



1350 Bennett Valley Road  
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November 28, 2016

To: Services – Master Plan Development  
From: Rebecca Bartling, CEO  
Re: Master Plan Development Services - Request for Proposal (RFP)  
for the Sonoma County Event Center at the Fairgrounds

## REQUEST FOR PROPOSAL

The Sonoma County Event Center at the Fairgrounds (hereinafter referred to as “Corporation”) is seeking proposals to enter into an agreement to provide Master Plan development services for the Sonoma County Event Center at the Fairgrounds.

For consideration please email Lorna Fox at [secretary@sonomacountyfair.com](mailto:secretary@sonomacountyfair.com) to receive the link to access the RFP.

All proposals will be carefully reviewed and the awarding of an agreement will be based on the selection criteria set forth in this RFP, including the proposer’s experience, qualifications, and financial benefit to the Corporation.

Sealed proposals will be received at the Corporation’s Administration Office, **1350 Bennett Valley Road, Santa Rosa, California 95404**, no later than 4:00 p.m. on **December 30, 2016**. Proposals received later than this date and time **will not be accepted**. **All proposals must be clearly marked “Master Plan Services - Request for Proposal”**.

Questions regarding the content of this RFP will not be answered by phone. **Questions will be answered via email only.**

At the Fairgrounds:  
Golf Course  
RV Park  
Jockey Club  
Wine Country Racing  
Fair Foundation