



**COUNTY OF MONTEREY
CONTRACTS/PURCHASING DIVISION
1488 SCHILLING PLACE
SALINAS, CA 93901
(831) 755-4990**

**REQUEST FOR EXPRESSIONS OF INTEREST
RFEI # 10565**

**To provide Management Services to the Laguna Seca
Recreational Area (LSRA) Facility
Monterey County Parks**

Responses are due by:

3:00 p.m. (PST) Wednesday, March 30, 2016

Please mail responses to:

CONTRACTS/ PURCHASING DEPARTMENT

Attn: Michael R. Derr, Contracts/Purchasing Officer

1488 Schilling Place

Salinas, CA 93901

1.0 INTENT

- 1.1 It is the intent of this Request for Expressions of Interest (hereinafter referred to as “RFEI”) to solicit responses from a qualified Entity or Entities, singly or jointly (hereinafter referred to as “RESPONDENT(S)”) to provide Management Services (hereinafter referred to as “SERVICES”) for the Laguna Seca Recreational Area (hereinafter referred to as “LSRA”) facility owned by the County of Monterey (hereinafter referred to as the “COUNTY”). LSRA is one of several public recreational facilities and parks under the jurisdiction of the County’s Parks Department. LSRA has 542 acres available for recreational uses. The premier facility associated with LSRA is a facility known as Mazda Raceway Laguna Seca (hereinafter referred to as “Raceway”). The Raceway is internationally recognized for its highly-regarded racetrack, spectacular setting and unique events. The Raceway hosts a number of large events as well as other activities associated with auto racing. In addition to the Raceway, other facilities, activities and events are available at LSRA and subject to the scope of this RFEI. Additional information about nature of and scope of facilities, activities and events is provided in Section 8.0 of the Appendix.
- 1.2 The information obtained through this RFEI shall include an expression of the RESPONDENT’S interest and capability to provide the required and desired SERVICES at the LSRA. The RFEI is intended to be the first step of a process that will lead to the selection of an Entity or Entities (hereinafter for convenience referred to as “Concessionaire”) that will provide Services to manage the facilities, activities and events as generally identified herein. This process is intended to allow for a formal information exchange between the County and interested entities that may be qualified on the basis of experience, management capability and financial capability to provide Services identified in this RFEI. Respondents are not being requested to respond to this RFEI with a comprehensive proposal at this time. The RFEIs will not be subjected to a formal evaluation/selection process. When that step of selecting a Concessionaire occurs, the scope of information requested will be significantly more comprehensive and specific. Simply put, this is an opportunity to notify the County that your entity may have the interest and capability of providing the Services specified.
- 1.3 The facilities, programs and activities that are the subject of this RFEI include the management, promotion and maintenance of: the Raceway and its major and minor events; the Track Rental Program; ~~the Newman Center and its racing school programs;~~ ~~the Paddock;~~ Campgrounds and site rentals; Lakebed Event ~~Center~~ area rentals and special events; the Hospitality Pavilion rentals and special events; Pistol and Rifle Range management maintenance rentals; and Facility Permits including approvals and oversight of the conduct[of special events conducted by other entities. While management of Raceway and its associated facilities, activities and events is the critical focus of this RFEI, RESPONDENT is requested to also identify its interest in providing Services for some or all of the facilities, activities and events identified within the RFEI. The Raceway and related facilities, activities and events is currently managed by a

Concessionaire. County currently manages the other facility, activities and events conducted in LSRA. It is the County's objective to contract for all of the other LSRA facilities, activities and events if feasible, preferably with one Concessionaire since it would significantly improve the coordination of LSRA use, take advantage of cross-promotion opportunities and improve the financial performance of the LSRA facilities in whole. It is recognized, however, that the over-riding priority is management of the Raceway and thus it is not a requirement that a Concessionaire express interest in managing some or all of the current County-managed facilities, activities and events. It is a requirement, however that Respondent express interest in management of Raceway. Thus entities that may be interested in Raceway only should not be dissuaded from responding to this RFEI.

