

CITY OF CALISTOGA

REQUEST FOR PROPOSALS

Opportunity to Promote, Operate, Improve and Maintain Motorized Racing Events at

CALISTOGA SPEEDWAY

RFP No.	26-FAIR2000
Release Date	September 4, 2026
Optional Site Tour(s) meet at Fair Office, Tubbs Building 1435 N Oak St., Calistoga	October 5, 2026, 10:00 AM to Noon October 10, 2026, 10:00 AM to Noon
Questions Due	October 23, 2026
Proposal Due	November 2, 2026, 3:00 PM PST
Anticipated Award Proposed	November 17, 2026, Regular City Council Meeting
Anticipated Commencement	January 1, 2027, or as negotiated



RFP AT A GLANCE

Item	Information
Facility	Calistoga Speedway, Calistoga Fairgrounds, 1435 N. Oak Street, Calistoga, California
Core Program	Three sprint-car racing weekends per season
Additional Opportunities	One American motorcycle flat-track weekend and one other City-approved motorized-sport weekend (i.e., destruction derby, monster trucks, etc.)
Historical Reference Model	Prior operations included a two-year term with approximately \$250,000 in infrastructure work to the grounds; City-retained alcohol and boondock-camping revenue; and Operator retained admissions and parking. This is an option, not a required bid structure
RV Park	City retains the RV Park, all RV-site operations and all RV Park revenue and overnight tax under every proposal
Track Responsibility	Operator performs and funds all track preparation, event conversion, maintenance and repairs to track facility
City Ticket/Voucher Allocation	100 attendance vouchers per two-day race weekend (50 tickets per race day), or equivalent agreed allocation
Proposal Flexibility	Consideration to the City may include a flat cash license payment, a percentage of revenue, infrastructure investment, maintenance or service commitments, or any combination thereof. Proposals involving significant infrastructure improvements may require a longer-term lease to provide a reasonable opportunity for the operator to recover its investment.
Award Standard	Best overall value to City; not necessarily the highest cash offer
Agreement	Non-exclusive site license/operating agreement (License), subject to City Attorney and City Council approval



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I. INTRODUCTION AND PURPOSE

The City of Calistoga (City) invites proposals from qualified and experienced motorized-event Operators (Operator) to promote, produce, operate, improve and maintain a seasonal race event program at the historic Calistoga Speedway (Speedway). City seeks a capable Operator partner with the operational experience, financial strength, staffing, equipment, safety, and an understanding of racing culture, positive relationship building and long-term vision necessary to deliver high-quality racing events, while protecting this important public asset and coordinating with the broader Calistoga Fairgrounds operations (Fairgrounds).

The opportunity is structured to encourage creative, financially responsible proposals. Proposers may recommend a flat license payment, percentage revenue, infrastructure investment, maintenance or service commitments, or a combination of such consideration to City. City will evaluate the overall supportable economic and public value of each proposal with an intent to negotiate and mutually agree upon the event schedules, alternative motorized sports, subcontractors, concessions and concession operators, alcohol arrangements, signage, proposed improvements, and any material changes to Speedway operations or facilities.

II. BACKGROUND AND EXISTING OPERATING MODEL

The Speedway is located within City-owned Fairgrounds. Motorized racing is a historic Fairgrounds use and remains an important opportunity for tourism, community activity and revenue. City purchased the

Fairgrounds in July 2024 and is continuing a broader revitalization program while preserving flexibility for events, emergency use and other public purposes.

Calistoga Speedway is one of California's most historic dirt tracks. Located at the Calistoga Fairgrounds, the scenic half-mile oval began as a horse-racing track before automobile racing was introduced in 1937. The first events featured a small group of open-wheel race cars performing speed exhibitions, establishing a motorsports tradition that has continued for nearly 90 years.

In the early years, Calistoga resident Louie Vermeil became the driving force behind Calistoga Speedway's development. Vermeil promoted racing at the fairgrounds and, in 1960, helped establish the Northern Auto Racing Club (NARC). Calistoga Speedway became NARC's home track and developed a reputation as one of the fastest and most challenging half-mile dirt tracks on the West Coast.

Over the decades, the Speedway has hosted sprint cars, midgets, motorcycles and other forms of motorized racing. Generations of nationally recognized drivers, car owners, mechanics, promoters and volunteers have contributed to its legacy. The track is especially known for its high speeds, long straightaways, sweeping turns and distinctive setting surrounded by the mountains and vineyards of the upper Napa Valley.

In 2008, the Louie Vermeil Classic was established to honor Louie Vermeil's contributions to California racing. The Labor Day weekend event brings together winged and non-wing sprint cars and has become one of the Speedway's signature traditions.

With a heart for racing, significant modernization and work on the track was provided by local families (Abreau & Stadelhofer) and many volunteers and businesses. However, racing was suspended for several years after the 2019 season and closing of the fairgrounds. Following the City of Calistoga's purchase of the fairgrounds from Napa County in 2024, the City worked with community members and racing supporters to return racing to the historic track. The Speedway reopened in August 2025 with the 14th Louie Vermeil Classic—the first racing event at Calistoga since 2019. Hunt Motor Sports, the City of Calistoga and many volunteers worked hard to revitalize the grandstands and track, and the sold out August 2025 event featured USAC/CRA non-wing sprint cars and NARC 410-winged sprint cars.

