



February 7, 2024

To: Interested Wine Judging Coordinators
From: Hope Marshall, Harvest Fair Exhibit Coordinator
**Re: Harvest Fair Wine Judging Competition Chief Judge Request
for Proposal for the Sonoma County Harvest Fair**

REQUEST FOR PROPOSAL

The Sonoma County Event Center at the Fairgrounds (hereinafter referred to as “Corporation”) is seeking proposals from all interested and qualified parties to act as Chief Judge of the Harvest Fair Wine Judging competition.

Enclosed are specifications for submitting your proposal for our consideration. All proposals will be carefully reviewed, and the awarding of a service agreement will be done in the interest of the fair-going public based on the Proposer’s experience, qualifications, financial benefit to the Corporation and other factors.

Sealed proposals will be received at the Sonoma County Event Center at the Fairgrounds Exhibits Office, 1350 Bennett Valley Road, **no later than 12:00 p.m., Pacific Standard Time, TUESDAY, February 20, 2024.** Proposals received later than 12:00 p.m., Pacific Daylight Savings Time, on February 20, 2024 will not be accepted. All proposals must be clearly marked “**2024 Harvest Fair Wine Judging Competition Chief Judge services Request for Proposal**”.

For further clarification or additional information, please contact Hope Marshall, via email: hope.marshall@sonoma-county.org **by 5:00 p.m., Thursday, February 15, 2024. All inquires and responses must be made via email; phone calls will not be accepted.**

REQUEST FOR PROPOSAL (RFP)

Harvest Fair Wine Judging Competition Chief Judge
SONOMA COUNTY HARVEST FAIR WINE COMPETITION

Date Issued: February 6, 2024

**Hope Marshall, Exhibit Coordinator
Sonoma County Harvest Fair
Sonoma County Event Center at the Fairgrounds
1350 Bennett Valley Road
Santa Rosa, CA 95404
707-545-4203
Hope.Marshall@sonoma-county.org**

PART I

DEFINITIONS

- CORPORATION:** Refers to the Sonoma County Event Center at the Fairgrounds, a non-profit corporation charged with the management of the facility and promoter of the annual Sonoma County Fair and the Sonoma County Harvest Fair.
- FAIR CEO:** Refers to the CEO of the Corporation.
- RFP:** Request for Proposal.
- PROPOSER:** The individual, company, or organization submitting the proposal.
- RESPONSIVE:** Proposals that meet the criteria outlined in the RFP.
- RESPONSIBLE BIDDER:** Proposer who has the capability in all respects to perform fully the agreement requirements and the integrity and reliability to assure good faith performance.
- LICENSEE:** The organization(s) awarded an agreement as a result of this RFP process.

PART II

GENERAL INFORMATION

A. REQUEST FOR PROPOSALS (RFP)

The Corporation, in releasing this RFP intends to award contracts to the qualified Wine Judging Competition Chief Judge for the Sonoma County Harvest Fair held at the Sonoma County Fairgrounds.

B. PROPOSER RESPONSIBILITY

Read the documents very carefully, as the Corporation, shall not be responsible for errors or omissions on the part of the bidder. Carefully review the final submittal, as reviewers will not make interpretations or correct detected errors in calculations.

C. DELIVERY OF PROPOSALS

Deliver three (3) copies, with signatures, to the Corporation's Administration Office, **no later than no later than 12:00 p.m., Pacific Standard Time, Tuesday, February 20, 2024**. No proposals shall be considered which have not been received at the place, and prior to the indicated time, stated in this RFP. Envelopes must have the company name on the outside and be addressed as follows:

**2024 Sonoma County Harvest Fair
Wine Judging Competition Chief Judge Request for
Proposal
Do Not Open – Sealed Bid
Sonoma County Event Center at the Fairgrounds
Exhibits Office-Administration Building
1350 Bennett Valley Road
Santa Rosa, CA 95404
Attention: Hope Marshall, Harvest Fair Exhibit Coordinator**

D. AGREEMENT AWARD

The agreement shall be awarded to the "most qualified, responsible bidder(s)." The most qualified responsible bidder(s) shall be determined by evaluation of the criteria set forth in Part VI of RFP. A Notice of Award will then be posted at the Corporation's Administration Office and a copy of the notice will be emailed to each Proposer.