- 1.4 RESPONDENT should have at least five years' experience in managing comparable operations or promoting and managing large scale events. The COUNTY recognizes the unique multi-use nature of the LSRA facilities, activities and events, therefore Respondents are encouraged to consider partnerships if necessary.
- 1.5 The COUNTY intends to review responses to this RFEI and, from the responses received, ascertain the interest level and review information provided by the Respondents. This information will be used to assist with the formulation and issuance of a Request for Proposals ("RFP") to which any interested party or prospective RESPONDENT may respond; however, in its sole discretion, the COUNTY may terminate the RFEI/RFP process if it is in the COUNTY's best interests.
- 1.6 The COUNTY'S primary goal by initiating this process is to identify a strategic partner(s) to manage, maintain, develop and invest in the LSRA to ensure that the facilities, in particular the Raceway, can remain competitive over time; offer programs, activities and events that raise sufficient revenue to well maintain the LSRA facilities; provide unique, satisfying recreational experiences for County residents and the general public; and generate positive economic impacts for the region.

2.0 BACKGROUND/CONCESSION DESCRIPTION

2.1 BACKGROUND INFORMATION:

- 2.1.1 Raceway is currently managed by the Sports Car Racing Association of the Monterey Peninsula (SCRAMP). SCRAMP has managed Raceway pursuant to a long term concession agreement but has been on a month-to-month agreement with the COUNTY since April 2014. Copies of Concessionaire agreements with SCRAMP are public information and can be accessed on the web at co.monterey.ca.us/admin/solicitcenter.htm.
- 2.1.2 The goal of this RFEI is to solicit from qualified respondents expressions of interest in the management LSRA, in whole or in part, and, depending upon the outcome of the RFEI, prepare a RFP to select and enter into a multi-year, long-term Concession

Agreement. It is intended to have that Agreement in place by October 2016, in time for the awarded RESPONDENT to prepare for the 2017 season.

2.1.3 LSRA is situated midway between the Monterey Peninsula and the Salinas Valley Area, along the Highway 68 corridor, accessible from both State Highway 101 and Highway 1. Monterey County is served by a regional airport located just five miles from the LSRA. LSRA is within 1.5 hours driving distance from Silicon Valley and 2 hours driving distance from San Francisco. Thus there is a strong population draw within easy driving distance. There are numerous attractions in the region that draw large throngs of people, particularly on weekends and holidays. Appendix A provides additional background information regarding the current activities and events, and Appendix B provides a map of the site.

2.2 Operational Areas:

- 2.2.1 Daily Maintenance and Management of the Raceway Facilities (required)
- 2.2.2 Management of the Raceway Track Rental Operations (required)
- 2.2.3 Management of Five (5) Major Racing Events (required)
- 2.2.4 Management of the Facility Use Permits (strongly preferred)
- 2.2.5 Daily Management and Maintenance of the Campground Facilities (strongly preferred)
- 2.2.6 Management of the following Additional Rental Areas (strongly preferred)
 - 2.2.6.1 Lakebed Event Area
 - ~~2.2.6.2 Paddock Event Area~~ 2.2.6.2 Hospitality Pavilion (Formerly Red Bull Energy Center)
 - ~~2.2.6.3 Hospitality Center (Formerly Red Bull Center)~~
- 2.2.7 Management and maintenance of the Pistol & Rifle Range (Optional)

3.0 CALENDAR OF EVENTS

- 3.1 RFEI Issued Thursday, January 28, 2016
- 3.2 Pre-Respondents Conference/Site Visit 2/22-2/26 2016, (1 of the days only)
- 3.3 Deadline for Written Questions 3:00 p.m. (PST) Friday, March 4, 2016
- 3.4 Deadline for the Issuance of Written Addendum(s) 3:00 p.m. (PST) Tuesday, March 8, 2016
- 3.5 RFEI Response Submittal Deadline 3:00 p.m. (PST) Wednesday, March 30, 2016

This schedule is subject to change as necessary.

- 3.6 **FUTURE ADDENDA:** RESPONDENTS who received notification of this solicitation by means other than through a County of Monterey mailing shall contact the person designated in the COUNTY POINTS OF CONTACT herein to request to be added to the mailing list. Inclusion on the mailing list is the only way to ensure timely notification of any addenda

and/or information that may be issued prior to the solicitation submittal date. **IT IS THE RESPONDENTS' SOLE RESPONSIBILITY TO ENSURE THAT THEY RECEIVE ANY AND ALL ADDENDA FOR THIS RFP** by either informing the County of their mailing information or by regularly checking the County's Solicitation Center web page at www.co.monterey.ca.us/admin/solicitcenter.htm. Addenda will be posted on the website the day they are released.