Today, Calistoga Speedway remains an important part of Calistoga's cultural and recreational history. It represents nearly nine decades of racing, community involvement and family traditions passed from one generation to the next. The historic track continues to serve as a distinctive centerpiece of the Calistoga Fairgrounds and one of the most recognized dirt-track racing venues in California.

For context only, the historical operating arrangement generally included the elements described in the list below. Proposers are not required to reproduce this structure and should submit their strongest comprehensive economic, infrastructure and operating offer:

- Operator controlled and retained revenue from admissions/ticket sales and general parking.
City controlled and retained alcohol sales and camping revenue, including Great Lawn camping.
- City retained the RV Park, all RV-site operations and all RV Park revenue.
- The historical operating package included approximately \$250,000 in infrastructure work by the Operator in consideration for three race weekends.
- Operator was responsible for all track preparation, track maintenance and track repairs required for its events. (There has been a large volunteer contingent.)

- Operator controlled concessions, merchandise, tickets, parking and a prerace dinner.
- Operator provided City with 100 attendance vouchers for each two-day race weekend, representing 50 tickets for each race day, for City marketing, sponsorship, community or Fairgrounds purposes.
- City and Operator coordinated event dates, setup, safety planning, site access, clean-up standards and restoration under a City-approved License.

The above described historical license structure is not the only acceptable one. Each proposer shall submit its best offer and clearly state the proposed allocation of every revenue source, cash payment, percentage revenue, capital commitment, service commitment and operating responsibility. City will analyze and compare total economic value, enforceability, operating quality, risk and public benefit. The City's retention of the RV Park is not negotiable.

III. LICENSE AREA AND CITY-RESERVED RIGHTS

The anticipated license area may include the Speedway track, infield, permanent grandstands, designated ticket booth, approved concession area, storage/support area, designated parking area, and other areas as agreed. Use of the Tubbs Building, Pavilion, Great Lawn, RV Park, golf-course areas or other Fairgrounds facilities is not included unless expressly approved in the License.

City-Reserved Rights

- Ownership and control of the Speedway name, Fairgrounds property and all rights not expressly granted.
- Alcohol service and alcohol revenue during events, unless otherwise set out in the License.
- Great Lawn and other City-designated camping operations and related revenue, unless otherwise expressly set out in the final agreement.
- The RV Park, all RV-site reservations and operations, and all RV Park revenue. No RV Park right is offered through this RFP.
- One City merchandise or sponsorship booth and City sponsorships/banners activity.
- Reasonable access for inspection, utilities, public safety, emergency response, infrastructure work, governmental purposes and as further set out in the License.
- Use of the license area or other parts of the Fairground outside of the dates/times of approved events and preparation periods related to such events unless otherwise set out in the License.

The Calistoga Speedway currently rents for \$7,500 per day, plus utilities. Use of surrounding areas, buildings, and parking is subject to additional fees. Under the most recent operating arrangement, the City retained alcohol sales, while the operator retained concession and parking revenues. The grandstands have an approximate seating capacity of 3,400.

Rental of full fairgrounds is currently \$20,500 per day, excluding camping and utilities. These rates and revenue arrangements are provided as a basis for negotiation, and the City is open to considering alternative proposals that provide comparable or greater value.

Site Condition and Due Diligence

The license area will be offered AS-IS, WITH ALL FAULTS, subject to the License terms and conditions. Proposers are responsible for inspecting the Speedway and related facilities, reviewing available reports

and concept materials, identifying deferred maintenance and safety issues, and stating all assumptions, exclusions and requested City work, if any.

IV. CITY OBJECTIVES

- Preserve and strengthen the tradition of motorized racing at the Speedway.
- Produce a reliable annual schedule of safe, professionally managed and well-attended events.
- Provide at least three sprint-car racing weekends, with opportunities for an American motorcycle flat track weekend, and one additional agreed motorized-sport weekend.
- Protect the Speedway, grandstands, track surface, safety systems and surrounding Fairgrounds property.
- Improve spectator experience, accessibility, concessions, restrooms, hospitality and event flow.
- Generate dependable revenue and measurable economic value for City.
- Require the Operator to complete and fund all track preparation, maintenance and repairs necessary for every approved events.
- Encourage Operator-funded infrastructure improvements that reduce deferred maintenance and strengthen long-term event viability of the Speedway.
- Maintain clear financial reporting, cash controls and auditable ticket, parking, concession and other revenue records.
- Coordinate closely with Police, Fire, Public Works and Fairgrounds staff and meet all required operational and safety-plan deadlines and requirements.
- Minimize impacts from noise, traffic, dust, lighting, camping and late-night activity.
- Develop a long term positive partnership with an operator who values racing, community and the fairgrounds.

V. EVENT PROGRAM AND SCHEDULING

A. Required and Optional Event Program

Event Category	City Expectation	Proposer Response Required
Sprint-car racing	Three weekends per race season	Proposed dates, sanctioning bodies, classes, format, projected attendance and financial plan
American motorcycle flat track	Up to one weekend per season	State whether included; provide track-conversion, safety, schedule and financial plans
Additional motorized sport	Up to one mutually agreed weekend (examples may include monster trucks, demolition derby or another compatible concept)	Describe proposed sport, infrastructure impacts, safety, attendance and economics
Other programming	Only with prior City approval	Describe any exhibitions, practices, dinners, or ancillary activities

B. Schedule Approval and Access

The selected proposer shall submit its annual proposed event schedule by the date established in the License. No event, practice, track conversion or material setup activity may occur without written City approval and Operator insurance. Proposer shall identify requested setup and teardown days, access areas, work hours, track-preparation activities, anticipated attendance, and conflicts with other Fairgrounds uses.

