



**kelly associates**  
**Management Group**

June 28, 2019

Ms. Kelly Vu  
32nd District Agricultural Association  
OC Fair & Event Center  
88 Fair Drive  
Costa Mesa, CA 92626

**SUBJECT: RFP NUMBER: BP-01-19 – A PROPOSAL TO PROVIDE GOVERNANCE CONSULTING SERVICES TO THE ORANGE COUNTY FAIR & EVENT CENTER**

Dear Ms. Vu:

In accordance with your May 28, 2019 Request for Proposal, Kelly Associates Management Group LLC (KAMG) is pleased to submit this proposal to the 32nd District Agricultural Association to provide Governance Consulting Services to the OC Fair & Event Center ("District"). I believe our staff's extensive expertise as public sector managers makes us especially well-suited to assist the District in the review and revision of its institutional Governing Policies.

While many consultants can study an organization and its environment and then make detailed recommendations for change, KAMG will bring a team of successful public sector practitioners to provide important insights and perceptions which are key to good decision making. Our proposal envisions utilizing three KAMG employees to service this engagement: Ms. Christine Kelly, Mr. David Gruchow and me. Descriptions of our qualifications and capabilities are provided in Pages 5 through 7. Each of these individuals would bring to the engagement many years of practical, hands-on management experience in policy development, workflow analysis, staff development and communication, resource allocation, strategic planning, public information, community outreach, etc.

In addition to our staff's considerable body of applicable experience, I believe KAMG's prior relationships with the Orange County Fair and Event Center make us uniquely qualified to address the Board's requirements for this engagement:

- **Participation on Fair Sale Review Committee:** In March 2012, I was appointed to the Fair Sale Review Committee to examine the processes and actions taken by OCFEC relative to the proposed sale of the OCFEC property and to obtain background information by reviewing written documents and interviewing stakeholders and other interested parties.
- **Organizational Needs Assessment:** In June 2014, KAMG performed an Organizational Needs Assessment study for the OCFEC. The purpose of this study was to evaluate the efficiency and effectiveness of the organization in terms of its staffing, workload, processes and procedures,

management, communications, flow of information, and other matters and to make recommendations for possible changes.

- **Executive Recruitment:** KAMG was asked to provide assistance with the District's recruitment of a new Chief Executive Officer. This assistance included development of candidate profiles, suggested application requirements, scheduling, applicant review, etc.
- **Team Building/Executive Mentoring:** Between 2014 and 2016, KAMG was also retained to assist the OC FEC with executive team building and mentoring.
- **Effective Governance Workshop:** In March 2018, KAMG conducted a half-day Effective Governance Workshop for the purpose of enhancing Board member communication and group effectiveness. Topics included governance and policy development models, accountability, Board training, provisions of the Bagley-Keene Open Meeting Act, DDA by-laws and Board protocols, Roberts Rules of Order, individual Board member roles and responsibilities, Board relationships with staff, etc.

Submission of this proposal signifies that all terms, conditions, requirements, protest procedures, performance measures and instructions concerning the award of the RFP #: BP-01-19 to which this proposal responds, have been read and understood. Further, in signing this letter, as the authorized representative of the submitting Bidder, it is expressly agreed by the Bidder that failure to have provided accurate and truthful information in this proposal or any deviation from any requirement or performance measure stated in the RFP shall constitute grounds for rejection of this proposal. And further, Bidder agrees that if the submitted proposal is not in the format of the RFP, Bidder's proposal will be deemed non-responsive.

We look forward to working with the District. If you have any questions, please feel free to contact me on my cell phone at (714) 837-7502 or by email at [williamk@ka-mg.com](mailto:williamk@ka-mg.com).

