

**SUNNYVIEW EXPO CENTER**

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**Winnebago County, Wisconsin  
Parks Department**



**Request for Proposals for  
Motorsports/Outdoor Entertainment Promoter**

**RFP# PK01-17**

**Due: September 14, 2017**

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## MOTORSPORTS/OUTDOOR ENTERTAINMENT PROMOTER RFP# PK01-17

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**REQUEST FOR PROPOSALS FOR CONTRACTING OF PROMOTER FOR PROGRAMMING  
OF THE RACETRACK/ GRANDSTAND FACILITIES AT THE SUNNYVIEW EXPOSITION  
CENTER**

**I. PURPOSE OF PROCUREMENT**

- A. Winnebago County is evaluating options for the programming of the racetrack/grandstand facilities. The operating scenario relies on a private sector party to engage its resources in producing programming for the racetrack/grandstand facilities on a seasonal basis. Programming would include, but not be limited to, motorsports racing consisting of stock cars, motorcycles and other specialty motorsports events as well as non-motorsports events (ie. concerts, sports activities, or other forms of outdoor entertainment programming). It is the County's desire to assist in facilitating such programming through one of the following means:
1. For the County to enter into a three-year rental agreement with an experienced racetrack promoter interested in the programming of both weekly and specialty motorsports events.
  2. For the County to enter into a three-year agreement(s) with a single promoter or multiple promoters interested in the programming of motorsports activities as well as other entertainment opportunities that can be accommodated within a grandstand venue.
- B. In order to further efforts to acquire potential candidates interested in this project, the Winnebago County Parks Department is issuing this Request for Proposals to obtain qualified candidates who may be deemed as possessing a combination of qualifications appropriate for consideration and follow-up interview(s). Selection of pre-qualified candidates will be accomplished by means of a review process that requires the prospective parties to complete and submit the attached Qualification Statement (see Appendix A) and Proposal Statement(s) (see Appendix B & C).
- C. Shortly after being selected, pre-qualified candidates may be invited to one or more interviews before a panel of County representatives. The panel will be charged with selecting an optimum candidate(s) who presents the best option(s) for programming the racetrack/grandstand facilities. Thereafter, the County will conduct internal discussions regarding selection of a promoter and, within two days following the conclusion of said discussions, the County will make known its choice in selecting a promoter for the racetrack/grandstand facilities. Final approval of subsequent contract documents will be conditional upon County Board approval.
- D. All activities related to operation of the racetrack/grandstand facilities shall be governed at all times by applicable Federal, State and local laws, ordinances, or regulations. Future changes to laws, ordinances, or regulations shall not serve as justification for termination of any subsequent racetrack/grandstand promoter's agreement.

**II. RESOURCES AVAILABLE**

- A. In order to assist candidates in analyzing the background information unique to the racetrack/grandstand facilities, the following resource items shall be made available upon request to the Winnebago County Parks Director:
- Site Master Plan For The Sunnyview Exposition Center – December 2000
  - The 2017 Racetrack Operators Rental Agreement
  - The 2017 LIFEST and Winnebago County Fair Rental Agreements

Candidates may choose to view said information within the Parks Department Office, have the information e-mailed, or obtain a hard copy set(s) at 25 cents per page; pre-payment required.

- B. Site Visits: Site visits to the County racetrack/grandstand facilities will be made by appointment only. Candidates are to contact the Parks Department Office at (920) 232-1960. Site visits will be granted solely at the Parks Department's convenience.

### III. QUALIFICATION STATEMENTS

A. General Information

It is the intent of Winnebago County to award a promoter agreement to the candidate who possesses both an appropriate level of qualifications as well as a business proposal compatible with the County's needs. As a first step in meeting this goal, the County will conduct a study of each candidate's business background and financial status. In order to accomplish this candidates are asked to read the following instructions and complete the attached **Appendix A-Qualification Statement**.