C. Hours

Unless otherwise approved in writing by City, public event operations shall occur between 8:00 a.m. and 10:00 p.m.; racing shall conclude by 10:00 p.m.; no race shall start after 9:45 p.m.; lighting shall be turned off and the licensed area secured by 11:00 p.m. Other Speedway procedures, standards and penalties will be established in the License and applicable governmental approvals and permits.

VI. FINANCIAL AND REVENUE PROPOSAL

A. Historical Reference Model and Open-Bid Structure

The following table describes the historical Speedway business arrangement only. Proposers may submit this model or any stronger alternative that clearly allocates revenues, expenses, risks and City value and benefits. City retains the RV Park in all cases.

Revenue Source	Historical Reference	Required Best-Bid Disclosure
Admissions and race tickets	Operator	Pricing, projected units/revenue, ticketing system, compensation and controls
General event parking	Operator	Rates, capacity, staffing, cash controls, restoration and projected revenue
Alcohol sales	City	Acknowledge City right or state proposed alternative and City value related to that alternative
Boondock camping, including approved Great Lawn camping	City	State proposed allocation and identify operational coordination needs
RV Park and RV-site revenue	City-retained and excluded from opportunity	Acknowledge; identify event coordination needs
Food concessions	Operator	State concession model, commissions, controls and permits and approvals required
Merchandise	Operator, except City-reserved booth/sponsorship rights	Merchandise plan and any proposed City participation
City attendance vouchers	100 per two-day race weekend / 50 per race day	Acknowledge and describe fulfillment method

Proposers shall state the percentage of gross sales offered to City for: (1) food and nonalcoholic beverages; (2) alcoholic beverages; and (3) merchandise. Proposers may also offer a guaranteed

minimum payment. City will evaluate the proposed minimum guarantee, percentage payment and other consideration offered City as part of the total economic value of the proposal.

Suggested minimum benchmarks:

- Food/nonalcoholic concessions: not less than 20% of gross sales.
- Alcohol: not less than 25% of gross sales if Operator receives alcohol rights in the License.
- Merchandise: not less than 15%, or flat fee per booth
- Gross sales, and/or a guaranteed minimum per event or season.

B. Acceptable Economic Structures

- Guaranteed annual and/or per-event License fee.
- Percentage of defined gross revenue, with or without a guaranteed fee (see above).
- Tiered or stepped consideration tied to attendance, revenue or contract year.
- Operator-funded capital improvements, with clearly documented scope, cost, funding and schedule.
- Accepted maintenance or service commitments with a supportable annual value.
- A blended structure combining cash, percentage participation, infrastructure investment and/or other consideration to City.
- The historical reference model, including approximately \$250,000 in infrastructure work for a two-year contract with City-retained alcohol and boondock-camping revenue.

No proposed credit, service value or capital value will be accepted merely because it is stated by proposer. City may normalize multi-year offers, independently verify costs and projections, and reduce or exclude unsupported, speculative, duplicative or non-beneficial consideration that is offered.

C. Gross Revenue, Reporting and Audit

Any percentage proposal shall define gross revenue and exclusions by category. The selected proposer shall maintain complete books and records, sequential or electronic ticket controls, daily sales totals, documented refunds and voids, concession agreements with purchase of electronic sales records, parking records and other supporting information and documentation maintained by a first-class Operator. City will require periodic reports and reasonable audit rights. Electronic ticketing and point-of-sale systems capable of detailed export are strongly preferred.

VII. OPERATOR RESPONSIBILITIES

The following shall be performed by Operator, as well as such other obligations and responsibilities described in the License.

- Provide all management, labor, equipment, supplies, vendors and services necessary to produce approved events, except responsibilities expressly retained by City in the License.
- Secure sanctioning-body approvals and comply with applicable racing, occupational safety and motorsport standards and laws.
- Market events professionally while accurately using the Speedway and City names and marks.
- Operate admissions, ticketing, pit registration, racer credentials, parking, concessions, merchandise in compliance with the License, including any other obligations set out in the License.
- Provide City ticket/voucher allocation 60 days before each race weekend.

- Maintain qualified managers with decision-making authority on site during setup, events and teardown.
- Coordinate participant, pit, spectator, vendor, camping, traffic and emergency access operations.
- Obtain all required governmental and agency permits, licenses and approvals, including, among others, City, County and State business licensing, fire approvals, building code compliance, environmental health and Department of Alcoholic Beverage Control.
- Maintain all required insurance, as described in the License, and name City and other City required parties as additional insured where required.
- Ensure all subcontractors and concessionaires carry required insurance, name City and other City required parties as additional insured where required, maintain all required governmental and agency permits, licenses and approvals, and comply with applicable sales-tax reporting requirements for a state-designated fairground.
- Provide portable restrooms and handwashing facilities in quantities and locations approved by City unless an accepted capital plan provides adequate permanent facilities.
- Provide waste, recycling, janitorial, Cal Recycle tire recycling, pest-control and post-event services and comply with City's reusable foodware and waste-reduction requirements.
- Maintain professional conduct and customer service and promptly address complaints, incidents and City directions.

