



COUNTY OF JACKSON, MICHIGAN

REQUEST FOR PROPOSALS

for

JACKSON COUNTY FAIR

CARNIVAL ATTRACTIONS

JC-037-021220

BID SUMMARY

Commodity/Service Being Requested: Carnival Attractions for the Jackson County Fair

Type of Solicitation: Request for Proposals (RFP) - It is the intention of Jackson County to competitively award to a qualified company that has demonstrated their ability for comparable work.

Type of Resulting Contract: Professional Services Contract - As a result of this RFP, a contractor will be competitively selected by Jackson County as qualified, as defined within the qualification section of this RFP, to provide carnival attractions for the Jackson County Fair.

Resulting Contract Term: Three years (carnival events in August, 2021 through August, 2023) with two one-year renewal options.

TIMETABLE	
Release of RFP:	February 21, 2020
Question & Answer Due Date:	February 27, 2020
Questions and Answers Responses Posted:	March 3, 2020
Proposals Due by (5:00 pm/ EST) *:	March 11, 2020

*Any response received later than the specified deadline will be disqualified.

Contacts with Jackson County Personnel: All contact with Jackson County regarding this RFP or any matter relating thereto must be sent in e-mail as follows:

Email address: saites@macservcorp.com

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SECTION 1.0 – NATURE OF REQUIRED SERVICES & SCOPE OF WORK

1.1 Introduction

The Jackson County Fair is one of the largest county fairs in the State of Michigan. The fair sees over 200,000 visitors over the course of one week. The fair offers large Grandstand Acts such as music acts, comedians, dirt shows such as rodeos and demolition derbies. The fair has large Agricultural Communities with many different animals showcased on the grounds by 4H, FFA and Open Class Exhibitors. The approximate dimensions of the midway area available for the attractions is 508 feet by 238 feet.

1.1.1 Fair Dates

The resulting contract will begin with the 2021 fair. The fair dates for the next three years are as follows:

August 8-14, 2021
August 7-13, 2022
August 6-12, 2023

1.2 Minimum Mandatory Requirements

All bids will be reviewed for compliance with the mandatory requirements. Bids deemed non-responsive will be eliminated from further consideration.

- a. The company is licensed and authorized to do business in Michigan
- b. The company is able to provide a minimum of 30 rides
- c. The firm adheres to the instructions in this request for proposals on preparing and submitting the proposal

1.3 Scope of Services to be Performed

1.3.1 Carnival Operations

- a) The Contractor shall provide a minimum of thirty (30) rides. A Ride Inventory should be submitted as part of the response (see Attachment A) and should identify the type of ride (i.e., kiddie rides, family rides, thrill rides, spectacular rides).

The Ride Inventory should include a minimum of the following rides:

- No less than 4, no more than 6 children rides*
- No less than 5, no more than 10 major rides*
- No less than 1, no more than 3 spectacular rides*
- No less than 3, no more than 5 ADA accessible rides*

Response shall indicate the age and up-to-date photo of each proposed ride/game with height appropriateness as well as ride capacities per hour.

* Any variation of these items must be identified in the proposal.

- b) The Contractor shall provide a variety of popular carnival foods, as well as games of skill that are fair, honest, fun, and suited to players of all ages and interests.

The Contractor should provide a maximum of the following booths:

- No less than 6, no more than 10 game booths*
- No less 3, no more than 6 food booths*
- No less than 2, no more than 4, fair novelty booths to be located on fairgrounds (optional)*

* Any variation of these items must be identified in the proposal.

1.3.2 Power

Jackson County does not provide power to the carnival midway. The Contractor shall be responsible for providing their own power using generators.

1.3.3 Clean-Up

The Contractor shall be responsible for furnishing, on the carnival site, a sufficient amount of dumpsters/trash receptacles to handle all waste generated by the carnival. Dumpsters/trash receptacles must be in place for carnival personnel use upon arrival of the Contractor at the fairgrounds. Contractor is required to maintain carnival grounds in a clean, litter-free condition during their occupancy of the grounds. The grounds occupied by carnival rides and games, carnival trailers, and carnival vehicles and equipment must be left in a clean condition upon the completion of the event.

1.3.4 Advertising

The Contractor may provide an advertising program as part of this bid. This plan shall be submitted in detail and include a budgeted amount for the advertising plan.