E. SCHEDULE

RFP Released:	February 7, 2024
Bid Proposals Due: (No postmark)	February 20, 2024 at 12:00 p.m. PST
Interviews (if required): (Oral or by phone)	February 23, 2024
Post Notice of Award: (Subject to Board Approval)	February 28, 2024
Board Approval	March 6, 2024
Agreement Commencement Date:	March 7, 2024

F. CONTACT FOR INFORMATION

Verbal communication with the Corporation's officers and employees concerning the RFP shall not be binding on the Corporation and shall in no way excuse the proposer of obligations as set forth in the RFP. Only questions concerning the technical requirements of the RFP will be answered.

Inquiries concerning this RFP will only be accepted via email and are to be directed to:

**Hope Marshall, Exhibit Coordinator
Sonoma County Event Center at the Fairgrounds
Hope.marshall@sonoma-county.org**

PART III

RULES GOVERNING COMPETITION & EVALUATION

A) RFP REQUIREMENTS AND CONDITIONS

1. Submission of RFP

To be eligible for consideration, and award of agreement, the proposal must be in the Corporation's Administration Office **no later than 12:00 PM, Tuesday, February 20, 2024.**

2. Errors

a) Any discrepancies, omissions, ambiguities, or conflicts in the RFP, or doubts as to meaning, shall be brought to the Corporation attention not later than five days prior to bid due date. Otherwise, any discrepancies, omissions, ambiguities, or conflicts later brought to Corporation's attention will be interpreted in the best interest of the Corporation.

b) All interpretations and clarifications will be in the form of a written addendum to the RFP. All bidders are responsible for inquiring as to addendum issued and providing an email address to receive any written addendum to the RFP. All addendum become part of the agreement documents.

3. Addendum

The Corporation may modify the RFP prior to the date set for submission of final proposals, by issuance of a written addendum to all parties who have been furnished the RFP for bidding purposes. Addendum will be numbered. The first number for an addendum will be A-1.

4. Definitions

The Corporation has established certain requirements with respect to the proposals to be submitted by prospective proposers. The use of "shall," "must" or "will" indicates a mandatory requirement or condition. Failure to include such mandatory requirements or conditions may result in the disqualification of a proposal. The words "should" or "may" indicate a desirable attribute or condition but are permissive in nature and may affect the score the proposal receives.

5. Grounds for Rejection

- a) A proposal shall be rejected if:
- (i) It is received at any time after the exact time and date set for receipt for proposals.
 - (ii) It is not prepared in accordance with required proposal format.
 - (iii) The firm has submitted multiple proposals.
- b) A proposal may be rejected if:
- (i) It contains false or misleading statements or references that do not support an attribute or conditions contended by the Proposer. (The proposal shall be

- rejected if, in the opinion of the Corporation, such information was intended to erroneously and fallaciously mislead the Corporation in its evaluation of the proposal and the attribute, condition or capability required by this RFP.)
- (ii) It is unsigned.

6. Award of License Agreement

If it is awarded, the agreement shall be determined in accordance with Part VI, "Evaluation Criteria and Selection Process." If an agreement is issued it will be executed as a license agreement.

B) OTHER INFORMATION

1. Disposition of Proposals

a) All materials submitted in response to the RFP will become the property of the Corporation. Materials may be returned only at the Corporation's option and at the Proposer's expense. One copy of the proposal shall be retained for official Corporation files.

2. Confidentiality of Proposals

a) The Corporation will hold the contents of all proposals in confidence until issuance of the "Notice of the Award." Once the "Notice of the Award" is issued, no proposal will be treated as confidential. Any proprietary or other legally protected material must be so indicated to remain confidential.