Ticket Manifest and Reporting

Before each event, Operator shall provide a ticket manifest or equivalent digital report identifying every ticket category, quantity, price and numbering or control sequence, including admissions (grandstands accommodate 3,456 seats), parking, pit, entry, complimentary tickets, season ticket holders and other race association credentials. After each race, Operator shall provide certified final sales and attendance reports, plus other required reports, all within the deadlines established by City as set out in the License.

VIII. SAFETY, EMERGENCY, INSURANCE AND SECURITY REQUIREMENTS

Safety of spectators, participants, employees, volunteers, vendors, City staff and the public is a material requirement of each proposer's plan. A comprehensive Event Safety Plan must be submitted no less than sixty (60) days prior to each event in order to be approved thirty (30) days prior to each event by the Calistoga Police Chief and Fire Marshal. This plan must provide for the required ambulance/medical services and adequate security per estimated attendance. Failure to timely obtain such approvals will constitute a default under the License entitling City to all remedies in the License, including, among others, termination and a delinquent fee.

Required Safety-Plan Elements

- Command structure, responsible contacts and communications/radio plan.
- Attendance assumptions, venue capacity, ticket controls and crowd management.
- Security staffing, ushers, prohibited items, alcohol coordination and incident response.
- Fire and life-safety plan; emergency lanes; continuous 20-foot emergency access where required.

- Advanced life support ambulance/medical coverage, first aid, participant medical response and patient transport routes.
- Traffic, parking, ADA parking, pedestrian routes, gate operations and neighborhood impacts.
- Pit and spectator separation, controlled crossings, barriers, grandstand management and evacuation.
- Fueling, hazardous materials, fire suppression, spill response and OSHA/DIR compliance.
- Track, crash wall, wheel fence, catch fence, gates and other safety-system inspection and repair.
- Noise testing, muffler certification, calibrated monitoring, enforcement and retained records.
- Weather, wildfire, smoke, power interruption, mass-casualty and shelter/evacuation procedures.
- Vendor, food, alcohol, camping, garbage, tries, cleaning, sanitation, and permit documentation (Food, Fire, Building, etc.).
- Accessibility plan and reasonable accommodations.
- Insurance, participant waivers and annual alphabetized hazardous-activity waiver records.
- Other elements as required by City.

Insurance and Performance Security

- Operator shall maintain and provided evidence of insurance in limits and forms, as described in the License and approved by the City Attorney and risk management. Anticipated coverages include commercial general liability, automobile liability, workers' compensation/employer's liability, umbrella/excess liability, participant/athletic liability, event cancellation where required, liquor-related coverage as applicable, property/equipment coverage and other specialized coverage appropriate to motorsports.
- Operator shall deliver to City the security deposit required in the License.
- Operator shall provide such other performance security as described in the License.

IX. FACILITY MAINTENANCE AND EVENT RESTORATION

Operator shall perform the following tasks, as well as such others as set out in the License.

A. Speedway and Event-Area Maintenance

- Maintain track dirt/clay at a safe profile and elevation so crash-wall footings are not exposed.
- Perform and fund all track preparation, grading, watering, packing, event-specific conversion, ongoing maintenance and repairs necessary before, during and after every approved event.
- Obtain prior City approval before adding, removing or relocating dirt, clay or other material.
- Inspect, maintain and promptly repair crash walls, wheel/catch fencing, gates, barriers, lighting and spectator separation systems.
- Maintain event-use grandstand, ticketing, concession, storage, pit, parking and support areas in a safe, clean and orderly condition.
- Protect utilities, irrigation, pavement, landscaping, trees, structures and other Fairgrounds assets.
- Promptly perform pre-event and post-event inspections with City and document existing conditions and damage.
- Immediately suspend affected operations when damage or a hazard makes continued use unsafe.

B. Cleanup and Restoration

Operator shall restore the license area and other impacted areas within forty-eight (48) hours after each event, or within twenty-four (24) hours when notified that another event follows within forty-eight hours. Restoration includes janitorial service; removal of signs, decorations, tires, barrels, temporary equipment, trash and debris; repair of damage; cleanup of pits, grandstands, concessions and parking; and return of the site to its pre-event condition. City-performed corrective work may be charged to Operator under the City fee schedule or actual cost, as established in the License.

C. Stormwater and Environmental Compliance

Operator shall prepare and maintain a City-approved stormwater management plan; properly store, use and dispose of fuels, oils, chemicals and waste; prevent releases; report spills; and perform required remediation for conditions caused by its operations. Operator shall comply with all applicable environmental requirements and laws.

X. CAPITAL IMPROVEMENTS AND CITY WISH LIST

City encourages practical, fundable improvements that strengthen safety, revenue, accessibility and long-term Speedway viability. Concept materials are included as exhibits for inspiration only and are not approved plans, guaranteed locations or construction documents. Every proposed improvement requires City approval, design review, permits, accessibility and code compliance, funding verification, and agreement on ownership, maintenance and disposition.