Sincerely,

**KELLY ASSOCIATES MANAGEMENT GROUP LLC**

By: William R. Kelly  
President/CEO

  
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Date

June 28, 2019

  
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OC Fair & Event Center  
***Proposal: Provide Governance Consulting Services***

**TABLE OF CONTENTS**

---

<b>Form A.1 – Cover Letter .....</b>	<b>i</b>
<b>Form A.2 – Technical Proposal</b>	
• <b>Experience, Qualifications &amp; Availability</b>	
Overview of Kelly Associates Management Group LLC .....	2
Relevant Experience .....	3
References.....	3
Knowledge of Open Meeting Laws and Rules of Order .....	5
Team Members Assigned to Engagement.....	5
Firms/Companies/Individuals Proposed for this Project .....	7
Familiarity and Experience in Implementing Governance Models .....	7
• <b>Work Plan/Approach/Methodology/Availability</b>	
Work Plan .....	8
Approach to Managing Stakeholder Input .....	9
Availability of Bidder’s Proposed Team.....	10
• <b>Understanding of Project Objectives</b>	
Bidder’s Understanding of Assignment .....	10
<b>Attachments .....</b>	<b>11</b>
Form A.3 – Financial Proposal Bid Form	
Form A.4 – Bidder/Contractor Status Form	
Form A.5 – Bidder Documentation	

**Kelly Associates Management Group LLC**  
**A Proposal to Provide Governance Consulting Services**

***FORM A.2 – TECHNICAL PROPOSAL***

## FORM A.2 – TECHNICAL PROPOSAL

The Board of Directors of the 32nd District Agricultural Association is seeking a professional consulting firm for the purpose of facilitating the Board's review and revision of its existing Governing Policies and development of new Governing Policies. We believe that KAMG's experience in helping public agencies craft effective policy making practices, along with our intimate knowledge of the Orange County Fair and Event Center, gives us an extraordinary insight that would serve the Board in achieving its organizational goals.

### Overview of Kelly Associates Management Group

The Kelly Associates Management Group was formed by President/CEO William R. Kelly in 2011 to give public sector professionals the help they need to craft unique, creative solutions to the problems confronting their communities. The KAMG team has proven its effectiveness in helping clients size up the environment, determine stakeholders, identify the landmines, figure out the best courses of action, and develop sound implementation strategies. At the core of each of our engagements is a focus on clear and concise project goals that everyone can agree on and work towards.

What makes KAMG a particularly good partner is the breadth of experience its professional staff brings to every engagement. With an average of 35 years of public service experience each, all are former successful local government managers with proven track records who now offer their skills and knowledge on a consulting basis. KAMG has the resources to pull together the right team to deliver nearly any service a client may require, whether it's for a specific problem or project or to provide general, on-going staff assistance. The KAMG team has experience helping public sector clients in the following specialty areas:

- |  |  |
|--|--|
| ✓ Economic Development                         | ✓ Finance and Budgeting                    |
| ✓ Organizational Development and Improvement   | ✓ Human Resources                          |
| ✓ Team Building                                | ✓ Community Development and City Planning  |
| ✓ Law Enforcement and Fire Service Management  | ✓ Strategic Planning                       |
| ✓ Park Planning and Leisure Service Management | ✓ Public Information/Outreach              |
|  | ✓ Executive Recruitment                    |
|  | ✓ Public Works & Infrastructure Management |

KAMG is a California Limited Liability Company which operates out of its corporate office in Fullerton, California and services local government and non-profit clients throughout the State.

- no private clients - all public
- 10 city/county executives
- thoughts on stakeholder outreach<sup>2</sup>

**Proposal: Provide Governance Consulting Services**

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**Relevant Experience**

KAMG would bring to this engagement two important perspectives: 1) as consultants to government agencies and non-profit organizations, and 2) as long-time practitioners in the field of organizational management and policy development. As a company, KAMG has worked with small, medium-sized and large public organizations that have sought to improve effective communication and personal interaction among their policy-making bodies, their staffs and the public. In several cases, KAMG has utilized a multi-disciplinary approach which focused on rules/policies, relationships/communication, workload/organizational assessment, and stakeholder outreach. For example, KAMG reviewed and revised policy handbooks for two southern California water districts Boards that directly led to additional efforts aimed at improving stakeholder communication as well as team building intervention between Board members.