4.0 COUNTY POINT OF CONTACT

4.1 Questions and correspondence regarding this solicitation shall be direct to:

Primary Contact for the County: Michael R. Derr
Contracts/Purchasing Officer
1488 Schilling Place
Salinas, CA 93901
PHONE: (831) 755-4992 FAX: (831) 755-4969
Email: derrm@co.monterey.ca.us

4.2 All questions regarding this solicitation shall be submitted in writing (E-mail or FAX is acceptable). The questions will be addressed and the answers will be communicated to all known interested RESPONDENTS after the deadline for receipt of questions. ~~As a practical matter, however, it may not be possible to have definitive responses due to the complexity of the question or unavailability of the information requested.~~

4.3 The deadline for submitting written questions regarding this solicitation is indicated in the **CALENDAR OF EVENTS** set forth in Part 3.0. No responses shall be provided to questions submitted after the deadline.

4.4 Only answers to questions communicated by formal written addenda will be binding.

4.5 Prospective RESPONDENT shall not contact County officers or employees with questions or suggestions regarding this solicitation except through the primary contact person listed above. **Any unauthorized contact may be considered undue pressure and cause for disqualification of the RESPONDENT.**

5.0 PRE-RESPONSE CONFERENCE/SITE VISIT

A Pre-RESPONSE Conference/Site Meeting will be held at 10:00 AM on one day only, to be scheduled 2/22-2/26, 2016 at the Laguna Seca Recreational Area (LSRA) located at 1025 Monterey-Salinas Highway 68, Salinas CA 93908. The LSRA may only be toured during the Pre-Response Conference/Site Meeting as there will not be any individual tours given or arranged other than the one identified above. Entities that are known to have received this RFEI document will be notified of the day of this meeting once the date has been determined.

6.0 SUBMITTAL

- 6.1 The COUNTY requests that RESPONDENTS provide concise responses to the following items:
- 6.1.1 RESPONDENT entity: Name, address, phone and e-mail
 - 6.1.2 Contact Person and Title.
- 6.2 Description of the RESPONDENT entity: Background, years in operation, and experience in operating similar facilities or similar events. Provide the overall financial magnitude of comparable operations by the RESPONDENT such as annual gross income (may be approximated, or in a range).
- 6.3 Brief background of the principals of the RESPONDENT entity.
- 6.4 Facilities at the LSRA that the RESPONDENT may propose to operate under a multi-year concession agreement with the COUNTY. Please indicate one of the following:
- All facilities, activities and events described in this RFEI, or
 - All facilities, activities and events except the Pistol and Rifle Range; or
 - Raceway facilities, activities and events only, or
 - Describe the combination of facilities, activities and events.
- 6.5 The degree of interest in responding to a RFP for the concession opportunity identified directly above (presumably, this would be the case, if any items above are indicated); if not, we would appreciate comments you may have.
- 6.6 Please provide a detailed data request list and related questions you would want addressed that would identify the information that your entity would ultimately need to provide a comprehensive operating and financial proposal for the scope of the facilities activities and events that your entity is interested in managing. Please let us know issues (if any) that appear difficult or troublesome at this initial stage of review. **We are *not* now requesting or accepting bids on any financial or other terms.**
- 6.7 Please indicate the source from which you heard of this RFEI.

7.0 LIMITATION AND WAIVER OF PROTEST

- 7.1 In responding to this RFEI, each RESPONDENT voluntarily and knowingly agrees as follows:
- 7.1.1 Selection of Concessionaire(s) is at the sole discretion of the COUNTY; and
 - 7.1.2 The COUNTY may amend or terminate selection procedures at any time at its sole discretion; and
 - 7.1.3 The COUNTY is not obligated to enter into any agreement with any entity as a result of this RFEI; and
 - 7.1.4 The COUNTY is not, under any circumstances, responsible for costs borne by RESPONDENTS for preparing responses to this solicitation, or any costs associated with the selection process; and
 - 7.1.5 The COUNTY will not pay a finder's fee/brokerage fee to any entity representing or purporting to represent RESPONDENTS; and
 - 7.1.6 All materials submitted in response to this RFEI will become the property of the COUNTY; and
 - 7.1.7 By submitting a response to this RFEI, RESPONDENT expressly waives any and all rights that it may have to object, protest or seek any legal remedies whatsoever regarding any aspect of this RFEI, including, without limitation, the COUNTY'S possible selection of a concessionaire(s), the COUNTY'S rejection of any or all submittals, and any subsequent agreement that might be entered into as a result of this RFEI.
 - 7.1.8 The intent of the County is to maintain the confidentiality of the actual submitted Responses to the extent permitted by law. The County shall not be responsible; however, should there be a breach of confidentiality for any reason. It is understood that the County will provide public information about the general nature of the responses received.