3. Modification or Withdrawal of Proposals

Any proposal, received by the Corporation at the above address before the time and date set for receipt of proposals may be withdrawn or modified by written request of the Proposer. However, in order to be considered, the modified proposals must be received by the time and date set for receipt of proposals. A proposal cannot be modified after the due date for proposals. A bid cannot be "timed" to expire on a specific date. For example, a statement such as the following is non-responsive to the RFP:

"This proposal and the cost estimate are valid for 60 days."

4. Right to Reject Any or All Proposals

It is the policy of the Corporation not to solicit proposals unless there is a bona fide intention to award an agreement. The Corporation reserves the right to reject any or all proposals, or to cancel the bid at any time during the process, when it is deemed to be in the best interest of the Corporation.

PART IV

GENERAL INFORMATION

A) **ANNUAL HARVEST FAIR WINE JUDGING DATES (Tentative)**

September 23, 24, 25, 2024. Judging to be held at the Sonoma County Fairgrounds.

The Corporation reserves the right to change the above dates with a written notice to Proposer (includes length, start and end dates).

B) **PURPOSE**

The Sonoma County Fair is seeking a qualified Wine Judging Competition Chief Judge to assist and support the Professional Wine Coordinator in organizing the annual Professional Wine Competition.

C) **HISTORY**

The purpose of the Sonoma County Harvest Fair is to highlight our County's agricultural, industrial and recreational opportunities. The Harvest Fair's inception was in 1975, and is considered one of the premiere regional wine judging competitions in the country. It draws a considerable amount of attention and interest on both a statewide and national level.

The Harvest Fair recruits 18 judges representing trade, education, writers from major publications, retailers and others in the wine and hospitality industry to judge the professional wine competition. Over two days they judge over 900 wines, all made from grapes grown in our premiere Sonoma County growing region. They stimulate both local and national recognition of Sonoma County's premium wines.

The Harvest Fair, though very much in the national spotlight, is still able to retain its exclusively local flavor. In addition to our wine and food judging competitions, it holds a Grand Tasting event where over 1,000 people can sip and taste winning Gold medal and Best of Class wines. The Harvest Fair is a major tourist event yet continues to focus its emphasis on the community.

Sonoma County Harvest Fair Mission Statement

Our mission is to showcase and promote locally produced agricultural products; to celebrate our region's culinary, visual and performing arts and to provide family entertainment while fostering and enhancing agricultural prosperity and our county's cultural resources.

PART V

STATEMENT/SCOPE OF WORK TO BE PERFORMED AND CONTRACT TERMS AND CONDITIONS

This section describes the work to be performed by the Proposer who is awarded the contract and contains language; terms and conditions that shall be incorporated and will become a part of any contract awarded pursuant to this RFP.

Competition Coordination: Work with Harvest Fair management, staff and judging coordinator to produce the annual Sonoma County Harvest Fair Professional Wine Competition. Assist with the planning, preparation and administration of the annual judging process. Attend monthly board meetings as needed, assist with the recruitment of judges, advise on updating any rules, guidelines and classes as warranted.

Winery Recruitment: Implement strategies to attract a new wineries, assist with outreach efforts, bring new ideas for attracting a more diverse winery base. Monitor entry progress, work with coordinator to establish and enforce entry deadlines.

Manage Competition: Manage and oversee the three-day pro wine competition; to include all pre-competition preparation such as reviewing entry counts, breakdown of classes and judge's panel assignments. Track judging results, adjudicate and resolve any judging issues that may arise. Coordinate best of class process and oversee the sweepstakes round. Oversee tabulation and deliver final results to judging coordinator. Manage and supervise back-room staff, including any assistance required while receiving and coding, resolving issues that may arise during the judging.

Compensation: \$3,000 to be paid at the conclusion of wine judging competition.

MINIMUM QUALIFICATIONS AND REQUIRED DOCUMENTATION

- A minimum of five (5) years' experience participating in wine competitions, or a sommelier certificate. Experience running a wine competition is preferred.
- If you have previous experience coordinating and running a competition, please list the number of years experience, number of competitions you have managed, and average size of the competition.