KAMG's body of experience that is relevant to the District's engagement also includes the following:


- **Stakeholder Outreach:** KAMG sought out community input from businesses, residents and governmental entities on projects for the City of Signal Hill (Strategic Plan), the City of Bellflower (Streetscape Enhancement Project), the Muckenthaler Cultural Center Foundation (Master Plan), and the Orange County Fair and Event Center (Organizational Needs Assessment and Strategic Plan). KAMG also served as Facilitator for the San Bernardino Basin Groundwater Council representing 28 governmental agencies, private water purveyors, and regional utilities.
- **Governance:** KAMG has conducted Governance Workshops for the City of Santa Barbara and the Orange County Fair and Event Center. KAMG has also been recently engaged to conduct a Governance Workshop for the City of Covina City Council.
- **Team Building:** KAMG has been engaged to conduct team building exercises for the City of Stanton City Council, the Board of the California Contract Cities Association, and the police departments for the cities of La Habra, Cypress, Tustin, Brea, and the University of California, Los Angeles. KAMG will also be conducting Team Building Workshop for the City of Napa's Police Department in the fall of 2019.
- **Policies and Procedures:** KAMG has created policy handbooks for the Boards of the East Valley Water District and San Bernardino Valley Water District as well as a comprehensive Purchasing Manual for the City of Costa Mesa.

**References**

In addition to the "Effective Governance" workshop conducted on behalf of the OCFEC's Board of Directors in March 2018, KAMG has also had extensive experience helping other elected and appointed officials develop tools for enhancing their collective decision-making and policy-development responsibilities. KAMG's President/CEO William Kelly served as the project manager for each of the engagements referenced below.


**Proposal: Provide Governance Consulting Services**

	<b>City of Santa Barbara, California</b> <b>City Council Governance Retreat</b>
Contact Name	Ms. Cathy Murillo
Position	Mayor - City of Santa Barbara
Email:	<a href="mailto:CMurillo@SantaBarbaraCA.gov">CMurillo@SantaBarbaraCA.gov</a>
Phone	(805) 564-5322
Project Personnel	William Kelly – Project Manager, City Council interviews, presentation design, presentation. David Gruchow – Created PowerPoint presentation, handouts.
Project Description	KAMG was selected to prepare and facilitate a Governance Retreat for the Santa Barbara City Council for the purpose of exploring improvements to communication and group effectiveness. This engagement included one-on-one interviews with each City Council member and an interactive Governance Retreat for City Council members and designated staff.

	<b>East Valley Water District</b> <b>Policy Development Handbook</b>
Contact Name	Mr. Chris Carrillo
Position	Chairman of the Board – East Valley Water District
Email:	<a href="mailto:ccarrillo@eastvalley.org">ccarrillo@eastvalley.org</a>
Phone	(714) 746-4258
Project Personnel	William Kelly – Project Manager, Board of Directors interviews, handbook design and edit, presentation. David Gruchow – Research (existing policies, statutory requirements, other contemporary examples, etc.), handbook development.
Project Description	KAMG was selected to examine the existing Policies and Procedures Guide for the East Valley Water District, insure internal consistency with State water statutes, solicit individual Board Member input, draft new policies consistent with industry best practices, and present the new policies to the Board.



**Proposal: Provide Governance Consulting Services**

 <b>San Bernardino Valley Municipal Water District Board of Directors Handbook and Goal Setting</b>	
Contact Name	Mr. Doug Headrick
Position	General Manager
Email:	<a href="mailto:dough@sbvmwd.com">dough@sbvmwd.com</a>
Phone	(909) 387-9226
Project Personnel	William Kelly – Project Manager, Board of Directors interviews, handbook design and edit, presentation. Also facilitated the development of short- and long-term organizational goals as well as the Board’s goal-setting workshop. David Gruchow – Research (existing policies, statutory requirements, other contemporary examples, etc.), handbook development, create goal formats and handouts.
Project Description	KAMG was selected to examine the existing Board of Director’s Handbook for the San Bernardino Valley Water District, insure internal consistency with State water statutes, solicit individual Board Member input, draft new policies consistent with industry best practices, and present the new policies to the Board. KAMG then coordinated a multi-year goal-setting exercise with the Board and District staff.