B. Directions for Completing Qualifications Statement

A complete Qualifications Statement shall be submitted using the following format:

- Information correctly entered on the candidate's Qualifications Statement with attached documents and support materials as required. Candidates must also correctly complete the signature form and supply certification.
- Candidates are to enter NA whenever questions do not apply to their organization.
- The information contained in the Qualifications Statement shall be detailed, clear and fully responsive to every requirement of the document, whether specifically listed or generally mandated.
- Qualifications Statements submitted by joint venture shall be signed by each member of the venture or by an authorized representative of the member(s). The names of all persons signing should also be typed or printed below the signature. Evidence of the authority of the person(s) signing shall be furnished upon request by the County.

C. Qualifications Statement – Minimal Requirements

Qualification Statements shall be used as a means for evaluating candidates who have an acceptable combination of experience, managerial background, and financial resources needed for operating the County's racetrack/grandstand facilities. As such, each candidate is encouraged to supply the Qualifications Statement with sufficient detail and support information to allow for adequate cross-comparisons.

**Qualification Statements may be submitted at any time during the RFP process.** Email Qualification Statements to [lforbes@co.winnebago.wi.us](mailto:lforbes@co.winnebago.wi.us) with all supporting documentation. You will receive an email confirmation that your qualification statement has been received.

Respondent will be notified within four (4) business days after the County receives the Qualification Statement as to whether they are qualified to advance to the next phase and submit a Proposal Statement. The Proposal Statement forms are included in this RFP but the Respondent may wish to wait until determination on qualifications has been made before completing. If you have any questions related to this please call Laura Forbes at (920) 232-3427 for clarification.

Qualification Statement **will not be accepted if it does not address all the requirements under item# 4 FINANCING**. Financial Information will be kept confidential. It will not become public information subject to open records requests.

#### IV. PROPOSAL STATEMENT(S)

##### A. General Information

Proposal Statements are to be used as a means for selecting a range of candidates for later interviews and possible award of contract. Candidates are to be aware that each Proposal Statement will be evaluated by the manner in which it addresses either one or both of the County's requirements as outlined in **Exhibit B-Motorsports Programming Requirements** and **Exhibit C-Motorsports/Outdoor Entertainment Programming Requirements**.

Candidates shall review the requirements and use them for reference when completing the attached **Appendix B-Motorsports Programming Proposal Statement** and on the attached **Appendix C- Outdoor Entertainment Programming Proposal Statement**, if appropriate.

If your organization is only interested in submitting a proposal based solely on motorsports programming, complete **Appendix B** only.

If your organization is interested in submitting a proposal based on conducting a combination of motorsports and outdoor entertainment programming, complete both **Appendix B** and **Appendix C**.

The County reserves the right to modify, eliminate or add to the requirements as it deems necessary when considering the terms and conditions of any subsequent promoter's agreement.

##### B. Directions for Completing Proposal Statement(s)

Complete Proposal Statement(s) shall be submitted using the following format:

Responses to questions contained in the Proposal Statement(s), Appendix B or Appendix B and Appendix C, shall be typed or printed in sequence using 8 ½ X 11 inch sheets; there will be no limit to the length of response or the number of responses per sheet.

Each response shall be labeled by number and have associated support materials attached to the back side of the Proposal Statement. In addition, all support materials shall have the number of the corresponding response clearly marked in the upper right hand corner of the item.

Candidates are to enter NA whenever questions do not apply to their organization.

##### C. Directions for Submitting Proposal Statement(s)

Proposals must be filed in the Winnebago Purchasing Office, no later than **3:00 PM, Central Time, Thursday, 9/14/17**. Proposals received after the above hour and date, will be returned unopened.

Mail or hand-deliver proposals to: Purchasing Office, Winnebago County Administration Building, 4th floor, 112 Otter Avenue, Oshkosh, WI 54901 or email to: [bids@co.winnebago.wi.us](mailto:bids@co.winnebago.wi.us).

