

Fairgrounds Master Planning Process

Draft RFP Presentation

Fiesta Hall

Santa Clara County Fairgrounds

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6:30 PM

Website: www.FairgroundsVision.net

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Changes to the Previous Draft RFP

- 1) Wording changes to further clarify the County's intent.
- 2) County Counsel input of standard Santa Clara County contract language.
- 3) Added a financial template to put responses in a common framework for comparison.

Note: The RFP will continue to be a draft until such time as the Board of Supervisors approves and authorizes its release. Changes will be posted to the County's website and interested parties are encouraged to check there regularly for the latest version.

Current Proposed RFP Timetable

October 18, 2016	Board of Supervisors accepted the report on responses to the RFQ and saw the initial draft RFP
November 15, 2016	Presentation and public discussion of draft RFP
December 13, 2016	Presentation of revised RFP to the Board of Supervisors for approval to release
Date and time TBD (Week of January 9, 2017)	Workshop to answer questions regarding their financial plan and the cash flow pro-forma template
March 30, 2017	Due date for Responses to the RFP
Spring, 2017	Report to the Board of Supervisors on the Responses to the RFP and request direction to staff

County's Desired Goal

Enter into an agreement with one or more entities whose team members share a common vision for the Fairgrounds; whose business concepts are synergistic; and that have the experience, management skills and financial strength to implement an integrated, cohesive plan to further the vision expressed by the Board of Supervisors.

It is expected that responses will include a management entity that will manage the community events center, coordinate activities and uses across the overall Fairgrounds property, and oversee the annual County Fair.

Starting Points for Evaluation

- 1) Does the Proposer have a cohesive plan for all or most of the 150 acre Fairgrounds land?
- 2) Does the Proposer have the necessary qualifications and experience to successfully plan, design, develop and manage the concept through implementation?
- 3) Does the Proposer have the financial capacity to invest in its own facilities and will it have sufficient revenue to pay the County a market rate ground lease, in addition to common area maintenance (CAM) charges?
- 4) Can the Proposer contribute financially in a meaningful way to the public uses on the site, including open space and the Community Events Center?

Team Response vs. Operator/End-User

- At the RFQ stage, the County focused on identifying interested owner-operators and entities whose business concepts are consistent with the overall vision for the Fairgrounds.
- The process provided interested parties the opportunity to become familiar with the other proposers and their concepts.
- Now at the RFP stage, the County is emphasizing the importance of forming teams with realistic plans, synergistic uses, and a shared vision for the overall site.
- The County will continue to accept proposals from individual owner-operators for use of only a portion of the Fairgrounds, but they will be at a disadvantage in the evaluation process to proposals meeting the requirements for a cohesive, synergistic plan for the entire 150 acres.

Land Use Requirements

- The response demonstrates an understanding of the opportunity and describes a realistic, feasible land use plan and strategy.
- The response proposes a quality and thoughtful concept for the entire Fairgrounds (or a substantial portion of it), and reflects familiarity with the local and regional context.
- The response addresses the public benefits sought through this process and clearly describes the vision for the Event Center, the RV Park, and the public open space, both in terms of quantity (e.g., acreage or square footage) and level and quality of improvements envisioned.

Management and Operations Requirements

- The response describes a sound organizational structure and a clear decision making process among team members.
- The response references the specific experience and expertise with similar projects of key individuals, demonstrates a clear and compelling track-record, and describes the firmness of the commitment of key individuals.
- The response describes a thoughtful public/community outreach/interaction strategy.

Financial Requirements

- Present a narrative description of the financial proposal being made to the County.
- Provide recent financial statements for each business entity, whether submitting as a team or individually.
- Complete the financial pro forma template (in Excel) that summarizes each Respondent's financial proposal, including capital investment, operating income and expenses, as well as ability to pay Common Area Maintenance charges, lease payments to the County and other public benefits that may be provided.

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