### Knowledge/Understanding of Open Meeting Laws and Rules of Order

As career local government professionals and practitioners, all members of the KAMG team are intimately familiar with State open meeting laws and the application of Robert’s Rules of Order. While our previous experience has naturally been focused mostly on the Ralph M. Brown Act, KAMG’s 2014 Organizational Needs Assessment of the OCFEC required us to become familiar with the provisions of the Bagley-Keene Open Meeting Act as set forth in Government Code sections 11120-111321.

During KAMG’s recent Governance engagement with the City of Santa Barbara, we introduced “Rosenberg’s Rules of Order” as a possible alternative to the traditional Robert’s Rules of Orders. The OCFEC Board may also find this simplified set of parliamentary procedures logical, simple, easy to learn and user friendly.

### Team Members Assigned to Engagement

For the purposes of this engagement KAMG, will assign the following staff:

- William R. “Bill” Kelly, President/CEO
- Christine E. Kelly, Executive Vice President
- David A. Gruchow, Principal



***Proposal: Provide Governance Consulting Services***

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The following describes the key KAMG personnel that will be assigned to meet the terms of this engagement including their qualifications and responsibilities.

**William R. "Bill" Kelly**

William R. "Bill" Kelly is KAMG's President/CEO where he specializes in the areas of organizational management, strategic planning, team building, economic development, and city planning. He will serve as Project Manager and primary point of contact for this engagement.

Mr. Kelly previously served as the Chief Operating Officer for Urban Futures, Inc. for four years where he consulted with many local agencies. Prior to that, he was the City Manager of the City of Arcadia and Executive Director of the Redevelopment Agency for 14 years. He has also held positions of Deputy City Manager, Director of Community Development, Director of Development Services, and Director of Planning and Building for several California municipalities. He also served as Vice Chair of the State of California CLETS Committee and as Chair of the L. A. County Emergency Medical Services Commission.

Mr. Kelly brings to the engagement the insights of one who has served as both a department director and a City Manager. In addition, he has helped many clients as a consultant assess their organization's strengths and weaknesses and implement improvements. As previously noted, he was also appointed in April 2012 to the District's Fair Sale Review Committee where he became familiar with the organization's internal processes and controls.

Mr. Kelly has a Bachelor of Science degree in City Planning from California State Polytechnic University, Pomona, an MPA from the University of Southern California, and both an Executive MBA and MA in Management from Claremont Graduate University, where he has also taken Doctoral Studies in Executive Management. He is an Adjunct Professor at the University of Southern California, Price School of Public Policy and is also a POST-certified instructor for statewide Police Team Building.

**Christine E. Kelly**

Christine E. "Chris" Kelly is KAMG's Executive Vice President where she specializes in the areas of project oversight, permit streamlining, economic development, and city planning. She will assist in the review of existing Governing Policies and procedures, the development of recommendations regarding revised governance models, and the preparation of all deliverables.

Ms. Kelly has 35+ years of public and private sector experience and most recently served as Land Use Services Director for the County of San Bernardino, overseeing Planning, Building and Safety, Code Enforcement, and Mining. Prior to that, she was the Community Development Director for the cities of Chino Hills, Pomona, and Cypress and the Development Services Director for the City of Brea. Ms. Kelly was also the Deputy Executive Director of the Redevelopment Agencies for the cities of Cypress and Pomona. In the private sector, she worked as a Senior Project Manager for Hogle-Ireland, Inc. overseeing the Chapman University Specific Plan and building expansion, as well as other agency specific plans.

Ms. Kelly received her Bachelor of Arts degree in Anthropology and a Master's degree in Public Administration, both from California State University, Long Beach. She also received a Certificate in

***Proposal: Provide Governance Consulting Services***

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Urban Studies from the same institution. Ms. Kelly has served as an Adjunct Professor, teaching Economic Development in the Masters of Public Administration Program at California State University, Long Beach.