If submitting electronically:

- Proposal must be in PDF format
- The subject line of the email must be the RFP number "PK01-17 Motorsports/Outdoor Entertainment Promoter"

If submitting in paper format:

- Proposals must be unbound with one-sided pages
- The Proposals must be sealed and must be plainly marked in the lower left-hand corner of the envelope “RFP# PK01-17 Motorsports/Outdoor Entertainment Promoter”
- All proposals shall be clearly marked on the front with the Firm's return address and addressed as follows:

Winnebago County Purchasing  
112 Otter Avenue  
Oshkosh, WI 54901

- D. Proposals statements will not be accepted from any party unless the Qualification Statement in Appendix A has been submitted.
- E. Any proposals submitted in conjunction with this request will become public record, open for public inspection. If there is confidential or proprietary information which should be exempted from this requirement, respondents must include a separate request explaining what items should be exempted and why. Notification of the County’s determination on such requests will be made prior to release of any information in the proposal.
- F. All parties who participate in this procurement process prepare the required materials and submittals at their own expense understanding that there may be no claims whatsoever for reimbursement from Winnebago County for the cost and expense associated with this process.

## V. EVALUATION AND AWARD

- A. Within five days following the Thursday, September 14, 2017 deadline, pre-qualified candidates shall receive written invitations to be interviewed before a panel of County representatives. Following the interviews the County may choose which party to enter into a contract with for programming of the Sunnyview Exposition Center racetrack/grandstand facilities.
- B. This Request for Proposals establishes the criteria and evaluation procedure that is anticipated to be generally adhered to during review of the statements and selection of the preferred candidates for subsequent interviews. It must be expressly understood however that the County reserves the right to select the motorsports/outdoor entertainment promoter(s), notwithstanding any evaluation procedure, who, in the best judgement of the County, is most likely to succeed in providing the highest quality of desired services. The County does not accept liability for cost and expenses incurred by the candidates during preparation of these documents nor subsequent interviews.

## VI. CONTACT INFORMATION

- A. Submit any questions on this RFP to:

Winnebago County Purchasing Department  
112 Otter Avenue, Oshkosh, WI 54901  
Ph: (920) 232-3427 / Fax: (920) 232-3429  
[lforbes@co.winnebago.wi.us](mailto:lforbes@co.winnebago.wi.us)

- B. All questions about the meaning or intent of these documents shall be submitted to the Purchasing Department in writing. Replies shall be issued by addenda, delivered to all parties recorded as having received the RFB. Questions received less than five (5) days prior to the due date will not be answered. Only questions answered by formal written addenda will be binding. Oral and other interpretations or clarifications will be without legal effect.

**INSURANCE COVERAGE DESCRIPTIONS AND REQUIREMENTS**

- I. Provider shall, furnish County with Certificate of Insurance indicating proof of the following insurance from companies licensed in the State:
- A. Workers Compensation and Employers' Liability - Workers' Compensation statutory - in compliance with the Compensation law of the State and Employers' Liability insurance with a limit no less than \$100,000 each accident.
  - B. Comprehensive or Commercial General Liability with a minimum limit of \$2,000,000 per occurrence/\$2,000,000 aggregate combined Single Limit for Bodily Injury and Property Damage Liability. This insurance shall include, but not limited to, the following coverage.
    - 1. Premises - Operations
    - 2. Products and Completed Operations
    - 3. Damage to rented premises, minimum of \$300,000 per occurrence
    - 4. Contractual
    - 5. Personal Injury
    - 6. Participant
    - 7. Liquor
  - C. Automobile Liability with a minimum limit of \$1,000,000 per occurrence/\$1,000 aggregate Combined Single Limit for Bodily Injury and Property Damage Liability. This insurance shall include coverage for all of the following:
    - 1. Owned Automobiles
    - 2. Hired Automobiles
    - 3. Non-Owned Automobiles
  - D. Umbrella liability with a minimum of \$10,000,000 per occurrence/\$10,000,000 aggregate.
- II. The certificate shall list the **Certificate Holder and Address as follows:** Winnebago County, Attn: Insurance Administrator, Winnebago County Courthouse, P.O. Box 2808, Oshkosh, WI 54903-2808. The Winnebago County Department(s) involved shall be listed under "Description of Operations".
- III. Such insurance shall include under the **General Liability, Umbrella Liability and Automobile Liability policies** Winnebago County, its employees, elected officials, representatives, and members of its boards and/or commissions as "**Additional Insureds**".
- IV. The Winnebago County Insurance Coordinator must approve any exception to these requirements. Submit any requests in writing to Winnebago County Attn: Insurance Administrator, Winnebago County Courthouse, P.O. Box 2808, Oshkosh, WI 54903-2808 or email to [dpetraszak@co.winnebago.wi.us](mailto:dpetraszak@co.winnebago.wi.us)