Priority / Opportunity	Desired Outcome
Track and safety-system rehabilitation	Track surface/profile, drainage, crash wall, footings, wheel/catch fence, gates, barriers, lighting and safety inspection needs
Accessible restroom and beverage-service building	Permanent accessible restrooms combined with an efficient City-controlled alcohol service location
Concession and VIP/hospitality venue	Replacement or substantial improvement of the existing concession area, potentially with upper-level hospitality/VIP space, stairs and lift/elevator
Infield improvements and event layout	Improved circulation, drainage, utilities, vendor/food areas, emergency access, pit separation and flexible motorized-event conversion
Grandstand and spectator improvements	Structural/safety work, seating, accessible routes/areas, railings, lighting, wayfinding and customer amenities
Ticketing and entrance improvements	Gate layout, technology, access control, ADA circulation, queuing, signage and pedestrian/vehicle separation
Parking and traffic improvements	Surface, striping/layout, lighting, ADA parking, revenue controls, traffic flow and restoration
Utilities and operational infrastructure	Electrical, water, sewer, communications, drainage, storage, maintenance and event-support systems for speedway & track areas
Noise, dust and neighborhood mitigation	Monitoring systems, operational measures, landscaping or other effective mitigation

Other proposer concept	Any compatible improvement with documented City benefit, feasibility and funding
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Required Capital-Plan Information

- Scope and conceptual design
- Estimated design and construction cost
- Source and evidence of funds
- Implementation and milestone schedule
- Required permits, approvals and professional services
- Requested City contribution, credit or term consideration
- Ownership during and after License term ends
- Ongoing maintenance, repair and replacement responsibility
- Public benefit, revenue or operating savings
- Consequences if commitment is not completed

Public-works, prevailing-wage, bonding and contractor-registration requirements may apply. No work or credit is authorized until expressly approved in writing. Routine track preparation, maintenance and repairs are mandatory Operator responsibilities and will not be treated as optional capital-improvement value. Only approved improvements that exceed ordinary track obligations may be considered as additional economic value.

XI. QUALIFICATIONS AND FINANCIAL CAPACITY

Minimum Qualifications – Pass/Fail

The following criteria will be applied to each proposal.

Requirement	Pass / Fail
Proposal received by deadline and required method	
Signed cover letter and proposal forms	
Required motorized-event experience identified/described	
Key personnel and organizational structure provided	
Three comparable references provided	
Required financial information and capital evidence provided	
Evidence of ability to obtain required insurance provided	
Operating, safety, maintenance and financial plans provided	
Required certifications and disclosures completed	

Required Experience and Qualifications

Operator must have the following experience and qualifications and provide the following information.

- At least five (5) years of relevant experience promoting or operating comparable motorsport, racing, fairgrounds, stadium or complex live events, or a clearly demonstrated equivalent leadership experience in motorized sports operations.
- Demonstrated experience with large-event safety, ticketing, parking, concessions, vendor management, emergency coordination and post-event restoration.
- Qualified proposed personnel, including executive lead, event/racing program manager, operations lead, track/safety lead, finance/ticketing lead and marketing lead.
- Financial capacity to fund first-year operations, insurance, deposits/security, payroll, event production and all committed improvements without reliance on unapproved City funding.
- Three (3) years of financial statements prepared or certified by a CPA, or tax returns, together with a current statement of assets/liabilities/net worth and evidence of available operating and capital funds. City may permit a written alternative explanation when appropriate.
- Disclosure of litigation, contract defaults, bankruptcies, regulatory actions, event cancellations, safety sanctions and material claims during the preceding five (5) years.

XII. PROPOSAL SUBMISSION REQUIREMENTS

Proposals shall be complete, signed by an authorized representative and organized in the following order:

1. Cover Letter and Executive Summary.
2. Signed Appendix A – Proposal Form.
3. Legal name, ownership, organizational structure and authority.
4. Relevant company and principal experience.
5. Key personnel, responsibilities, resumes and certifications.
6. Three (3) comparable references.
7. Event Program and Annual Schedule Plan.
8. Detailed Operating and Staffing Plan.
9. Marketing, Sponsorship and Community Engagement Plan.
10. Ticketing, Parking, Concession and Revenue-Control Plan.
11. Event Safety and Emergency-Planning Approach and Plan.
12. Track, Facility Maintenance and Event Restoration Plan.
13. Financial capacity documentation and three (3) year operating pro forma.
14. Appendix B – Financial Proposal and Total Economic Value.
15. Appendix C – Capital Improvement / City Wish List Response.
16. Appendix D – Revenue Allocation and Reporting Response.
17. Appendix E – Exceptions and Deviations.
18. Insurance evidence and proposed security deposit and performance security.
19. Subcontractor, concessionaire and sanctioning-body disclosures.
20. Appendix F – Race association affiliations, support or commitment letters or certifications

Proposal Format and Delivery

- Submit one signed original and four (4) copies, plus one searchable electronic PDF on a USB flash drive, unless otherwise agreed in writing by City.
- Clearly label confidential material; City cannot guarantee confidentiality and will comply with the California Public Records Act and other applicable law.
- Use the appendices provided. Additional pages may be attached and must be clearly labeled.
- Identify every requested exception. City is not obligated to infer or accept an unstated deviation.

XIII. EVALUATION AND SELECTION

City will select the responsive proposal providing the best overall value and serving City's long-term interests. City is not required to select the highest cash offer. Before scoring, City may reject materially incomplete or nonresponsive proposals and may waive minor informalities when permitted by law.

Evaluation Criterion	Points
1. Quality, diversity and feasibility of event program	20
2. Experience, key personnel, references and past performance	10
3. Safety, emergency coordination, track maintenance and restoration	20
4. Financial responsibility and business capacity	10
5. Fairgrounds integration, community benefit and operational coordination	10
Points subtotal	70
6. Financial proposal / total economic value, including accepted capital improvements	30
TOTAL POSSIBLE SCORE	100

Financial Evaluation

City may compare guaranteed cash, supportable percentage-revenue value, accepted recurring services and committed capital investment. Multi-year offers may be normalized to an annual value. City may discount capital value for timing, risk, useful life, requested credits, incomplete funding, permitting uncertainty or limited public benefit. A consistent evaluation method will be applied to responsive proposals before final scoring.