**David A. Gruchow**

David A. Gruchow, Principal, specializes in research and analysis and has worked closely with the KAMG team since 2009 after a 33-year career in city government. For this engagement, he will provide data collection and research assistance as well as preparation of all deliverables.

For the first 16 years of his public service, Mr. Gruchow held staff and management positions in several departments in the City of Long Beach. For the last 17 years, he served as Assistant City Manager and Assistant Redevelopment Agency Executive Director for the City of Yorba Linda. He also served as a Principal with Urban Futures, Inc. for two and a half years specializing in redevelopment and economic development.

Mr. Gruchow has a Bachelor's degree in Political Science/Public Administration (with a minor in Speech Communications) and a Master's degree in Public Administration from California State University, Long Beach.

### **Firms/Companies/Individuals Proposed for this Project**

KAMG is not proposing to utilize any subcontractors during this engagement.

### **Familiarity and Experience in Implementing Governance Models**

Each member of the KAMG team has spent their careers managing complex local government operations and interacting with professional staff and elected/appointed officials at all levels along the governmental spectrum. We have observed first-hand the governance practices employed by cities of all sizes, counties, special districts, the State of California, and various non-profit organizations. With some degree of variation, we've found that most governance models are based on the following basic principles:

- Establish procedural and leadership guidelines for the organization's policy makers
- Define the organization's mission and vision
- Evaluate resources available for addressing the organization's mission
- Identify goals and objectives for fulfilling the vision
- Insure that capable and qualified individuals are retained to create effective organizational practices and procedures
- Establish a process for evaluating progress towards achieving the organization's goals and objectives

**Proposal: Provide Governance Consulting Services**

As consultants, we have noted repeatedly that one of the greatest challenges to insuring effective governance is the reluctance on the part of some policy-makers to speak with a single voice, to communicate in a proper and respectful manner, to acknowledge the need for transparency, and to embrace long-term strategic planning as well as the organization's short- and long-term goals and objectives. Although the adoption of a body of policies and procedures can establish expectations for acceptable Board behavior, it is incumbent on each individual member to: (1) Recognize the value of a team approach to policy making, and (2) Commit to placing the organization's best interests at the top of their priorities.

**Work Plan**

KAMG proposes to utilize the following approach to providing governance consulting services to the District. This Work Plan assumes that KAMG will be working in close conjunction with the Board's Ad Hoc Board Governance Review Committee ("Committee").

<b>Task No.</b>	<b>Task Description</b>	<b>Scope of Services</b>
1	Meetings with Board Member and Staff	<b>SCOPE:</b> The KAMG Project Manager will meet with Board Members and the District's Executive Management staff to solicit input on existing policies and procedures as well as expectations for revisions going forward. The Project Manager will also seek to assess how current interpersonal relationships and communication are influencing the governance process.
2	Review of Existing By-Laws and Policies	<b>SCOPE:</b> KAMG staff shall gather and review all pertinent OC FEC documents from which revisions may be developed and proposed to the Committee.
3	Soliciting Public and Stakeholder Input	<b>SCOPE:</b> We believe that the Project Manager's interviews with Board Members and Executive Management, along with our review of existing By-Laws and Policies, will suggest an effective plan for soliciting stakeholder input that can be presented to the Committee for approval and implementation. KAMG will then work with OC FEC staff on the necessary logistics for conducting input sessions.
4	Soliciting CDFA Input	<b>SCOPE:</b> Concurrent with Task No. 3, KAMG will assist the Committee and the OC FEC's legal counsel in reaching out to the California Department of Food and Agriculture to review the legal status of existing By-Laws and Governing Policies.
5	Summary of Input and Draft Revisions to Governing Policies	<b>SCOPE:</b> KAMG will prepare a memo to the Committee which will: (1) Summarize all of the input received during Task Nos. 1 through 4, and (2) Suggest specific revisions. Upon the Committee's approval, KAMG will then begin the process of drafting the necessary revisions.
6	Delivery of Revised Governing Policies to the Board	<b>SCOPE:</b> Depending on the Committee's preference, KAMG will prepare formal communication(s) to the Board detailing the proposed By-Law and/or Governing Policy revisions and will attend all Board meetings at which these revisions are discussed. If required, KAMG will also meet with members of the public to discuss the proposed revisions.