8.0 APPENDIX A

LAGUNA SECA RECREATION AREA

Raceway

The Laguna Seca Recreation Area (LSRA) is a 542 acre recreation area within Laguna Seca Park, which is owned by Monterey County, California. Among other things it is home to the Laguna Seca Raceway, also known as Mazda Raceway. (Mazda is a current sponsor for the naming right.) The Raceway is the pre-eminent amenity located within the LSRA as it has world-wide recognition for its unique 11-turn, 2.24 mile track and the major racing events that have been conducted there for more than 50 years. The operation of the Raceway involves management of the racetrack, the conduct of special racing events, the on-going maintenance of the Raceway facilities including the racetrack and ancillary facilities and structures located within the Raceway boundaries (and the County shares in some of this responsibility), promoting the activities and events associated with racing, promoting and overseeing a robust volunteer program to support special racing events, recommending and in some case executing capital improvements to the facilities and serving as the fiscal agent for the collection of Raceway associated revenues and their dispensation in accordance with the Concession agreement. In addition to the Raceway, other facilities are located within LSRA as well as other activities and that are managed by the County, though there are often relationships where the County-operated facilities are used to support the Raceway activities and events.

The Raceway currently holds five major races and up to six minor events such as SCCA races. The major events scheduled for 2016 are IMSA WeatherTech Sports Car Championship/Continental Tire Monterey Grand Prix, Motul FIM Superbike World Championship/GEICO Motorcycle U.S. Round, Rolex Monterey Motorsports Reunion, Mazda Road to Indy and the Pirelli World Challenge. The County currently holds one major event, the Sea Otter Classic, but may schedule up to 35 event days per year. During non-event days, the track is scheduled for maintenance, film/photo shoots, press days, testing, driving schools, motorcycle schools and car clubs. In 2016, the track rentals include hosting the Stage 4 finish of the AMGEN Tour of California. The scheduling of all of the above is a function of the Track Rental Program.

Campgrounds

There are three designated campgrounds that include in total 99 improved RV sites with electrical and water service, 4 restroom buildings and 3 showers, community water points, and 71 improved tent sites. In addition there are several hundred unimproved camping sites that do not have any amenities. These facilities are available on a rental basis for the general public and special events. The campgrounds are integral to some of the events conducted at the Raceway as well as other events conducted by third parties. The County maintains and operates the campgrounds.

Hospitality Pavilion

The LSRA Facilities includes a 5,200sf multi-purpose facility called the Hospitality Pavilion (formally “Red Bull Energy Center” when it was sponsored) that was constructed 10 years ago. Maximum capacity is 400 seated, 850 standing. It has a 20 foot deck overlooking the Raceway, controlled access, a serving area with a refrigerator and barbecue pits for caterers, a rooftop deck used for major events, level gravel areas adjacent suitable for tents, and ample storage facilities. The facility is rented by the public for business meetings, special events and weddings. It is a popular facility during race events. The County maintains and operates the Pavilion.

Lakebed Event Area

Surrounded on three sides by the Raceway, the Lakebed Event Area is used for small and mid-sized events when the track is rented and it serves as the main festival/expo area for major events when the track is not in use. Large events have used the Lakebed as the main festival space. These events include music festivals, recreational and charitable running and biking events, and others. Examples of such events include Spirit West Coast, Laguna Seca days and the Sea Otter Classic. The Lakebed can accommodate up to 20,000 people, depending upon how the space is used. There are two small lakes adjacent to the Lakebed, three 165’X120’ grass areas surrounded by decomposed granite; a paved pathway with electrical pedestals for vendors; a restroom building, a small Range Rover driving course and a small building that has been used as a first aid station or office. The County maintains and operates the Lakebed.

Rifle and Pistol Range

This range includes with 15 rifle and 10 pistol shooting stalls with several different yardages available at each. Ammunition can be purchased and there are reactive steel and paper targets available. It is rented to the general public and gun clubs. The property includes a Peace Officer Range that is operated by the County’s Peace Officers’ Association. It is open Friday through Monday year round, though it is closed during large special events and two holidays. Over the last year the range was open about 195 days. The County maintains and operates the Range.