Interviews and Negotiations

City may interview one or more proposers, request clarifications, inspect comparable operations, verify references and negotiate with the highest-ranked proposer or another qualified proposer if negotiations are unsuccessful. Any award is subject to City Council approval and execution of a final City Attorney-approved License.

XIV. RFP SCHEDULE AND COMMUNICATIONS

Milestone	Date / Information
RFP Release	September 4, 2026
Site Tour – Calistoga Fairgrounds, 1435 N. Oak Street	October 5, 2026, 10:00 AM to Noon October 10, 2026, 10:00 AM to Noon
Written Questions Due	October 23, 2026
City Responses / Addendum	TBD
Proposal Due	November 2, 2026, 3:00 PM PST
Evaluation	November 5, 2026
Interviews, if required	November 6, 2026
Tentative City Council Award	November 17, 2026
Anticipated Commencement	January 1, 2027, or as negotiated and set out in License

All questions shall be submitted in writing to the City Clerk at cityclerk@calistogaca.gov

No oral statement or informal communication modifies this RFP. Material changes or clarifications will be issued only by written addendum provide by City. Proposers shall not lobby or communicate about the selection with City Council members or evaluation-panel members outside the designated process.

XV. GENERAL CONDITIONS

- City may accept or reject any or all proposals; waive minor informalities; request clarification; negotiate; amend, suspend or cancel the RFP; or reissue the opportunity when in City’s best interest.
- City is not responsible for proposal-preparation, inspection, interview, negotiation or other costs.
- Award of the RFP does not create a property right or authorization to operate. No work or event may begin until the License is fully executed and all conditions are satisfied.
- License, not this RFP or the selected proposal alone, defines and controls the parties’ legal obligations.
- Operator may not assign, sublicense, transfer control or materially subcontract the opportunity without prior written City approval.
- The License will address, among other things, defaults, cure rights, City self-help, reimbursement, security deposit, other performance security, remedies, termination, surrender, indemnity, insurance, accessibility, nondiscrimination, records, audit, taxes, environmental obligations and public-records requirements.
- City may use the license area for emergency response, public safety or governmental use when necessary, without guaranteeing alternate dates or revenue.
- All terms and legal requirements remain subject to City Attorney review and City Council approval.

APPENDIX A – PROPOSAL FORM

Item	Proposer Response
Legal Name	
Business Address	
Primary Contact / Title	
Telephone / Email	
Entity Type / State	
Years in Business	
Requested Initial Term	
Requested Extension Options	
Proposed Sprint-Car Weekends	
American Flat-Track Weekend Included	
Proposed Additional Motorized Sport	
Authorized Signature / Date	

By signing, proposer acknowledges that it has reviewed the RFP, available property information and concept exhibits; has identified all material exceptions; and understands that the License is subject to City Attorney and City Council approval.

APPENDIX B – FINANCIAL PROPOSAL / TOTAL ECONOMIC VALUE

Financial Component	Proposer Offer
Guaranteed annual license payment	\$
Guaranteed per-event payment	\$
Proposed City percentage of admissions	% / estimated \$
Proposed City percentage of parking	% / estimated \$
Other percentage revenue	% / category / estimated \$
Operator-funded recurring service value	\$
Other recurring City benefit	\$
Total proposed recurring annual economic value	\$
Initial Operator-funded capital investment	\$
Requested City contribution or credit	\$
Requested agreement term supporting investment	

Attach pricing, attendance, sales, expense and revenue assumptions; definitions of gross revenue and exclusions; payment timing; escalation; projected annual value by year; and support for every non-cash amount. City will independently determine evaluated value.

APPENDIX C – CAPITAL IMPROVEMENT / CITY WISH LIST RESPONSE

Improvement	Include	Estimated Cost	Funding / Timing
Track and safety systems			
Accessible restroom + beverage service building			
Concession + VIP/hospitality venue			
Infield utilities and upgrades			
Grandstand / accessibility improvements			
Parking / traffic improvements			
Utilities / lighting or operational infrastructure			
Other proposer concepts			

For every selected item, attach scope, concept, cost basis, funding evidence, schedule, permits, requested City consideration, ownership, maintenance responsibility, useful life, public benefit, revenue/savings, assumptions and completion security.

APPENDIX D – REVENUE ALLOCATION AND REPORTING RESPONSE

Revenue / Control Item	Historical / Required	Proposed Best-Bid Detail
Operator admissions/ticket revenue	Historical	
Operator general parking revenue	Historical	
City alcohol sales/revenue	Historical option	
City boondock camping/revenue	Historical option	
City-retained RV Park / RV-site revenue	Required	Acknowledged
Approx. \$250,000 infrastructure work	Historical reference was a two year term	
Operator-funded track preparation and repairs	Required	Acknowledged
Operator food concessions	Historical	
City merchandise/sponsorship booth	Historical	
100 City vouchers per two-day weekend / 50 per race	Historical	
Electronic ticket and POS reporting	Required	
Pre-event ticket manifest	Required	
Post-event certified sales/attendance report	Required	
City audit access	Required	

Attach a full revenue-flow diagram or narrative identifying which party sets prices, sells, collects, refunds, reconciles, reports and bears expenses for each category.