*Informal style*



**Proposal: Provide Governance Consulting Services**

Task No.	Task Description	Scope of Services
7	Attend and Participate in Publicly-Noticed Meetings	<b>SCOPE:</b> Depending on the Board's preference, KAMG will participate in any required public meetings to present the new Governing Policies.

### Approach to Managing Stakeholder Input

As consultants to local government, KAMG has had several engagements where we were asked to reach out to various stakeholder groups in support of community policy-making. Depending on the preference of the client, these stakeholders have included not only residents and/or businesses, but vendors of the agencies involved, other affected governmental entities, appointed members of commissions and advisory committees, past and present employees, and community non-profit organizations. It should also be pointed out that as career government practitioners, all KAMG staff members have managed complex public interactions in support of their organization's policy outreach efforts.

How the organization defines "stakeholder" depends largely on the nature of the policy issue at hand. Technically, anyone whose life is somehow touched by a governmental entity has a stake in the decisions that are issued by the policy-making body. However, in the interest of efficiency and effectiveness, it may be prudent to narrow the scope of stakeholder outreach (for example, the public noticing requirements in land-use matters). It is also frequently advantageous for the agency to reach out to specific stakeholders when the issue is highly technical or limited in scope.

KAMG's experience to date in working with stakeholders has been to facilitate information sessions where people learn about the matters at hand and provide feedback in various forms. Two examples are illustrative:

- In the City of Bellflower, business and property owners along Bellflower Boulevard were invited to a series of forums to learn about proposed infrastructure improvements and to offer input on priorities.
- In the City of Signal Hill, public notices were posted inviting interested persons to attend and engage in several SWOT analysis sessions to determine the strategic vision for the community and to help establish long-term goals and objectives.

Because the Bellflower outreach was targeted to a specific group of stakeholders dealing with a specific purpose, the feedback received was of enormous value when crafting subsequent capital programs. In Signal Hill, the large group dynamics made it difficult at times to differentiate between well-intentioned input and narrow self-interest.

The Committee has many options available for soliciting stakeholder input including public meetings, focus-group discussions, surveys, etc. KAMG is prepared to work with the Committee in organizing these efforts and making the most of the input received as we revise the District's Governing Policies.

***Proposal: Provide Governance Consulting Services***

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**Availability of Bidder's Proposed Team**

William Kelly and Christine Kelly are officers of Kelly Associates Management Group LLC. Subsequently, both are available to conduct all aspects of this engagement at all times that are required by the District. In addition to Mr. Gruchow, KAMG also employs several other Principles and Associates who are available to perform administrative, analytic, and research tasks in support of this assignment.

**Bidder's Understanding of Assignment**

The 32nd District Agricultural Association has committed resources for the review and revision of its existing governing policies and the development of new Governing Policies. Consequently, the District has issued a Request for Proposal to engage a professional consulting firm to provide Governance Consulting Services to assist in coordination of this review process.

KAMG will work under the oversight of the Ad Hoc Board Governance Review Committee and will seek to assess the District's institutional culture and core values as part of its efforts to develop an amended and restated Board of Directors Governing Policy Manual. As stated in the District's RFP, KAMG will endeavor to build consensus among the Board of Directors, key stakeholders, and members of the public while incorporating input from the Executive Management Team, the California Department of Food and Agriculture ("CDFA"), and the OC Fair & Event Center's legal counsel from the California Department of Justice.