_____ Number of years participating/running wine competitions.

_____ Number of competitions you have been involved with in the past.

_____ Size of competition (average number of entries)

- Please check box if you have had experience using Enofile entry software.

ADDITIONAL TERMS AND CONDITIONS

These terms and conditions are in addition to those contained in the Standard Contract Terms and Conditions and will be made a part of the contract.

1. Indemnification & Liability

Contractor agrees to accept all responsibility for loss or damage to any person or entity, including Fair and the County of Sonoma, and to indemnify, hold harmless, and release Fair and the County of Sonoma, their officers, agents, and employees, from and against any actions, claims, damages, liabilities, disabilities, or expenses, that may be asserted by any person or entity, including Contractor, that arise out of, pertain to, or relate to this Agreement. Contractor agrees to provide a complete defense for any claim or action brought against Fair and/or the County of Sonoma based upon a claim relating to Contractor performance or obligations under this Agreement. Contractor obligations under this Section 7 apply whether or not there is concurrent negligence on the part of the FAIR or the County of Sonoma, but, to the extent required by law, excluding liability due to the Fair's conduct. Fair and the County of Sonoma shall have the right to select their own legal counsel at Proposer's expense, subject to Contractor approval, which shall not be unreasonably withheld. This indemnification obligation is not limited in any way by any limitation on the amount or type of damages or compensation payable to or for Contractor or its agents under workers' compensation acts, disability benefits acts, or other employee benefit acts.

2. Independent Capacity

The Contractor, and the agents and employees of the Contractor, in the performance of this Agreement, shall act in an independent capacity and not as officers and employees or agents of the Corporation.

3. Insurance Requirements

Contractor shall furnish to the Corporation a certificate of insurance and proper policy endorsements as required on Attachment #3.

4. Nondiscrimination

During the performance of this Agreement, Contractor and its sub-contractor shall not unlawfully discriminate, harass, or allow discrimination, or harassment against any employee or applicant for employment because of sex, race, color, ancestry, religious creed, national origin, physical disability (including HIV and AIDS), mental disability, medical condition, marital status, or other protected status. Contractor and sub-contractor shall insure that the evaluation and treatment of their employees and applicants for employment are free from such discrimination and harassment. Contractor and sub-contractor shall comply with the provisions of the Fair Employment and Housing Act and the applicable regulations promulgated.

- a) Contractor shall include the nondiscrimination and compliance provisions of this clause in all subcontracts to perform work under the Agreement.
- b) Contractor, by signing this Agreement, assures the Corporation that it complies with the Americans with Disabilities Act ("ADA") of 1990, which prohibits discrimination on the basis of disability, as well as all applicable regulations and guidelines issued pursuant to the ADA. Contractor further agrees that it will continue to comply with the ADA during the performance of this agreement.

5. Conflict of Interest

Contractor warrants and covenants that no official or employee of neither the Corporation nor

any business entity in which an official or employee of the Corporation is interested:

- a) has been employed, retained to solicit or aid in the procuring of this agreement;
- b) will be employed in the performance of this agreement without the immediate divulgence of such fact to the Corporation. In the event the Corporation determines that the employment of any such official, employee, or business entity is not compatible with such official's or employee's duties as an official or employee of the Corporation, Contractor, upon request of the Corporation, shall terminate such employment immediately. For breaches or violations of this paragraph, the Corporation shall have the right both to annul this agreement without liability and, in its discretion, recover the full amount of any such compensation paid to such official, employee or business entity.

6. Hazardous Substances

No goods, merchandise or material shall be kept, stored or sold in or on said premises that are in any way explosive or hazardous. No machinery or apparatus shall be used or operated on said premises in a manner that will in any way injure said premises or adjacent buildings. Nothing contained in this paragraph shall preclude Contractor from bringing, keeping or using on or about said premises such materials, supplies, equipment and machinery as are appropriate or customary in carrying on its said business or from carrying on its business in all respects as is generally used. Gasoline and oils shall be stored, handled and dispensed as required by present and future regulations and laws.