1.3.5 Pre-Sale Ticket Program

The Contractor is highly encouraged to provide a pre-sale ticket program. The Contractor shall detail the pre-sale ticket program in the proposal.

1.3.6 Ride/Ticket Pricing

The Contractor shall provide a detailed description of the ride and/or ticket pricing program, including such items as "pay-one-price-offers".

1.3.7 Complimentary Tickets

The Contractor shall provide a number of complimentary tickets that will be utilized for the primary purpose of sponsorship fulfillment.

1.4 Revenue Proposal

The Contractor shall provide a revenue proposal that describes in detail each of the following:

- i. A percentage of gross receipts carnival operator agrees to pay Jackson County

- ii. Amount per game booth and food booth carnival operator agrees to pay Jackson County
- iii. The guaranteed minimum dollar amount the carnival operator agrees to pay Jackson County. This amount will be paid in cash to the County at the conclusion of the event regardless of gross receipts, weather or attendance.
- iv. Dollar value in cash or trade of Advertising Program if one is submitted.

1.5 Records

A detailed accounting report must be submitted at the conclusion of the Fair. The report shall include, but not be limited to the following:

- i. Ride ticket sales - documentation and tracking of the ticket inventory/sales
- ii. Number of food concessions
- iii. Number of game booths

A Daily Ticket Sales Report must be submitted each day and will include, at a minimum, the following:

- i. Seller name/number
- ii. Ticket type and price
- iii. Starting and ending ticket number
- iv. Quantity sold
- v. Total receipts

SECTION 2.0 – BIDDER INFORMATION AND ACCEPTANCE

1. The undersigned declares that the Bid Documents, including, without limitation, any RFP Addenda and Exhibits have been read.
2. The undersigned is authorized, offers, and agrees to furnish the articles and/or services specified in accordance with the Specifications, Terms & Conditions of the Bid Documents of RFP JC-037-021220 – Carnival Attractions for the Jackson County Fair.
3. The undersigned has reviewed the Bid Documents and fully understands the requirements in this Bid including, but not limited to, the requirements under the County Provisions, and that each Bidder who is awarded a contract shall be, in fact, a prime Contractor, not a subcontractor, to County, and agrees that its Bid, if accepted by County, will be the basis for the Bidder to enter into a contract with County in accordance with the intent of the Bid Documents.
4. The undersigned acknowledges receipt and acceptance of all addenda.
5. If selected for award, the following certifications will be required before work commences:
 - Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion
 - Certification Regarding Nondiscrimination Under Federally and State Assisted Programs
 - Assurance Regarding Access to Records and Financial Statements
 - Iran Economic Sanctions Act
6. The undersigned acknowledges that Bidder will be in good standing in the State of Michigan, with all the necessary licenses, permits, certifications, approvals, and authorizations necessary to perform all obligations in connection with this RFP and associated Bid Documents.
7. It is the responsibility of each bidder to be familiar with all of the specifications, terms and conditions and, if applicable, the site condition. By the submission of a Bid, the Bidder certifies that if awarded a contract they will make no claim against the County based upon ignorance of conditions or misunderstanding of the specifications.
8. Patent indemnity: Vendors who do business with the County shall hold the County of Jackson, its officers, agents and employees, harmless from liability of a nature or kind, including cost and expenses, for infringement or use of any patent, copyright or other proprietary right, secret process, patented or unpatented invention, article or appliance furnished or used in connection with the contract or purchase order.
9. Insurance certificates are not required at the time of submission. However, if awarded, the Contractor agrees to meet the minimum insurance requirements posted in the terms and conditions. This documentation must be provided to the County, prior to award, and shall include an insurance certificate and additional insured certificate, naming the County of Jackson, which meets the minimum insurance requirements, as stated in the terms and conditions.