**EXHIBIT B**  
**MOTORSPORTS PROGRAMMING REQUIREMENTS**

1. The County desires that the promoter make every attempt to program a maximum of 25 event dates per year according to an annual schedule developed through mutual agreement between the County and promoter.
2. The promoter shall run a timely racing program beginning at approximately 6:00 p.m. and concluding no later than 11:00 p.m. on race nights.
3. On predesignated dates before, during, and after the race season, the promoter shall pay the County, in separate installments, a minimum cumulative total of \$28,000 for rental of the grandstand/racetrack facilities. The aforementioned amount includes all utility costs with a maximum allowance of \$9,500 for utility usage. The operator shall be obligated to pay all utility fee costs over \$9,500. If awarded both motorsports and other entertainment programming, this paragraph would be replaced by item# 4 in Exhibit C.
4. The promoter shall have the option of running weekly motorsports races one week day evening per week.
5. The promoter shall have the option of paving the track and pit area.
6. Any rental fee agreement between the County and promoter shall be for a three-year term with the option to renew for additional years upon mutual agreement of the Promoter and the County.
7. The promoter shall provide the County a security deposit of \$5,000.00 before the start of each race season that shall be held until such time the funds are disbursed or refunded to the promoter a short time after the end of the applicable race season.
8. The promoter shall be responsible for actively promoting racing events it holds and paying the cost thereof.
9. The promoter shall be responsible for furnishing any and all prizes, awards, and trophies given to winners of the racing events it holds.
10. The promoter shall be responsible for ongoing track maintenance. All tools, equipment, materials and labor for track upkeep shall be furnished by the promoter. Furthermore, except for lawn mowing services, all other maintenance needs, within the racetrack and pit areas proper, shall be met by the promoter.
11. The promoter shall be responsible for furnishing any and all equipment needed to hold racing events on the premises.
12. Given the County's discretion, the promoter may be allowed to lease an approximate 2,000 square foot portion of the grounds within the grandstand pit area and/or a section(s) of the concession building, for storage of a limited number of large equipment items during the off-season. Given the absence of said lease, the promoter shall not be allowed to store property anywhere on the exposition center grounds outside of the race season.
13. The promoter shall have Emergency Medical Technicians with trained personnel at each race and pay the cost thereof.
14. The promoter shall maintain insurance liability policies meeting the requirements in Exhibit A for the entire term of the contract, shall pay the premiums thereof, and shall provide proof of coverage to the County.
15. The promoter shall supply and pay for additional support facilities such as port-a-potties, as deemed necessary by designated County officials.
16. The promoter shall provide staffing sufficient for maintaining a safe and effective level of operations during all race events. All wages and benefits shall be paid by the promoter.
17. The promoter shall be responsible for applying for any alcohol, tobacco and concession permits necessary for such operations.
18. The promoter shall provide for concession services and staffing thereof. Special equipment or service needs, over and above those already supplied on the premises by the County, shall be the responsibility of the promoter.

19. The promoter shall remove all trash and provide all clean-up services for all affected areas of the exposition center grounds during and after each race. Associated costs shall be paid for by the promoter.
20. The promoter shall assume responsibility for repairing and/or paying for the costs of any repairs to the premises and any affected areas of the exposition center grounds (including real and personal property located on site) which may be damaged during racing events, except for repair and maintenance due to normal wear and tear.
21. The promoter shall not allow noise from any races held on the premises to exceed decibel levels set forth in Winnebago County or City of Oshkosh ordinances.
22. The promoter shall maintain the racetrack, and all associated facilities and equipment, in good working order. Preventive maintenance measures shall be planned, scheduled and controlled in order to ensure a high level of safety. Maintenance measures shall ensure overall cleanliness and orderliness of both facility and grounds. Such measures shall include the promoter's periodic machine sweeping of clay sediment from the expo parking lots and roadways at the County's request.
23. The promoter shall honor all of the County's exclusive sponsorship contracts including pouring and naming rights. A document identifying these sponsors is available upon request at the Parks Office.