Facility Use Permits

Facility Use Permits are applied for special activities and events conducted in LSRA. The County administers the permits subject to policies and regulations that are in effect for the particular use.

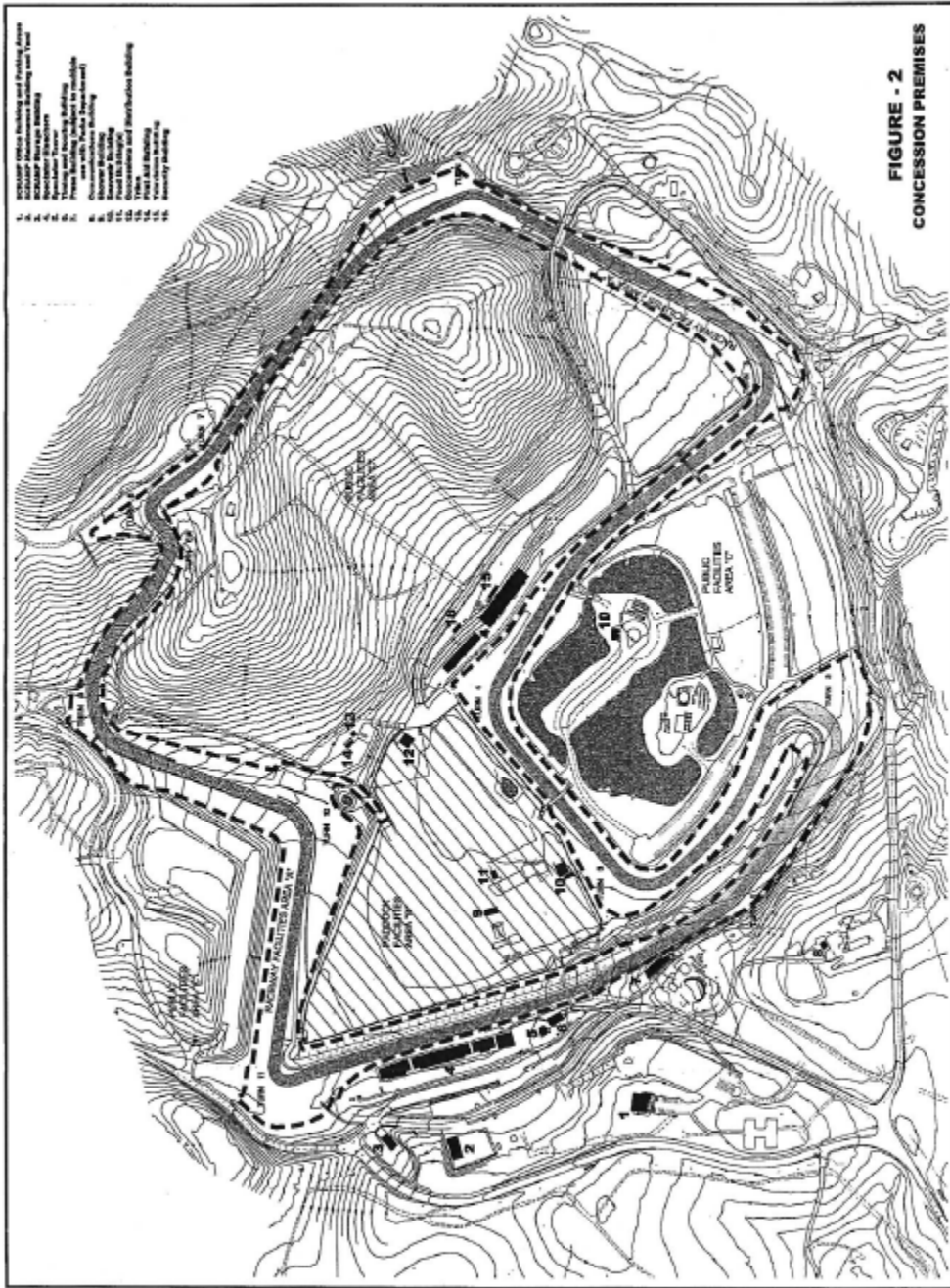




FIGURE - 3
GENERAL LOCATION OF
IMPROVEMENTS

REFER TO CONCESSION AGREEMENT - EXHIBIT 'C'
 LISTING OF SOVIAMPS IMPROVEMENT PROGRAM