APPENDIX E – EXCEPTIONS AND DEVIATIONS

List every requested exception and deviation to the RFP, historical reference model, mandatory City-reserved right, sample agreement framework or anticipated operating requirement. If none, write “None.”

RFP Section / Requirement	Requested Deviation	Reason and Proposed Alternative

Failure to identify a material exception or deviation may be treated as acceptance of the requirement and may affect responsiveness or negotiations.

APPENDIX F – PROPOSER CERTIFICATIONS

- The information in the proposal is true, complete and not materially misleading.
- The signer is authorized to bind proposer.
- Proposer has inspected or had the opportunity to inspect the property and accepts responsibility for its assumptions.
- All material exceptions and requested City contributions have been disclosed.
- Proposer can obtain required insurance, permits, licenses and performance security.
- Proposer has disclosed material litigation, defaults, regulatory matters and safety sanctions requested by the RFP.
- Proposer understands its submission may be subject to the California Public Records Act.
- Proposer has not improperly communicated with City officials or evaluators regarding selection.

Certification	Response
Proposer Legal Name	
Authorized Representative	
Title	
Signature	
Date	

APPENDIX G – EVENT PROGRAM AND OPERATING PLAN CHECKLIST

- Annual event calendar, event formats, sanctioning bodies and projected attendance.
- Setup, practice, event, teardown and restoration schedule for each event type.
- Organizational chart, staffing numbers, job duties and on-site decision authority.
- Admissions, pits, credentialing, parking, concessions, vendors, merchandise and camping coordination.
- Marketing, sponsorship, local outreach, visitor strategy and community benefits.
- Traffic, neighborhood, noise, dust and lighting mitigation.
- Ticketing/POS systems, cash controls, daily reconciliation and reporting.
- Equipment inventory and outside vendors/subcontractors.
- Track conversion plan for flat track and the additional motorized sport.
- Three (3) year attendance, revenue, expense and cash-flow projections.
- Risk register and continuity plan for weather, wildfire, smoke, cancellations and key-person absence.

APPENDIX H – MAINTENANCE, SAFETY AND RESTORATION PLAN

Area	Required Outcome	Proposer Frequency / Method
Track surface/profile	Safe, race-ready; wall footing protected	
Crash wall and fencing	Inspected, functional and promptly repaired	
Grandstands / spectator areas	Clean, safe, code-compliant use	
Pits / infield	Controlled, clean and safely separated	
Gates / ticket booths	Functional, secure and orderly	
Parking / circulation	Safe, staffed, accessible and restored	
Concessions / sanitation	Permitted, clean and adequately serviced	
Noise monitoring	Calibrated, documented and enforced	
Waste / recycling	Removed and compliant	
Post-event restoration	Complete within required deadline	
Stormwater / spills	Prevented, controlled and reported	
Emergency access	Clear and continuously maintained	

EXHIBIT 1 – ACCESSIBLE BATHROOM + BEER STAND CONCEPT

Concept only; not an approved design, location, scope or commitment. Proposers may use this exhibit to develop a code-compliant, accessible, fundable alternative that supports alcohol service and adequate permanent restrooms.

Accessible Bathroom + Beer Stand

A combined commercial concept with handicap access and efficient customer flow.

FULLY ACCESSIBLE
Side approach ramp keeps the beer booth front clear while ensuring full access.

RESTROOM
Women's & Men's rooms arranged front-to-back with clear accessible path.

BEER STAND
Front and both side service openings for maximum customer throughput.

EFFICIENT FLOW
Designed for smooth traffic and separate functions in one compact footprint.

WOMEN ONE UNIT. TWO FUNCTIONS. MAXIMUM VALUE.
Smart design that enhances customer experience and optimizes your space.

WIDE ACCESS
Min. "36" clear doorways & accessible routes.

ADA COMPLIANT
Built to meet ADA standards for true accessibility.

MODULAR BUILD
Pre-fabricated for faster install and lower disruption.

DURABLE & LOW MAINT.
Premium materials built for high-traffic commercial use.

Idea -
One multi use building that has beer on one side and bathrooms on the other

PERFECT FOR:
Breweries – Events – Parks – Venues – Retail Centers

COMPACT FOOTPRINT. BIG IMPACT.

DESIGNED FOR ACCESS. BUILT FOR BUSINESS.

EXHIBIT 2 – CONCESSION + VIP / HOSPITALITY CONCEPT

Concept only; not an approved design, location, number of stories or commitment. Any proposal must address structural feasibility, accessibility, stairs and lift/elevator, fire/life safety, utilities, operations, permitting, ownership, maintenance and compliance with all applicable laws.