Based on the RFP's Statement of Work, KAMG shall work with the Committee to develop a proposed project work plan to be presented to the Board for approval (i.e., project timeline, milestones, stakeholder outreach strategies, progress reports, etc.). At this point, it is difficult to ascertain the extent of outside (community) stakeholder outreach that will be expected. Over the past several years, the District has compiled considerable stakeholder input as part of the 10-Year Master Site Plan process, the Organizational Needs Assessment and strategic planning process. KAMG anticipates that it would examine this information along with the Committee to determine its applicability to the revision of the District's Governing Policies.

## **Attachments**

As specified in the District's RFP, the following Attachments are included:

- Form A.3 – Financial Proposal Bid Form
- Form A.4 – Bidder/Contractor Status Form
- Form A.5 – Bidder Documentation



**Kelly Associates Management Group LLC**  
**A Proposal to Provide Governance Consulting Services**

**Form A.3 – Financial Proposal Bid Form**

**Form - A. 3: FINANCIAL PROPOSAL BID FORM**  
**BOARD OF DIRECTORS GOVERNANCE CONSULTING SERVICES**

**Page 1 of 2**

In order to submit a financial proposal, the Bidder must abide by the parameters set forth in Part V, Statement of Work to Be Performed of this RFP. The Financial proposal is worth a maximum of 30 points.

The proposal quote shall be inclusive of all wages, allowances, supervision, insurance(s), material, labor, taxes, certificate, license, travel, meal reimbursements, hotel accommodation, equipment, transportation, fuel, or any other related services required. The OC Fair & Event Center (hereafter called "The District" shall not be billed for any costs that were not specifically included in the contract.

PROJECT COST (September 3, 2019 through December 31, 2020)

\$ 35,000.00

Note: Payment will be divided in two phases. The first 50% of total contract amount will be made Net 30 upon satisfactory completion of 50% of the project. The second 50% of total contract amount will be made net 30 upon conclusion of the project which include providing training to the OC Fair & Event Center Executive Management and the Board of Directors.

CONSULTATION (Option Years) – It is anticipated the District may request an average of 20 hours of consultation services each month during the option years. Consultant should provide a single hourly rate that incorporates necessary support services / overhead into that rate. Please do not add additional lines for other hourly rates.

Classification	Hourly Rate	Anticipated number of annual hours	Total First Option Year (01/01/21-12/31/21)	Total Second Option Year (01/01/22-12/31/22)	Total Third Option Year (01/01/23-12/31/23)
	\$ 275.00 per hour	X 240 HRS	\$66,000.00	\$ 66,000.00	\$ 66,000.00

PLEASE DO NOT ADD ADDITIONAL ROWS.

Note: Payment for consultation services in the option years will be made on a monthly basis.

*\$233,000 total*

**Form - A. 3: FINANCIAL PROPOSAL BID FORM**  
**BOARD OF DIRECTORS GOVERNANCE CONSULTING SERVICES**

**Page 2 of 2**

**All Bidders must complete** the following information and sign this form in order for the "Financial Proposal Bid Form" to be considered.

Bidder certifies to the District that Bidder has thoroughly familiarized self with the District facilities and accepts all reasonable disclosed risks in submitting this proposal that a prudent review of the facility would have revealed.

By its signature on this proposal form, the Bidder certifies that he/she has read and understood the RFP package including the information regarding bid protests. Further, Bidder certifies that the information provided by the Bidder is accurate, true and correct, and not intended to mislead the District in any manner.

**COMPANY** Kelly Associates Management Group LLC **DATE** June 28, 2019

**ADDRESS** 1440 North Harbor Boulevard, Suite 900

**CITY** Fullerton **STATE** CA **ZIP** 92835

**FEDERAL I.D. NUMBER** 45-3173761 **PHONE** (714) 837-7502

**SIGNATURE**  **TITLE** President/CEO

**ARE YOU CLAIMING SMALL BUSINESS PREFERENCE?**

As a California Certified Small Business? YES \_\_\_\_\_ NO X

If Yes, Certification # X

Are you a non-small business claiming at least 25% small business subcontractor reference?