**EXHIBIT C**  
**MOTORSPORTS/OUTDOOR ENTERTAINMENT PROGRAMMING REQUIREMENTS**

1. Outside of a schedule that includes the programming of a minimum of sixteen weekly motorsports events, the County desires that the promoter hold a minimum of two or more non-motorsports related outdoor entertainment events according to an annual schedule developed through mutual agreement between the County and promoter.
2. The promoter shall have the option of paving the track and pit area.
3. Any rental agreement between the County and promotor shall be for a three-year term with the option to extend additional years upon mutual agreement of the promotor and the County.
4. On predesignated dates before, during, and after the race season, the promoter shall pay the County, in separate installments, a minimum cumulative total of \$33,000 for rental of the grandstand/racetrack facilities. The aforementioned amount includes all utility costs with a maximum allowance of \$9,500 for utility usage. The operator shall be obligated to pay all utility fee costs over \$9,500. This would be in lieu of the \$28,000 required in Exhibit B, item# 3.
5. The promoter(s) shall be responsible for actively promoting said motorsports/outdoor entertainment events it holds and pay the cost thereof.
6. The promoter shall provide the County a security deposit of \$5,000.00 before the start of each race season that shall be held until such time the funds are disbursed or refunded to the operator a short time after the end of the applicable race season.
7. The promoter shall provide staffing sufficient for maintaining a safe and effective level of operations during all events. All wages and benefits shall be paid by the promoter.
8. The promoter shall be responsible for applying for any alcohol, tobacco and concession permits necessary for such operations.
9. The promoter shall provide for concession services and staffing thereof. Special equipment or service needs over and above those already supplied on the premises by the County, shall be the responsibility of the promoter.
10. The promoter shall remove all trash and provide all clean-up services for all affected areas of the site during and after each event.
11. The promoter shall assume responsibility for repairing and paying for the costs of any repairs to the premises (including real and personal property located on site) which may be damaged during its programmed events except for repair and maintenance due to normal wear and tear. This provision applies to all affected areas on the exposition center grounds.
12. The promoter shall not allow any noise from any events it holds on the premises to exceed decibel levels set forth in Winnebago County or City of Oshkosh ordinances.
13. The promoter shall maintain the premises and all associated building structures and equipment, in good working order. Preventive maintenance measures shall be planned, scheduled and controlled in order to ensure a high level of safety. Maintenance measures shall ensure overall cleanliness and orderliness of both facility and grounds.
14. The promoter shall maintain insurance liability policies meeting the requirements in Exhibit A for the entire term of the contract, shall pay the premiums thereof, and shall provide proof of coverage to the County.

**APPENDIX A**  
**QUALIFICATION STATEMENT**

The undersigned certifies under oath that the information provided herein is true and sufficiently complete so as not to be misleading.

SUBMITTED BY: **Jeff Lemiesz**

NAME: **Impact Motorsports LLC**

BUSINESS ADDRESS:

**2230 Plymouth St, Oshkosh, Wisconsin**

BUSINESS TELEPHONE NO.:

**920-279-9096**

Corporation [ ]  
Partnership [X]  
Individual [ ]  
Joint Venture [ ]  
Other [ ]