7. Drug-Free Workplace Certification

By signing this agreement, Contractor certifies compliance with Government Code in matters relating to providing a drug-free workplace, and agrees to abide by and implement all of its statutory obligations.

8. Permits and Licenses

Contractor shall obtain all necessary permits and licenses required to perform under the terms of this agreement. All permits and licenses must be filed with the Corporation upon execution of the agreement.

9. Liens

Contractor shall keep the Premises free from any liens arising out of work performed, materials furnished, or obligations incurred by Contractor.

10. Strikes and Picketing

In the event of any strike, lockout, or other similar labor dispute between Contractor and any other person which results in picketing or threats to picket the Premises, or any portion thereof, Corporation shall have the right to terminate this Agreement forthwith for the period of such labor dispute and/or to take such other steps as may be reasonably necessary to permit Corporation to operate the Sonoma County Fairgrounds in a normal and customary manner. In the event of any strike, lockout, or other similar labor dispute between Corporation and any other person, which results in or threatens material interference with the operation of the commercial kitchen by Contractor, Contractor sole option shall be to terminate this Agreement for the period of such labor dispute.

11. Default

It is understood and agreed that Corporation shall have the right to terminate this Agreement for cause upon default of Contractor of any material obligation under this Agreement, provided Corporation gives 10 days written notice and demand to cure said default. If Contractor cures such default to the satisfaction of the Corporation within the 10 day notice period, or within such longer time period as Corporation may reasonably specify, the notice to terminate shall be of no force and effect. If, however, Contractor fails to cure the defect to the satisfaction of the Corporation, the Agreement shall be terminated 30 days after date of the notice and demand to cure.

Notwithstanding any of the above Breach of Agreement provisions, should Contractor create or allow to be created a nuisance in the nature of a public nuisance on the premises described herein, the Corporation, at its discretion, may immediately declare this agreement and all rights therein terminated.

12. Compliance With Laws

Corporation shall observe and comply promptly with all federal, state and county statutes and ordinances and with all rules, regulations, directives and orders of appropriate governmental agencies, such as statutes, ordinances, rules, regulations, directives, and orders now existing or may hereafter provide concerning the use and safety of the Premises.

14. Attorneys' Fees

In the event the Corporation or Contractor shall bring any action or proceeding for damages for an alleged breach of any provision of this Agreement, or to enforce to establish any right or remedy of either party, the prevailing party shall be entitled to recover as a party of such action or proceeding, reasonable attorneys' fees and court costs.

15. Agreement Term

This writing is intended both as the final expression of the Agreement between the parties hereto with respect to the included terms and as a complete and exclusive statement of the terms of this Agreement. No modification of this agreement shall be effective unless and until such modification is evidenced by a writing signed by both parties.

16. Time is of the Essence

Time is of the essence with respect to the performance of every provision of this Agreement in which time or performance is a factor.

17. Severability

The invalidity or illegality of any provision shall not affect the remainder of the Agreement.

18. Captions

The section headings of this Agreement are inserted only as a matter of convenience and in no way define, limit, affect, or describe the scope of this Agreement or any provisions hereof.

PART VI

EVALUATION CRITERIA AND SELECTION PROCESS

Each proposal shall be evaluated to determine responsiveness to the Corporation's needs as described in this RFP.

During the evaluation and selection process, the Evaluation and Selection Committee will interview a Proposer for clarification only. The Proposer cannot change proposals after the time and date designated for receipt.

Final determination of the Proposer to be awarded the agreement will be made on the basis of the information submitted, references provided and telephone or internet checks with the State Department of Consumer Affairs or other agencies. The Proposer that, in the opinion of the review committee, will best serve the needs of the Corporation will be awarded the agreement.