YES \_\_\_\_\_ NO \_\_\_\_\_

If yes, Certification # \_\_\_\_\_

**ARE YOU CLAIMING DVBE INCENTIVE?**

Are you a primary California Certified DVBE? YES \_\_\_\_\_ NO X

Are you sub a minimum of 1% up to 5% to a California certified DVBE? YES \_\_\_\_\_ NO X



**Kelly Associates Management Group LLC**  
**A Proposal to Provide Governance Consulting Services**

**Form A.4 – Bidder/Contractor Status Form**

**Form - A. 4: BIDDER/CONTRACTOR STATUS FORM**

**RFP NUMBER BP-01-19**

Page 1 of 2

Contractor's Name Kelly Associates Management Group LLC Federal Employer ID # 45-3173761  
(full business name)  
Address 1440 North Harbor Boulevard, Suite 900 County Orange  
City Fullerton Zip Code 92835  
(principal place of business)

**STATUS OF CONTRACTOR PROPOSING TO DO BUSINESS (PLEASE CHECK ONE)**

☐ Individual ☐ Limited Partnership ☐ General Partnership ☒ Corporation

**Individual** (Please check one) ☐ Resident ☐ Non-Resident

If a sole proprietorship, state the true full name of sole proprietor: (i.e., John Roe Smith, not J. Roe Smith or not John R. Smith)

\_\_\_\_\_

**Partnership** (Please check one) ☐ General Partnership ☐ Limited Partnership

If a partnership, list each partner, identifying whether limited partner(s), stating their true full name and their interest in the partnership:

\_\_\_\_\_

\_\_\_\_\_

**Corporation**

**Place and date of incorporation** Fullerton, California (September 2, 2011)

If not a California corporation in good standing, please state the date the corporation was authorized to do business in California: \_\_\_\_\_

**CURRENT OFFICERS: President:** William R. Kelly **Vice President:** Christine E. Kelly

**Secretary:** Christine E. Kelly **Treasurer:** Christine E. Kelly

**Other Officers:** \_\_\_\_\_

\_\_\_\_\_

**All must answer:** Are you subject to Federal Backup Withholding? ☐ Yes ☒ No

## Page 2 of 2

If contractor is doing business under a fictitious business name and will be performing under the fictitious name, please attach a clearly legible copy of the current fictitious filing.

Your small business ID number: \_\_\_\_\_

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(Signature)

**If this status form is not completely filled out, signed and submitted with Bidder's response to the RFP, the bid will be rejected as non-responsive.**



**Kelly Associates Management Group LLC**  
**A Proposal to Provide Governance Consulting Services**

**Form A.5 – Bidder Documentation**

## Form - A.5: BIDDER DECLARATION

### 1. Prime bidder information (Review attached Bidder Declaration Instructions prior to completion of this form):

- a. Identify current California certification(s) (MB, SB, SB/INVSA, DVBE): \_\_\_\_\_ or None X (If "None", go to Item #2)
- b. Will subcontractors be used for this contract? Yes No (If yes, indicate the distinct element of work your firm will perform in this contract e.g., list the proposed products produced by your firm, state if your firm owns the transportation vehicles that will deliver the products to the State, identify which solicited services your firm will perform, etc.). Use additional sheets, as necessary.

- c. If you are a California certified DVBE: (1) Are you a broker or agent? Yes No
- (2) If the contract includes equipment rental, does your company own at least 51% of the equipment provided in this contract (quantity and value)? Yes No N/A

### 2. If no subcontractors will be used, skip to certification below. Otherwise, list all subcontractors for this contract. (Attach additional pages if necessary):

Subcontractor Name, Contact Person, Phone Number & Fax Number	Subcontractor Address & Email Address	CA Certification (MB, SB, DVBE or None)	Work performed or goods provided for this contract	Corresponding % of bid price	Good Standing?	51% Rental?

**CERTIFICATION:** By signing the bid response, I certify under penalty of perjury that the information provided is true and correct.

Signature: [Signature] Date: June 28, 2019