**1. ORGANIZATION**

- A. How many years has your organization been in business as a racetrack operator? **12 Years**
- B. How many years has your organization been in business operating primarily as a non-motorsports related outdoor entertainment event promoter? **N/A**
- C. How many years has your organization been in business under its present business name? **15 Years**
- D. Under what other current or former names has your organization operated? **N/A**
- E. If your organization is a Corporation, answer the following: **N/A**
  - 1. Date of incorporation:
  - 2. State of incorporation:
  - 3. President's name:
  - 4. Vice-president's name(s):
  - 5. Secretary's name:
  - 6. Treasurer's name:
- F. If your organization is a partnership, answer the following:
  - 1. Date of formation of organization: **May 1, 2002**
  - 2. Type of partnership (if applicable): **Partnership LLC**
  - 3. Name(s) of general partner(s): **Jeffrey S. Lemiesz / Lawrence D. Stratton**
- G. If your organization is individually owned, answer the following: **NA**
  - 1. Date of formation of organization:
  - 2. Name of owner:
- H. If the form of your organization is other than those listed above, describe it and name the principles:  
**NA**

## 2. EXPERIENCE

- A. List the categories of work that your organization normally performs with its own forces, and state for how many years your organization has been involved in each. **Race track promoter / operations. Impact Motorsports has been promoting racing events for 12 years at the County owned race track. Impact Motorsports also promoted / operations demolition derbies for area county fairs for an estimated 10 years. Impact Motorsports no longer promotes demolition derbies. Impact Motorsports also provides concessions for various events held the Sunnyview Expo Grounds, County Fair, Fishing Expo, Logging event,**
- B. Claims and Suits. (If the answer to any of the questions below is yes, please attach details.)
1. Has any organization with whom you have been contracted with, terminated a contract awarded to you? **No**
  2. Are there any judgements, claims, arbitration proceedings or suits pending or outstanding against your organization or its officers? **No**

## 3. REFERENCES

- A. Trade References:  
(List the names, contact persons, business addresses, and business telephone numbers of a minimum of three firms directly related to your organization's operations at a functioning racetrack and/or outdoor entertainment venue in the State of Wisconsin).  
**US Foods - Fred (920-410-0266) 900 Gale Street, Waukesha, WI 53186 – 1-262-542-8841  
Becks Meats – Terry Beck, 519 Clairville Rd, Oshkosh, WI 54904 – 920-589-2104  
Badger Popcorn –Ken (262-689-0503) 2914 Latham Dr. Madison, WI 53713 – 1-800-962-6227**
- B. Bank References:  
(List a minimum of two).  
**Verve a Credit Union  
Capital Credit Union**

## 4. FINANCING

- A. Financial Statement:
1. Attach a financial statement, preferably audited, including your organization's latest balance sheet and income statement showing the following items: **See attached sheets.**  
  
Current Assets (e.g., accounts payable, notes payable, accrued expenses, provision for income taxes, advances, accrued salaries and accrued payroll taxes); **Attached with the Profit & Loss Summery**  
Other Liabilities (e.g., capital, capital stock, authorized and outstanding shares' par values, earned surplus and retained earnings). **NA**
  2. Name and address of the firm preparing the attached financial statement(s), and date(s) thereof: **NA**
  3. Is the attached financial statement for the identical organization named on page one? **Yes**
  4. If not, explain the relationship and financial responsibility of the organization whose financial statement is provided (e.g., parent-subsidiary). **NA**

B. Will the organization whose financial statement is attached act as guarantor of the County's racetrack/grandstand promoter's contract? **Yes**

C. What has been the candidate's average annual pretax earnings been during the most recent three years?

1. 2014 - \$301,884.71
2. 2015 - \$368,443.16
3. 2016 - \$358,156.95

**5. SIGNATURE:**

**Jeffery S. Lemiesz,** \_\_\_\_\_

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_.

Name of Organization: **Impact Motorsports LLC**

By: **Jeffrey S. Lemiesz**

Title: **Owner / Partner**

\_\_\_\_\_ being duly sworn deposes and says that the information provided herein is true and sufficiently complete so as not to be misleading.

Subscribed and sworn to before me this \_\_\_\_\_ day of

\_\_\_\_\_, 20\_\_\_\_\_.

