in 2017.

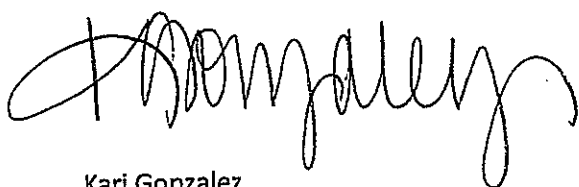
I met Jeff Olschowka eight years ago at a race track. Jeff and my husband have raced both pro stock and modified classes together for many years. In the time since I met him, I have witnessed Jeff be hard working and a model of good sportsmanship. Jeff has offered ideas and input to the NPSA on rules, by-law recommendations, tech and line-up procedures, sponsorship and payouts. He has a humble demeanor and strives to impart his knowledge upon up and coming drivers. Jeff is also trustworthy and accountable; both respectful and worthy of respect; aware of actions and consequences which is what makes him a great competitor. Jeff is capable of being all of these things while also being a driver.

In 2017 my husband chose and asked Jeff to be the driver our pro stock. The core values that I described above are what made him the perfect and sensible choice as our driver. Jeff can put any race car anywhere he wants in a pack of fast cars without causing any cautions or wrecks. A person has to learn what it's like behind the wheel, in lap traffic, with fast cars all around and still be able to work through the field safely and effectively to win – and be responsible for his/her emotions if they don't win. Jeff has never been the racer who exhibits bad acts in front of the crowd or taken to social media with his complaints of fellow competitors or track officials. These areas are where Jeff has always shown the champion in him. Sponsors and car owners can back him while having peace of mind.

Jeff is resourceful and knowledgeable, all of which come from years of competing at various tracks in multiple states all the while paying attention to what it takes to make the show run. I often see Jeff at the track networking with other drivers or promoters and watching the pace of the show.

Jeff is the clear and best choice to breathe life back into Diamond Mountain Speedway. Has the support of us and countless others.

Very Respectfully,

A handwritten signature in black ink, appearing to read 'Kari Gonzalez', with a stylized, flowing script.

Kari Gonzalez

(775) 315-3128

**TO:** Lassen County  
**From:** Jeff Olschowka  
**Subject:** 2019/2020/2021 Operation of Speedway- Financial responsibility

If I am the successful bidder, all financial responsibility documents will be provided as requested.

I am not planning to rent or lease any equipment, and will be using the equipment provided by contract.

Very Respectfully,

A handwritten signature in black ink, appearing to read "Jeff Olschowka", with a long horizontal flourish extending to the right.

Jeff Olschowka

530-394-7441

# BIDDER/CONTRACTOR STATUS FORM

**RFP #01-2019**

Contractor's Name (full business name)

### Contact Person

Jeff Olschowka

Address

PO Box 1053

City, State, Zip

Quincy CA 95971

Phone Number

530-394-7441 530-283-2970(message)

Indicate your organization type (please check one):

X 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.**

Jeff Olschowka, Bidder

Print Name &amp; Title

  
Signature & Date

2/18/19

Signature & Date

## FINANCIAL PROPOSAL BID FORM

RFP #01-2019

Rental Fees will be a flat amount per race. There will be no percentage of gate admission except for the July 4th and Fair Race, concessions. Renter will reimburse for all utility fees incurred.

2019

\$ 725 per race Rent offer per Race (Minimum of \$725 per race, \$9,425 per season)  
\$ 150 per keg Beer Kegs (Minimum \$150 per keg) Concessions/Wine 16% of gross sales  
\$ As needed Tenant and/or Capital Improvement offered in making improvements to the Speedway Facility

2020

\$ 750 per race Rent offer per Race (Minimum of \$750 per race, \$9,750 per season)  
\$ 150 per keg Beer Kegs (Minimum \$150 per keg) Concessions/Wine 16% of gross sales  
\$ As needed Tenant and/or Capital Improvement offered in making improvements to the Speedway Facility

2021

\$ 775 per race Rent offer per Race (Minimum of \$775 per race, \$10,075 per season)  
\$ 160 per keg Beer Kegs (Minimum \$160 per keg) Concessions/Wine 16 % of gross sales  
\$ As needed Tenant and/or Capital Improvement offered in making improvements to the Speedway Facility

Contractor's Name:

Jeff Olschowka  
(Full Business Name)

Signature Authorizing Bid:

[Signature]

Print Name & Title:

Jeff Olschowka

Date:

Bidder

## Blackwell, Joe

---

**From:** Jeff Olschowka <jeffolschowka@icloud.com>  
**Sent:** Monday, February 18, 2019 12:04 PM  
**To:** Blackwell, Joe  
**Subject:** Fwd: K&K Insurance  
**Attachments:** Motorsports Facility App.pdf; ATT00001.htm; Liquor App.pdf; ATT00002.htm; Fraud Warning.pdf; ATT00003.htm

Sent from my iPhone

Begin forwarded message:

**From:** Grayson Suman <grayson.suman@kandkinsurance.com>  
**Date:** February 14, 2019 at 10:36:24 AM PST  
**To:** "jeffolschowka@icloud.com" <jeffolschowka@icloud.com>  
**Subject:** K&K Insurance

Good Afternoon Jeff,

Thanks for reaching out to us about your possible insurance needs! We would love to work with you if you get the contract. I have attached the needed applications and provided a little more information about K&K insurance below. AS we discussed on the phone, I believe we will be able to insure the track for you. We are currently on the track, and as long as you are going to keep the current rules and regulations we should be able to write it again. This will of course be subject to our underwriting process. We will be able to provide you with a similar policy to what we have in place currently, and will make sure to cover you for 5 million in general liability.