2.1 Company Profile

Official Name of Bidder:		Type of Entity/Organization (check one): <input type="checkbox"/> Corporation <input type="checkbox"/> Joint Venture <input type="checkbox"/> Limited Liability Partnership <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability Corporation <input type="checkbox"/> Non-Profit / Church <input type="checkbox"/> Other: _____
Street Address:		
City:		
State:	Zip Code:	
Website:		
Primary Contact Name:		
Primary Contact Phone Number		
Primary Contact Email Address:		
Dun & Bradstreet (D&B) Number (if applicable):		
Has your company been debarred by the Federal Government? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, has it been lifted and if so, when?</i>		
Has your company been debarred by State Governments? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>If yes, has it been lifted and if so, when?</i>		
Brief history of your company, including the year it was established:		
Signature:		
Name and Title of Signer:		
Date:		

2.2 Proposer Guarantees and Warranties

- A. Proposer warrants that it is willing and able to comply with State of Michigan laws with respect to foreign (non-state of Michigan) corporations.
- B. Proposer warrants that it complies with all minimum mandatory requirements.
- C. Proposer warrants that it is willing and able to obtain an errors and omissions insurance policy providing a prudent amount of coverage for the willful or negligent acts or omissions of any officers, employees or agents thereof.
- D. Proposer warrants that it will not delegate or subcontract its responsibilities under an agreement without the express prior written permission of the County of Jackson.
- E. Proposer warrants that all information provided by it in connection with this proposal is true and accurate.
- F. Proposer certifies it can and will provide and make available, at a minimum, all services set forth in Section 1.0 – Nature of Required Services and Scope of Work.

Name of Firm:	
Name of Official (print or type):	Title:
Signature of Official:	Date:

2.3 References

Provide a minimum of three (3) customer references for services of similar scope dating within the past 5 years.

Entity Name:	
Contact Name:	Title:
City:	State:
Phone Number:	Years Serviced:
Description of Services:	

Entity Name:	
Contact Name:	Title:
City:	State:
Phone Number:	Years Serviced:
Description of Services:	

Entity Name:	
Contact Name:	Title:
City:	State:
Phone Number:	Years Serviced:
Description of Services:	

SECTION 3.0 – BIDDING, EVALUATION, SELECTION & AWARD PROCESS

This section contains key project dates and activities as well as instructions to proposers on how to prepare and submit their proposal:

TIMETABLE	
Release of RFP:	February 21, 2020
Question & Answer Due Date:	February 27, 2020
Questions and Answers Responses Posted:	March 3, 2020
Proposals Due by (5:00 pm/ EST) *:	March 11, 2020

*Any response received later than the specified deadline will be disqualified.

3.1 Jackson County Responsibility

Jackson County is not responsible for representations made by any of its officers or employees prior to the execution of the Master Agreement unless such understanding or representation is included in the Master Agreement.

3.2 Truth and Accuracy of Representations

False, misleading, incomplete, or deceptively unresponsive statements in connection with a proposal shall be sufficient cause for rejection of the proposal. The evaluation and determination in this area shall be at Jackson County Administrator designee's sole judgment and his/her judgment shall be final.

3.3 Proposers Questions

Proposers may submit written questions regarding this RFP by e-mail to the address identified below. All questions must be received by 5:00 pm EST (Eastern Standard Time) no later than February 27, 2020. All questions, without identifying the submitting company, will be compiled with the appropriate answers and issued as an addendum to the RFP.

When submitting questions please specify the RFP section and paragraph number, and quote the language that prompted the question. This will ensure that the question can be quickly found in the RFP. Jackson County reserves the right to group similar questions when providing answers. Questions should be addressed to:

Email address: saites@macservcorp.com

Jackson County may modify the RFP at any time during the bid process. All changes to the RFP will be posted under the bid number and each posting officially revises the RFP.

3.4 Proposal Requirements

The following material is required to be received by the March 11, 2020 deadline for a proposing firm to be considered:

Proposal Components	Description
Sections 2.1 & 2.2	Complete and sign the Company Profile (Section 2.1) and Proposal Guarantees and Warranties (Section 2.2)
Section 2.3	Provide a minimum of three (3) customer references for services of similar scope dating within the past 5 years.
Attachment A	Complete responses to all Attachment A components.

3.5 Bid Submission Deadline

To be considered, a master copy (so marked) of a Technical Proposal and three (3) copies must be received per Section 3.4 by 5:00 p.m. on March 11, 2020. The following identifying information must be included on the outside of the sealed envelope: Bid Number, Bid Title, Due Date.

Proposals should be submitted to:

Denise Owens
Jackson County Fair Director
128 W. Ganson Street
Jackson, Michigan 49201

Jackson County has no obligation to consider any proposal that is not timely received.

3.6 Adherence to Mandatory Requirements (Pass/Fail)

Jackson County Administrator or designee shall review proposal responses and determine if the Proposer meets the minimum requirements as outlined in this RFP.