Notary Public:

My Commission Expires:

**APPENDIX B**  
**MOTORSPORTS PROPOSAL STATEMENT**

1. Is your proposal based on a three-year rental term of the racetrack/grandstand facilities? If “NO”, please explain. **Impact Motorsports would like to have a longer rental term (five years or longer) to acquire major sponsors,**
2. Does your operation of the racetrack/grandstand facilities include an option to pave any portion of the facilities? If “YES”, then what portions would be paved and through what monetary resources would the improvements be instituted? **NO**
3. In the interest of presenting organizations with an option to further enhance their opportunity to compete for an award of contract, and **with the established minimum first year rental payment set at \$28,000.00 per EXHIBIT B** MOTORSPORTS PROGRAMMING REQUIREMENTS 3., promoters may opt to offer the County a payment in excess of the aforementioned minimum \$28,000.00 rental fee. If your organization would like to take advantage of said opportunity, proceed to indicate the first year dollar amount that you would be willing to pay over and above the required \$28,000.00 minimum. **In regards to the minimum payments, a negotiated price should be worked on during contract negotiations. \$28,000.00 is \$12,000.00 more than the rent paid in 2016 and \$6,000.00 more than the rent paid in 2017.**
4. What types of site improvements, if any, would you require in order to operate the facilities? **None at this time**
5. Through what monetary resources would the improvements be instituted? **NA**
6. What types or classes of motor vehicles would you race on the track? **The same divisions that are currently racing at the track. By changing divisions could cause some drivers to change their vehicles and costing them more money. The idea is to keep costs down for the competitors.**
7. Would you be selling advertising space at various locations within the facility? **Yes**
8. Would the sale of sponsorships or exclusivity rights be included in your operation of the facilities? **Yes**
9. How would you handle parking? **There has been no issues in the past 12 years that has caused any issues. In some instances there would be parking staff parking cars. How would you handle post-race traffic concerns? There has been no issues in the past 12 years that has caused any issues. In some instances there would be staff handling post-race traffic.**
10. What pre and post-race track grading maintenance would you provide at the facilities? **This would be a turn-key operation. Weekly and daily maintenance would be provides by qualified staff to prep the racing surface.**
11. What type of security would you provide during race events for both drivers and spectators? Include a description of the level of security as well as qualifications of security personnel. **Hired personal trained by local officers and security personal.**
12. What types of emergency care/equipment would you provide for each event? Would the emergency response services be contracted? **Yes through the city of Oshkosh plus we provide on staff first responders.**

13. What procedures would you follow to minimize noise from the race events? **In the track operational rules it is stated that cars need to be less than 95db at 100 feet. We use a decibel meter that is available to the county for use for checking. There are also apps that you can download on a smart phone that reads decibel levels.** At what dB level would you disallow vehicles from racing? **Anything over 100db.** All cars at the track will have to have mufflers. Will this affect your ability to attract drivers? **No, most if not all sanctioning bodies require mufflers on all race cars.** What will you do to racers unable to meet the criteria established? **Driver's will be given a deficiency slip to correct the problem. If deficiency is not corrected in the time frame given, driver will not be able to race his/her cars.**
14. Would overnight camping on the expo grounds be included in programming of your race events? **Yes**
15. What would your needs be in terms of parking space for an average weekly event? Enough to hold up to **800 + cars**
16. How would you work with the Winnebago County Fair Board, Life Promotions and other special events programmers to facilitate their needs for use of the racetrack/grandstand facilities during their events? **The same as how we work with these groups at the present time.**
17. Would your organization apply for the necessary food and beer permits or would you work with a concessionaire (community group ie. Lion's Club, private contractor, etc.)? **We would apply for all necessary food and beer permits like we do now**
18. You will be required to carry a minimum of \$2M in general liability insurance and a \$10M umbrella policy. Indicate your ability to secure this type of coverage via a letter from your agent as to future insurability or a current certificate of insurance showing coverages. **It is covered in the insurance part of this RFP packet.**
19. Describe in detail the practical experience of all key persons within your organization who have been involved in managing a racetrack site or racing events. **Larry and Jeff have been promoting racing events as well as other events over 15 years.**
20. Do you have a driver base to draw from so as to have an adequate number of race participants? **Yes, if so, list a minimum of twenty such drivers along with their names, address and telephone numbers. We will not give any personal information due to the confidentiality law. If the county wants to see a list of drivers please see our website for names. [www.oshkoshspeedzone.net](http://www.oshkoshspeedzone.net)**
21. Submit an organizational plan for racetrack operations. The plan shall describe the operator's management structure for all aspects of track operations. The organization chart shall display:
  - A. The firms involved, their interrelationships and responsibilities.
  - B. Key management personnel by name and firm. Also attach resumes of key personnel to be assigned management responsibilities.
22. Will your organization submit to a credit check? **Yes**
23. Suggest ways in which your proposal and other competitive proposals should be evaluated. **Up to the county! Should be based on experience running a successful racing program.**