A) **EVALUATION AND SELECTION**

1. After the period has closed for receipt of proposals, each proposal is examined by fair staff to determine compliance with the RFP format requirements and grounds for rejection (under Part III). This is not a public review.
2. Each Proposer's Information Form is reviewed and further research or verification of information included on the form may be completed.
3. The Evaluation Committee is provided copies of all the proposals for their individual review.
4. The Evaluation Committee may conduct oral interviews with the bidder for clarification of proposals. This is not a public review.
5. If interviews are held, the Evaluation Committee individually rescores each proposal based on the scorecard provided in this packet. A cumulative score is determined based on these individual scores.
6. A "Notice of Proposed Award" is posted at the Sonoma County Event Center at the Fairgrounds Administration Office and emailed to each proposer. The Notice of Proposed Award is still subject to Harvest Fair Board of Directors Approval.
7. At their next regular Board meeting, the Harvest Fair Board of Directors will approve the Service Agreement with the successful bidder.

The Corporation reserves the right to verify any reference disclosed in this proposal or to ascertain the accuracy of information presented. Misinformation or inaccuracies are grounds for disqualification.

B. SCORING PROCESS

SCORING CRITERIA AND ITEMS TO BE SCORED.....SCORE

1. Relevant professional experience and knowledge50 Points

- Professional education, knowledge & experience
- Sommelier certification
- Number of years participating/running wine competitions
- Number of competitions you have managed or had a leading role
- Size of competition (average number of entries)

2. New Ideas/Enthusiasm 15 Points

3. References and background checks..... 15 Points

3. Interview20 Points

Total Points 100 Points

PART VII

FORMAT AND CONTENT REQUIREMENTS

These instructions prescribe the mandatory proposal formation and the approach for the development and presentation of proposal data. Proposal format instruction must be adhered to, all questions must be answered, and all requested data must be supplied. Failure to prepare proposals in the following required format will result in elimination from proposal evaluation.

A) **PROPOSAL FORMAT AND CONTENT – SUBMIT 3 COPIES OF PROPOSAL**

Each proposal must contain the following:

- 1) A signed and completed Proposer's Information Form.
- 2) Additional Information, including but not limited to the following:
 - At least two (2) reference letters and supporting documents demonstrating Proposer's past experience.
 - Attach names, addresses and telephone numbers of at least three (3) business references from events, fairs or facilities.
- 3) Any other information Proposer would like to offer for consideration by the Evaluation Committee.

Sonoma County Event Center at the Fairgrounds
PROPOSER'S INFORMATION AND AFFIDAVIT FORM

Proposer's Name: _____		
Address: _____		
City: _____	County: _____	Zip: _____
Federal ID#: _____		
Phone #: _____		
Email address: _____		

Proposer's Business Status (check one):

- Individual Limited Partnership General Partnership

If Individual (check one):

- Resident Non-Resident

If a sole proprietorship, state the true name of sole proprietor: (For example, John Roe Smith; not J. Roe Smith and not John R. Smith):

If Partnership (check one):

- Limited Partnership General Partnership

If a Partnership, list each partner, identifying whether limited partner(s), and stating true full name and interest in the Partnership:

The Fair reserves the right to verify the information provided on this form by the proposer during the RFP process. By signing this form, you are authorizing the release of any and all information pertaining to yourself and business in which you participate or have participated, including information of a confidential or privileged nature in the possession of government of private agencies or individuals who furnish such information from liability for damages that may result from furnishing the information requested.

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 proposer.

Signature: _____

Print Name: _____
PROPOSER AFFIDAVIT

The information contained in the Proposal to the Sonoma County Harvest Fair/Sonoma County Event Center at the Fairgrounds, submitted herewith, is for the purpose of a proposed service agreement with the Sonoma County Harvest Fair/Sonoma County Fair & Exposition, Inc. The undersigned hereby attests to the truth and accuracy of all statements, answers and representations made in this Proposal, including all supplementary statements attached hereto. The undersigned further attests that the proposing entity is not in receivership or contemplating the same and has not filed for bankruptcy. The undersigned hereby authorizes the Sonoma County Event Center at the Fairgrounds, or its agents, to contact any appropriate third parties to verify the accuracy of the information provided herein. The undersigned affirms that he/she is a duly authorized representative of the proposing entity.

Company/Proposer Name: _____

By Authorized Person: _____ Signature: _____
(Print/Type)

Title: _____ Date: _____