Failure of the proposer to comply with the minimum mandatory requirements may eliminate its proposal from any further consideration. Jackson County may elect to waive any informality in a proposal if the sum and substance of the proposal is present.

3.7 Evaluation Process

All bids will be reviewed for compliance with the mandatory requirements stated within this RFP. Bids not meeting the mandatory requirements will be deemed non-responsive and eliminated from further consideration. Jackson County may elect to waive any informality in a proposal if the sum and substance of the proposal is present.

- A. Jackson County may contact the Proposer for clarification of the Proposer's Bid.
- B. Jackson County may use other sources of information to perform the evaluation.
- C. Jackson County may require the Proposer to submit additional and/or supporting materials.

Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the County of Jackson and the firm selected.

3.8 Evaluation Criteria

A point formula will be used during the review process to score proposals. Each member of the Evaluation Committee will first score each technical proposal by each of the criteria described

below. The Evaluation Committee will then convene to review and discuss these evaluations and to combine the individual scores to arrive at a composite technical score for each firm. At this point, firms with an unacceptably low technical score will be eliminated from further consideration.

The County of Jackson reserves the right to retain all proposals submitted and use any idea in a proposal regardless of whether that proposal is selected.

Only firms meeting the mandatory criteria (Section 1.2) will have their proposals evaluated and scored.

If an award is made as a result of this RFP, it shall be awarded to the respondent whose proposal is most advantageous to the County with price and other factors including, but not limited to: shared revenue proposal; quantity, variety, condition/age of rides; amenities proposed, advertising program, references/past performance; and any additional criteria deemed appropriate by the County which would lend itself to establishing the vendor's viability to perform the work as outlined in this RFP.

Selection Criteria:

The proposals will be evaluated on the completeness and quality of content as described. Failure to supply complete information as required may result in the proposal being disqualified from consideration.

1. Shared Revenue Proposal – 30 points
2. Quantity, Variety, Condition/Age of Rides and Variety of Food and Games – 30 points
3. Advertising Program – 10 points
4. Company Profile – 10 points
5. Qualifications/References/History of success of similar projects. – 20 points

Responses to this RFP will become the property of the County and will form the basis of negotiations of an agreement between the County and the successful contractor.

3.9 Optional Tools to Enhance Evaluation Process

Jackson County during the evaluation of proposals may find it necessary to utilize one or multiple tools, as listed below, to facilitate their understanding of the proposal(s) in order to select the best offering to Jackson County:

- Clarifications
- Deficiency Report
- Oral Presentation
- Site Visit
- Best and Final Offer (BAFO)
- Negotiations

3.10 Jackson County Option to Reject Proposals

Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the County of Jackson and the firm selected.

Jackson County may, in its sole and absolute discretion, reject any or all proposals submitted in response to this RFP. Jackson County shall not be liable for any costs incurred by the Proposer in connection with the preparation and submission of any proposal. Jackson County reserves the right to waive inconsequential disparities in a submitted proposal.

3.11 Price Negotiation

At the completion of the evaluation process, the County may enter into discussion with the finalist(s) to identify any needed revision to the original proposal and to determine a final contract price. In negotiating a contract with the firm determined to be most qualified based on Section 3.9 above, the process will consider reasonableness of total contract price in relation to prior actual plan cost and the current budget as proposed.

3.12 Final Selection

The County of Jackson will select a firm based upon the recommendation of the Evaluation Committee.

It is anticipated that a company will be selected by the Jackson County Fair Board. Following notification of the company selected, it is expected a contract will be executed between both parties by mid-year 2020.

3.13 Freedom of Information Act

This contract and all information submitted to Jackson County by the Contractor and Proposers is subject to the Michigan Freedom of Information Act (FOIA), 1976 PA 442, MCL 15.231, et seq.

Jackson County shall not, in any way, be liable or responsible for the disclosure of any such record or any parts thereof, if disclosure is required or permitted under the Michigan Freedom of Information Act or otherwise by law. The Proposer(s) must specifically label only those provisions of the proposal, which are actually trade secrets, confidential, or proprietary in nature. A blanket statement of confidentiality or the marking of each page of the proposal as "Trade Secret", "Confidential", or "Proprietary" shall not be permitted. Any such designation will be disregarded.