24. Provide any other information you feel would be helpful in evaluating your organization's qualifications to program and operate the racetrack/grandstand facilities at the Sunnyview Exposition Center. **Impact Motorsports has been running a successful racing program for the past 12 years at the Sunnyview Expo Center. By changing promoter ship, this may cost drivers and fans more money and the county to start over to establish a proven company.**

**APPENDIX C NA**

**MOTORSPORTS/OUTDOOR ENTERTAINMENT PROPOSAL STATEMENT**

1. Is your proposal based on a contract with a three-year rental term of the racetrack/grandstand facilities?
2. Given the minimum programming requirement of sixteen weekly motorsports events and two or more non-motorized outdoor entertainment events per season as indicated in EXHIBIT C\_ MOTORSPORTS/OUTDOOR ENTERTAINMENT PROGRAMMING REQUIREMENTS 1., provide an example of a typical annual event-schedule anticipated with your organization's use of the facilities.
3. In the interest of presenting organizations with an option to further enhance their opportunity to compete for an award of contract, and with the established minimum first year rental payment set at \$33,000.00 per EXHIBIT C MOTORSPORTS/ENTERTAINMENT PROGRAMMING REQUIREMENTS 4., promoters may opt to offer the County a payment in excess of the aforementioned minimum \$33,000.00 rental fee. If your organization would like to take advantage of said opportunity, proceed to indicate the first year dollar amount that you would be willing to pay over and above the required \$33,000.00 minimum.
4. Does your operation of the racetrack/grandstand facilities include an option to pave any portion of the facilities in relation to non-motorsports events? If "YES", then what portions would be paved and through what monetary resources would these improvements be instituted?
5. What types of other improvements, if any, would you require in order to operate the facilities in relation to non-motorsports events? Through what monetary resources would these improvements be instituted?
6. How would you handle parking and post event traffic concerns in relation to non-motorsports events?
7. What type of security would you provide during the non-motorsports events for spectators? Include a description of the level of security as well as qualifications of security personnel.
8. What types of emergency care/equipment would you provide for each non-motorsport event? Would the emergency response services be contracted?
9. Would overnight camping on the expo grounds be included in programming of non-motorsports events?
10. How would you work with the Winnebago County Fair Board, Life Promotions and other events programmers to facilitate their needs for use of the racetrack/grandstand facilities during their events?
11. Would your organization apply for the necessary food and beer permits or would you work with a concessionaire (community organization ie. Lion's Club, private contractor, etc.) for any non-motorsports events?
12. Describe in detail the practical experience of all key persons within your organization who have been involved in managing or programming an outdoor entertainment venue.

13. Submit an organizational plan for conducting of outdoor entertainment program operations. The plan should describe the promoter's management structure/model for all aspects of its outdoor entertainment programming. The organization chart shall display:
  - A. The firms involved as well as their interrelationships and responsibilities.
  - B. Key management personnel by name and firm. Also attach resumes of key personnel to be assigned management responsibilities.
14. Suggest ways in which your proposal and other competing proposals should be evaluated.
- 15. Provide any other information you feel would be helpful in evaluating your organization's qualifications to program and operate the racetrack/grandstand facilities at the Sunnyview Exposition Center.**