Ideas for a combined concession/VIP



Stairs & Lift



EXHIBIT 3 – SPEEDWAY IMPROVEMENT IDEA MAP

Illustrative concept only for a two-track design. Final locations, circulation, emergency access, parking, concessions, alcohol service, restrooms, infield use, utilities and improvements require detailed review and written City approval. *** This concept was provided in response to operators inquiring about the potential to run two different track lengths**

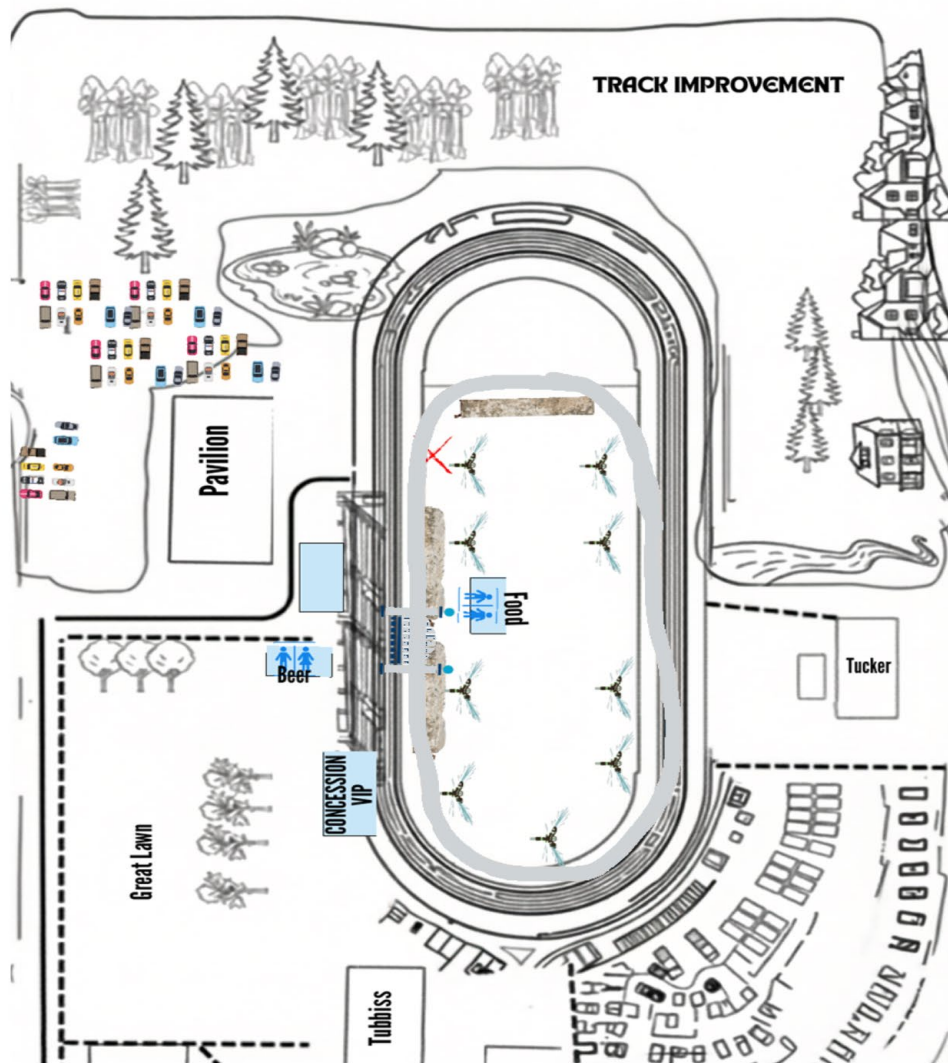


EXHIBIT 4 – SAMPLE AGREEMENT FRAMEWORK

This framework summarizes the anticipated structure of the final non-exclusive License. This summary is not comprehensive and is provided for proposal preparation only. The City Attorney may revise, replace or supplement the terms and conditions of the License, and the License requires City Council approval.

1. Parties and Basic License Information

City as Licensor; Operator as Licensee; final license area, common areas, term, schedule, monetary and non-monetary consideration, security deposit, other performance security and permitted uses.

2. Non-Exclusive License and City-Reserved Rights

Limited operating rights during approved periods; no leasehold interest; City access and use rights; RV Park and RV-site operations always retained by City. Alcohol and boondock-camping allocation will comply with the accepted proposal and be set out in the License.

3. Event Schedule and Permitted Uses

Approved sprint-car weekends, any flat-track weekend accepted by City and one mutually agreed additional motorized-sport weekend; setup/teardown periods; hours; schedule approval.

4. Economic Terms

Guaranteed and percentage consideration; payment schedule; taxes; revenue definitions; ticket and POS controls; reporting; audit; City vouchers; treatment of credits and capital investment.

5. Operations and Safety

Event Safety Plan; Police/Fire approval; emergency access; medical, security and communications; racing standards; noise limits; permits; concessions; participant waivers; program manager.

6. Maintenance, Repair and Restoration

Operator-funded track preparation, event conversion, maintenance and repairs; wall, fencing, grandstands and event areas; pre/post inspections; damage; 24/48-hour restoration; City self-help and reimbursement.

7. Capital Improvements

Prior approval, design, permits, funding, prevailing wage/public works compliance where applicable, bonding, ownership, maintenance, completion and remedies.

8. Insurance, Indemnity and Environmental Protection

City-approved coverages and endorsements; defense/indemnity obligations; hazardous materials, stormwater, spill response and remediation.

9. Records, Subcontractors and Compliance

City audit rights; document retention; approved subcontractors/concessionaires; accessibility; nondiscrimination; business licensing; sales-tax and other legal compliance.

10. Default, Termination and Surrender

Material defaults, cure periods, City remedies, including termination rights, security deposit and other performance security, early termination, emergencies, removal of property and site restoration.

11. Standard City Provisions

Notices, amendments, assignment/change of control, Public Records Act, governing law, authority, rules, no brokers, severability, entire agreement and counterparts.

The final License must be reviewed and approved by the City Attorney and any License attached to this RFP is considered a sample only and not a final document.