



## BOARD OF COMMISSIONERS

# AGENDA REQUEST & STAFF REPORT

**MEETING DATE:** July 17, 2024

**SUBJECT:** Notice of Intent to Award a contract for Market Research and Strategic Master Plan Design Services for the Deschutes County Fair & Expo

**RECOMMENDED MOTION:**

Move approval of Chair signature of Document No. 2024-590.

**BACKGROUND AND POLICY IMPLICATIONS:**

Deschutes County Fair & Expo issued a Request for Proposals on March 4, 2024 seeking a qualified individual or agency to provide the following program elements:

1. Explore current market conditions, customer demographics, and future trends impacting the event and fair industry, and assist with preparing and planning for the future of the Deschutes County Fair & Expo property. The selected firm would be responsible for providing a detailed analysis of potential growth areas, revenue enhancement opportunities, and strategies for operational improvement.
2. Develop a comprehensive written and graphic master plan for the Deschutes County Fair & Expo facility that lays out a well-defined, clear, actionable strategy for the future development and use of the facility.

Additional services which may be added to the scope of this procurement included:

- Facilities condition assessment; and
- Additional professional analysis supporting the Facility Condition Assessment, including phased approaches for asset development, overhead costs related to operating and servicing the facility, and variable cost structure for the market and business model.

Four proposals were received in response to the RFP from the following firms:

Populous Architect, P.C.  
K/O Fairground Planners Designers  
C.H. Johnson Consulting, Inc.  
LRS Architects

The Department scored the proposals using a qualifications-based selection process. Based on this process, Populous Architect, P.C. ("Consultant") was selected as the top-ranking proposer on June 7, 2024.

The Notice of Intent to Award Contract will assert the County's intent to award a contract to the Consultant and will begin a one-week protest period for interested parties to submit written protest of contract award. If no protests are received during that period, the contract will be awarded administratively.

**BUDGET IMPACTS:**

At the end of the protest period the County will complete negotiations with Populous Architect, P.C. and enter into a services contract.

**ATTENDANCE:**

Geoff Hinds, Fair & Expo Director