By submitting a response to this RFP, the Proposer shall be deemed to have agreed to indemnify and hold harmless Jackson County for any liability arising from or in connection with Jackson County's failure to disclose, in response to a request under the Michigan Freedom of Information Act, any portion or portions of the Proposer's response to this RFP which have been marked "Trade Secret," "Confidential," or "Proprietary."

3.14 Contacts with Jackson County Personnel

All contact with Jackson County regarding this RFP or any matter relating thereto must be in e-mailed as follows:

Email address: saites@macservcorp.com

If it is discovered that a Proposer contacted and received information regarding this solicitation from any Jackson County personnel other than the Procurement Contact, Jackson County, in its sole discretion, may disqualify its proposal from further consideration. Only those communications made by Jackson County in writing will be binding with respect to this RFP.

3.15 Final Agreement Award Determination

Jackson County reserves the right to make one total award, one award for each section, multiple awards, or a combination of awards, and to exercise its judgment concerning the selection of one or more proposals, the terms of any resultant agreement(s), and the determination of which, if any, proposal(s) best serves the interests of Jackson County.

3.16 Cancellation of Invitations for Bids, Requests for Qualifications or Requests for Proposals

An IFB, RFQ, RFP, or other solicitation may be cancelled, or any or all bids or proposals may be rejected in whole or in part as may be specified in the solicitation, when it is in the best interest of the County in accordance with regulations.

ATTACHMENT A – RESPONSE SUBMISSION

Name of Company:	
Name of Official (print or type):	Title:
Signature of Official:	Date:

Provide the following Ride, Food, and Game Inventories as part of your response:

RIDES: The Contractor shall provide a minimum of thirty (30) rides. Submit a Ride Inventory that identifies the following:

- Name of ride
- Type of ride (i.e., kiddie rides, family rides, thrill rides, spectacular rides)
- Condition/age of the ride
- Up-to-date photo of each proposed ride
- Height appropriateness
- Ride capacity per hour

FOOD CONCESSIONS: It must be understood that Jackson County reserves the right to sell or work with a third party to sell concessions around the carnival area of the event. Jackson County understands that the Carnival Company will be providing concessions and will consider this when locating other vendors. Submit an inventory of food booths being proposed that includes:

- Description of food
- Photo of each food booth

GAMES: Submit an inventory of games of skill as follows:

- Type of Game
- Description of Game
- Age Appropriateness
- Examples of Prizes

Responses should address each of the following:

A. EVENT OVERVIEW:

1. Will your company be offering advance online sales?
 - (If so, it is understood that website address of the ticket sales must be provided to the County 30 days prior to online sales beginning.)
2. What will be the price for individual tickets, rides, and wristband sales? Will there be any discounts for special days? Will you provide “pay one price” offers?
3. How many complimentary tickets (for sponsorship fulfillment) will be provided?

4. Will your company handle the collection and disposal of trash throughout the carnival? If so, what do you require from the County?
5. Will you subcontract any aspect of this event?
6. Will you provide an advertising program? If so, please provide a detailed plan including costs and total dollar value in cash or trade.
7. What are your requirements of the County? Please attach a detailed list.
8. What will be your arrival date to set up prior to the start date of the carnival? Departure date?
9. Jackson County requests that the carnival layout be determined and finalized 10 days prior to opening. Any changes to the layout during setup must be approved by the Fair Coordinator. Will you agree to this?

B. RIDES, CONCESSION & AMENITIES (please include photos & descriptions):

1. Over the course of a three-year cycle, how many different rides would the Jackson County Fair expect to see?
2. What additional amenities (shade seating, cooling stations, entertainers, landscaping near entrances, etc.) are you able to provide? Please provide pictures and explain in detail.

C. EMPLOYEE INFORMATION:

1. How do you house your employees, and will you be requesting a location for them on site?
2. What is your "Appearance Standard" for employees?
3. Through what means do you perform background checks on employees?

D. REVENUE INFORMATION:

1. What is the projected amount of gross revenue for this carnival at the Jackson County Fair?
2. What percentage of gross sales will you provide to the County?
3. What is the amount per game booth and food booth you will pay to the County?
4. Will there be any additional compensation to the County for ride and concession sales made by the Carnival Company? If so, please indicate.
5. What will be the guaranteed minimum (regardless of gross receipts) paid to the County at the end of the event?