

BOX ELDER COUNTY FAIR BOOK REQUEST FOR QUALIFICATIONS

Purpose of this Solicitation

Box Elder County (the County) has issued this Request for Qualifications (RFQ) to obtain statements of qualifications from companies interested in providing custom publishing and printing services for the Box Elder County Fair Book.

Scope of Work

The most qualified company will meet the following objectives:

- A. Obtain advertising sponsorships from community and business organizations. Work with those organizations in the design and layout of ads in the Fair Book related to that sponsorship. This will be the primary source of revenue for meeting cost and profit needs for this annual project. As part of the written proposal, you will include a negotiation as a percentage of advertising revenue the company is willing to remit to the County.
- B. Coordination with County Fair Staff in the design and layout of the County Fair Book with all information deemed necessary as determined by the fair staff.
- C. Complete the layout, design, printing, and delivery of approximately seven thousand six hundred (7,600) County fair books on or before July 25, 2025.

In order to have a thorough understanding of the fair book contents, a sample book from a previous year may be obtained from Marla Young, Box Elder County Clerk (435-734-3355, myoung@boxeldercountyut.gov) or Jan Rhodes, Fairgrounds Supervisor and Fair Board President (435-695-2551, jrhodes@boxeldercountyut.gov)

Timelines

Notification Date: 2/14/2025

Question and Answer Deadline: 3/13/2025 at 4:00 p.m.(MDT)

Qualifications Due Date: 3/14/2025 at 5:00 p.m. (MDT)

Final Notification of Award: Upon Final approval by Box Elder County Commission.

Contract Timeframe

A one-year contract is contemplated, subject to the satisfactory negotiation of terms, the concurrence of the County Commission, and the availability of appropriated funds. Yearly extension up to 3 years as needed and mutually agreed upon by both parties.

Box Elder County reserves the right to further negotiate once all qualifications are submitted and reviewed.

The award will consist of the execution of an agreement between the successful company and Box Elder County. Feel free to contact Marla Young at 435-734-3355 or myoung@boxeldercountyut.gov if you

have questions prior to the closing date and time for questions and answers.

Background Information

Box Elder County - General. Box Elder County lies on the north end of the Great Salt Lake, covering a large area north to the Idaho border and west to the Nevada border. Included in this area are large tracts of barren desert, contrasted by high, forested mountains. The Wasatch Front lies along the south-eastern border. Its county seat and largest city is Brigham City.

Government Structure. Box Elder County is governed by an elected three-member County Commission. Duties of the County Commission include levying property and local option sales taxes, appropriating funds for the various departments, and managing all County administrative affairs in general. The Commission also licenses and regulates businesses, exhibitions, and recreation within the unincorporated areas of the County. Seven other elected officials serve four-year terms as various administrative officers for the County.

The County provides services to both incorporated and unincorporated areas within the County. Services administered by the County include public safety, highways and streets, planning and zoning, recreation, elections, and libraries.

Box Elder County Fair. The Box Elder County Fair, Concert, and Rodeo is an annual event currently held at the Box Elder County Fairgrounds in Tremonton, Utah. It is held in August each year. This year marks the 100th year for this annual event. Currently, there is no admission fee for entry into the county fair.

As part of the fair, there are exhibit booths for home crafts, food, artwork, photography, flowers, fruits, and vegetables. There is also a small animal building where rabbits, chickens and other exhibited animals are on display. The youth 4H and FFA livestock exhibit is one of the largest, if not the largest in the state, and there are activities going on all day long, every day. Performing groups entertain at the centrally located bandstand every afternoon and evening. There are business booths, craft booths, carnival rides, food stands, and a rodeo until 11 p.m. each night.

Response Format

Responses should be concise, straightforward, and prepared simply and economically. Expensive displays, bindings, or promotional materials are neither desired nor required. However, there is no intent in these instructions to limit a response's content or to exclude any relevant or essential data.

All materials submitted become the property of Box Elder County. Materials may be evaluated by anyone designated by Box Elder County as part of the evaluation committee.

All qualifications must include and be organized as follows:

- A. Cover Letter- The letter should clearly state the business name of the business, address, telephone and facsimile numbers, and e-mail address. The following information should be provided:
 - Introduce the business and summarize its qualifications.
 - Name(s) of authorized principals with authority to negotiate and contractually bind the Company.

- A statement of acceptance of or indicating exceptions to the proposed revenue share. **As part of your cover letter please include the following statement:**

Box Elder County will receive _____% of revenue generated from advertising.

(This should be a stated figure between 0-100% to be determined by the company.)

