



22ND DISTRICT AGRICULTURAL ASSOCIATION  
State of California

October 27, 2020

Dear Operator,

The 22<sup>nd</sup> District Agricultural Association/San Diego County Fair (22<sup>nd</sup> DAA) expects to issue a Request for Proposal (RFP) seeking a master operator who can provide 100% of all rides, games and food currently in its Fun Zone and Kid Zone midway areas (Midway). Through the RFP, the 22<sup>nd</sup> DAA is seeking a single operator to provide and operate a high quality midway. Not only should a single operator provide the latest and most popular midway rides, games, and food and beverage concessions, but should also provide related equipment including, for example, a fully proven and operational electronic ticket or redemption system with an operational iOS and Android-based mobile phone app, contactless payment ability, ticket booths, rest areas, benches and plant material, umbrellas and full-time personnel trained and experienced in management, safety, marketing, public relations, and promotions, etc.

The RFP will seek qualified midway operators to enter into a one-year contract to operate the midway at the 2021 San Diego County Fair, with two 2-year options that may be exercised at the sole discretion of the 22<sup>nd</sup> DAA, for a total of 5 years (2021-2025).

General Information

- a. Anticipated Fair Dates, (subject to board approval): The 2021 San Diego County Fair will tentatively be held June 11-July 4, 2021. Future year's dates TBD with the fair always ending on or about July 4<sup>th</sup>.
- b. Anticipated Fair Hours, (subject to board approval):  
Sundays-Thursdays tentatively 11:00 am – 10:00 pm  
Fridays/Saturdays tentatively 11:00 am – 11:00 pm
- c. Anticipated Midway Hours:  
Kid Zone: Sundays-Thursdays, noon to approximately 10:00 pm  
Fridays/Saturdays, noon to approximately 11:00 pm  
Fun Zone: Sundays-Thursdays, noon to approximately 11:00 pm  
Fridays/Saturdays, noon to approximately midnight

If you are interested in receiving the 22<sup>nd</sup> DAA's RFP materials, please respond to this letter no later than 5:00 pm on Friday, November 20, 2020.

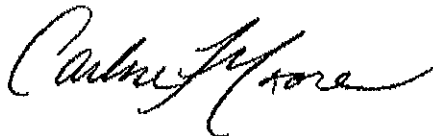
Please address response to:

Jean Flournoy  
Contracts Analyst  
22<sup>nd</sup> DAA/Del Mar Fairgrounds  
2260 Jimmy Durante Blvd.  
Del Mar, CA 92014

<u>TENTATIVE RFP SCHEDULE</u>	<u>DATE</u>	<u>TIME</u>
RFP Release date	December 1, 2020	
Written Requests for Additional Information due	December 18, 2020	5:00 pm
<b>Final Date for Proposal Submission</b>	<b>January 6, 2021</b>	<b>5:00 pm</b>
Technical proposals will be reviewed and evaluated	January 11-15, 2021	
Interview/Presentations, conducted via Zoom are mandatory	January 19-22, 2021	
Financial Proposals will be opened for review and evaluation	January 22, 2021	
Notice of Proposed Award	January 25, 2021	
Last Day to Protest Award	February 1, 2021	4:00 pm
Proposed Contract Award Submitted to the 22 <sup>nd</sup> DAA Board of Directors for Approval	February 9, 2021	
Proposed Contract Commences	March 1, 2021	

We look forward to your participation in the 22<sup>nd</sup> DAA's RFP process.

Sincerely,



Carlene Moore  
Interim Chief Executive Officer