### K&K Benefits

- Over 66 years' Experience in the Motorsports Market
- In house claims team that is dedicated to Motorsports Claims
- In Person Track Risk Management Assessment (**Every 3-4 Years**)
- Facility Signs and Waivers to help Protect the Track
- Track friendly premium installment plans available (**Ask for Details**)
- Most of all you get our Stock and Drags Team! We have a wealth of Motorsports knowledge and strive to provide the best customer service in the industry!

### Information needed

- K&K Facility Application
- Fraud Warning
- Schedule of Events
- Brief Narrative of your/your teams Motorsports Experience
- Liquor Application (**Only needed if Liquor coverage is needed**)

\*This is for Liability Coverage. Let me know if you need Property or Auto Coverage

Thank you, and let me know if you have any questions.

Have a wonderful day!

**Grayson Suman**

**Field Underwriter**

**K&K Insurance Group, Inc.**

**Motorsports Division**

1712 Magnavox Way | Fort Wayne, IN 46804

P.O. Box 2338 Fort Wayne, IN 46801-2338

Phone: (260) 459-5968 Fax: (260) 459-5118

Email: [grayson.suman@kandkinsurance.com](mailto:grayson.suman@kandkinsurance.com)

[kandkinsurance.com](http://kandkinsurance.com) | [Linkedin](#) | [Twitter](#) | [Facebook](#)

K&K Insurance Group, Inc. is a licensed insurance producer in all states (TX license #13924); operating in CA, NY and MI as K&K Insurance Agency (CA license #0334819)

5. The Committee may request interviews of the bidder for clarification of proposals. Following any interviews, the proposals may be re-scored.  
*This is not a public review.*
6. In order 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. The successful Bidder is the Bidder with the highest number of awarded points and is subject to the approval of Lassen County.
7. In the event of a tie, the tie will be broken by a coin flip in the presence of the tied bidders.

**B. Scoring Process**

Evaluation, scoring and interviews will not be public.

1. **Past experience and previous performance (30 points)**  
Proposer/Bidder must demonstrate the ability to operate and manage the race track facility, as well as operate and manage the food and beverage concession. Please include details on previous experience and evidence where applicable and proposed track management and administration plan
- 15 2. **Three letters of recommendation (15 points)**  
Provide a minimum of three (3) letters of reference from industry representatives regarding services of a similar nature in operating automobile racetrack with food and beverage concessions. Letter to be within the last two (2) years and must be signed. No emails.
- 4 3. **Proposed promotional and advertising program (10 points)**  
Describe your proposed media mix and promotional program. Enclose evidence of ability to secure advertising partners and sponsors. Discuss proposed advertising expenditures. Include the minimum amount you will spend annually on advertising.
- 10 4. **Financial Responsibility (15 points)**  
Demonstrate your ability to provide the necessary capital and equipment for successful operations and ability to meet all financial responsibility.  
List the equipment you will provide. Offer evidence of and describe your ability to secure and maintain all of the necessary equipment. Present evidence of proposed equipment.  
If planning to lease equipment, provide a letter from the lessor documenting the Proposer/Bidder's ability to secure a lease that guarantees Contractor access to equipment, on an as needed basis with no restrictions for term of the contract.
- 30 5. **Financial Proposal (30 points)**  
Based on Financial Bid Form

**Maximum Points Possible: 100 Points**

## 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

- All bids submitted must follow the proposal format instructions;

5. The Committee may request interviews of the bidder for clarification of proposals. Following any interviews, the proposals may be re-scored.  
*This is not a public review.*
6. In order 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. The successful Bidder is the Bidder with the highest number of awarded points and is subject to the approval of Lassen County.
7. In the event of a tie, the tie will be broken by a coin flip in the presence of the tied bidders.

B. Scoring Process

Evaluation, scoring and interviews will not be public.

1. **Past experience and previous performance (30 points)**

Proposer/Bidder must demonstrate the ability to operate and manage the race track facility, as well as operate and manage the food and beverage concession. Please include details on previous experience and evidence where applicable and proposed track management and administration plan

2. **Three letters of recommendation (15 points)**

Provide a minimum of three (3) letters of reference from industry representatives regarding services of a similar nature in operating automobile racetrack with food and beverage concessions. Letter to be within the last two (2) years and must be signed. No emails.

3. **Proposed promotional and advertising program (10 points)**

Describe your proposed media mix and promotional program. Enclose evidence of ability to secure advertising partners and sponsors. Discuss proposed advertising expenditures. Include the minimum amount you will spend annually on advertising.

4. **Financial Responsibility (15 points)**

Demonstrate your ability to provide the necessary capital and equipment for successful operations and ability to meet all financial responsibility.

List the equipment you will provide. Offer evidence of and describe your ability to secure and maintain all of the necessary equipment. Present evidence of proposed equipment. If planning to lease equipment, provide a letter from the lessor documenting the Proposer/Bidder's ability to secure a lease that guarantees Contractor access to equipment, on an as needed basis with no restrictions for term of the contract.

5. **Financial Proposal (30 points)**

Based on Financial Bid Form

**Maximum Points Possible: 100 Points**

**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

- All bids submitted must follow the proposal format instructions;