- Indicate whether there are any conflicts of interest that would limit the company's ability to provide the requested services.

B. A demonstration of the company's understanding of the proposed Scope of Work is required as part of the submittal. With respect to each task and deliverable described in the Scope of Work, discuss your approach and methodology for performing the services. Describe how you would staff each task, the level of effort required for each task, and how your staff would coordinate with and respond to county staff.

C. Company's Qualifications and Experience -The following information should be included in the response:

- 1) A brief description of the company's qualifications for the Scope of Services and previous experience on similar or related work performed for local governmental agencies, if any. This description must include a summary of work performed, the period over which the work was completed, for whom it was performed, the location where it was performed, and the size of the previous effort (i.e., cost and period of time). Please include up to three (3) samples if applicable.
- 2) The names of the lead individual and all key personnel who would be directly engaged in the performance of the Scope of Services. For each of these individuals, please submit:
 - a) A list of references, including a brief description of the nature of the work performed by the individual for each reference; and
 - b) A description of their experience with public agency clients, if any.
- 3) Provide contact information for three references for which the Proposer has provided similar services to those described in these solicitation documents within the past three years. For each client submitted as a reference, the company shall supply a brief description of the work performed.

D. Identify the primary staff person who will oversee the County's account and a listing of the names and titles of the staff who will support the County's account and describe the manner in which direction and supervision shall be exercised over the team by the business's management and primary staff person.

E. Financial Stability - Provide pertinent information to allow the County to reasonably formulate a determination about the financial stability and strength of the Proposer such as financial references, financial statements, or other relevant documentation. Describe any administrative proceedings, claims lawsuits, settlements, or other exposures pending against the Proposer.

F. Acknowledgement of Addenda, if applicable

G. Certificate of Insurance - Provide a completed Certificate of Insurance evidencing the coverage

types and the minimum limits.

Submission of Qualifications

Submissions can be submitted electronically to myoung@boxeldercountyut.gov or delivered to:

Marla Young, County Clerk
Box Elder County
01 South Main, Room 10
Brigham City, UT 84302

All costs associated with the preparation of the submission as well as any other related materials, will be borne by the company submitting. All submission materials become the property of Box Elder County. Box Elder County reserves the right to stop the selection process at any time if it is considered to be in the best interest of the County. The County also reserves the right to reject any or all submissions. A binding agreement between any company and the County shall be dependent upon the negotiation, drafting, and execution of a formal contract.

Protected Information

The Government Records Access and Management Act (GRAMA), UCA § 63G-2-305, provides in part that:

the following records are protected if properly classified by a government entity:

- (1) trade secrets as defined in Section 13242, the Utah Uniform Trade Secrets Act, if the person submitting the trade secret has provided the governmental entity with the information specified in UCA § 63G2309 (Business Confidentiality Claims);
- (2) commercial information or non-individual financial information obtained from a person if:
 - (a) disclosure of the information could reasonably be expected to result in unfair competitive injury to the person submitting the information or would impair the ability of the governmental entity to obtain necessary information in the future;
 - (b) the person submitting the information has a greater interest in prohibiting access than the public in obtaining access; and
 - (c) the person submitting the information has provided the governmental entity with the information specified in UCA § 63G2309; * * * * *
- (6) records, the disclosure of which would impair governmental procurement proceedings or give an unfair advantage to any person proposing to enter into a contract or agreement with a governmental entity, except, subject to Subsections (1) and (2), that this Subsection (6) does not restrict the right of a person to have access to, after the contract or grant has been awarded and signed by all parties,...

Evaluation of Statements of Qualifications

Each Statement of Qualifications received shall be evaluated for responsiveness as outlined in the Utah Procurement Code. Pursuant to Administrative Rule R33-5-108, the Conducting Procurement Unit will evaluate the qualifications of all submitted responses and will select the vendor who is most qualified for direct negotiations. Professional service providers and consultants may be procured up to a maximum of \$100,000, by direct negotiation after reviewing the qualifications of a minimum of three companies or individuals. Any exceptions to the content of this RFQ must be protested in writing, during the period, prior to the closing date for question and answer.

Selection

The County may reject any company in which the technical approach or qualifications are not deemed to

be within an acceptable or competitive range. The County may seek clarifications or additional information from any or all companies regarding their submission and may request modified submissions or best and final offers. Following the initial review and screening of the submissions, one or more companies may be invited to participate in the final selection process, which may include:

- A. Participation in an oral interview.
- B. Submission of any additional information as requested by the County.
- C. Checking references of business and key personnel.
- D. Checking the business's financial stability.