



June 5, 2020

To: All Potential Bidders

From: Kelly Vu, Business Services Supervisor

Re: Addendum #1, RFP # MB-10-20

The purpose of this addendum is to revise the components of the Request for Proposal (RFP) for Entertainment Marketing & Booking Specialist. All terms and conditions of the original RFP remain unchanged.

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Document to be revised as follows:

**1. RFP, PART VIII, MANDATORY FORMAT AND CONTENT REQUIREMENTS**

Page 27, Section C, C. TECHNICAL PROPOSAL – REQUIRED SUBMITTAL Number 1. Talent Buyer

Original: b. Submit (**as Bidder's Attachment 1**) a minimum of two (2) letters of recommendation from music agency professionals. Letters should be dated within the last 12 months.

New: b. Submit (**as Bidder's Attachment 1**) a minimum of three (3) letters of recommendation from music agency professionals. Letters should be dated within the last 6 months.

**2. RFP, PART VIII, MANDATORY FORMAT AND CONTENT REQUIREMENTS**

Page 27, Section C, C. TECHNICAL PROPOSAL – REQUIRED SUBMITTAL Number 2. Marketing

Original: b. Submit (**as Bidder's Attachment 2**) a minimum of two (2) letters of recommendation from music marketing professionals. Letters should be dated within last 12 months.

New: b. Submit (**as Bidder's Attachment 2**) a minimum of two (2) letters of recommendation from music marketing professionals. Letters should be dated within last 6 months.

All other terms and deadlines remain unchanged.

To comply with the Addenda (Addendum) requirements we are asking that bidders to either reply to this email such as "Received RFI #1, Addendum #1" or acknowledge on the Financial Proposal Bid Form on the right hand corner with "Received RFI #1, Addendum #1". We will consider both options as confirmation.

Thank you.

*-End Addendum #1-*



June 5, 2020

To: All Potential Bidders

From: Kelly Vu, Business Services Supervisor

Re: RFI #1, Q & A, RFP # MB-10-20

The purpose of this RFI (Request for Information) is to transmit "Questions and Answers" regarding the technical components of the Entertainment Marketing and Booking Specialist RFP. All terms and conditions of the original RFP notice remain unchanged.

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### Questions and Answers

**Clarifications:** The District would like to take this opportunity to clarify with all prospective bidders that due to recent change in the bid submission procedure, the District will not reject any proposals that may lack or not following clerical instruction such as page numbering, the proposal is not in one continuous document, or out of sequence as mentioned anywhere in the RFP. For example: The District is asking for items a, b, c, d in section one, the Bidder answered a, b, d, and c in the Bid Proposal. This is acceptable as long as all answers are provided within section one. This will not cause for rejection. The District encourages all Bidders to pay close attention and follow instructions carefully, and **double check their financial numbers, signature**, etc.

The District suggested all bidders to limit their attachments up to five when sending their bid proposal, in PDF format (Including Financial Proposal Bid Form), **and only one email, not multiple emails**. The District will work with each bidder to ensure the District receives Bid Proposals in the timely manner through Wetransfer.com. The District will not consider any bid proposal that did not get to our server by the time of deadline.

Please submit your proposal as soon as you're able to. It's a challenge for the District staff to work with all bidders within the few minutes before the deadline to ensure your proposal is received. If you've submitted your bid proposal please send an email to [rfp@ocfair.com](mailto:rfp@ocfair.com) to notify us so the District may track it.

#### Questions:

1. We are interested in possibly bidding on this project. In reading the scoring section on page 25 we noticed that significant points are predicated on booking and marketing of facilities on 5,000+ seats.

In our case we have booked over \$9 million in talent over the last 4 years (roughly 250+ performances) with presentations bringing over \$15 million. None of our booking have been in venues of 5000+ capacity. Artists booked have included Frankie Valli, Johnny Mathis, Beach Boys, The O'Jays, Temptations, Gladys Knight, Jewel, Charlie Daniels and Smokey Robinson and others.

My question is the value of the 5,000+ venue in the process. From the points assigned one would assume it has great value....and there is probably no way to chance that requirement. If that is the case please advise and we will pass on this opportunity.

Answer: Five years' experience booking and marketing for a 5,000 seat venue is a minimum requirement (page 13). The inability to meet that requirement would be reflected in the scoring. It is a benchmark of experience at this level of talent booking.

2. Can the forms that are part of the above referenced RFP, beginning with Form A-3 through A-8 be completed and submitted in handwriting?

Answer: Yes, handwritten forms are acceptable.

3. In reference to the non-compete clause does the venues that my company books listed below in my previous e mail in LA and San Diego that are less than 100 miles from the OC Fair prevent us from being a candidate to book the OC Fair?

Answer: Yes, any business that books competing venues within the radius is a source of conflict of interest, regardless of the type of venue. Places they book may vary, but those places would be going after the same acts that we would. In that setting, how does a buyer determine who gets preference?

4. I have a question about the non-compete clause in the RFP. It says applicant cannot provide talent buying services for similar venues within a 100 mile radius in LA or San Diego counties.

I am a talent buyer at AEG Presents in San Diego. Our Los Angeles office at AEG Presents books the Microsoft Theatre (6,871 capacity) as well as the Greek Theatre (5,900 capacity) in Los Angeles. Both of these venues are less than 100 miles from the OC Fair. One of the venues I book in San Diego is Humphreys by the Bay (1,458 capacity) which is less than 100 miles from the OC Fair as well

Does this prevent me/AEG Presents from being considered as a potential talent buyer for the OC Fair?

We currently do not book any fairs or casinos within 100 mile radius of the OC Fair.

Answer: Yes, any business that books competing venues within the radius is a source of conflict of interest, regardless of the type of venue. Places they book may vary, but those places would be going after the same acts that we would. In that setting, how does a buyer determine who gets preference?

5: Are you able to tell me how much the current talent buyer is getting paid per year to book and market the Fair. It looked like \$176,000 a year but then mentions 1.3 million to no more than 1.7 million so I was confused

Answer: The 2020 Option Year was for a NOT TO EXCEED amount of \$221,122.00, which assumed a flat rate for 23 shows during the Fair and a possible 12 additional shows outside of the Fair. Including this option year, the total value of the contract over 5 years, could potentially be \$980,810.00.

6: For the Pacific Amphitheatre RFP referenced above:

Page 25 B SCORING PROCESS

Phase 1 –Scoring

1 Talent Buyer

B Stating a minimum of 3 ( three) Letter of recommendation...

The information above does NOT match page 27 C TECHNICAL PROPOSAL-REQUIRED SUBMITTAL

1. Talent Buyer

B. 1 Stating Submit a minimum of two (2) letters of recommendation .

Do we need to adjust both places to have 3 (three) to keep it consistent?

Answer: Please refer to Addendum #1

*-End RFI #1-*