

REQUEST FOR PROPOSALS

General Information and Purpose: Franklin County owns and operates the TRAC Center. This request for proposals seeks written proposals from companies interested in acquiring the naming rights for the TRAC Center Arena, Expo, Pavilion, Atrium and/or any Meeting Rooms or the entire main building of TRAC Center.

Proposal Submittal Address:

TRAC Center
Attn: Tom French
6600 Burden Blvd, Pasco, WA, 99301
509-543-2998 fax or gm@traconline.com

Proposals Deadline: Proposals are due no later than Monday, December 31, 2018 by the close of business at 5:00 pm. Proposals must arrive at the submittal address prior to the deadline stated above, regardless of postmark.

Proposal Review Timelines: Follow up or clarification discussions through the month of January with award of naming rights partner at the discretion of the Board of Franklin County Commissioners.

Some facts:

- TRAC Center had over 150,000 guests walk through its front doors in 2017. Here are a few groups that we had in 2017...Custer's Christmas Arts & Craft Show had 7,600 in attendance, Monster Trucks had 3,600 in attendance, and the Tri-Cities Home & Garden Show had 6,000 in attendance, there are many more that could be listed, which will be provided upon request.
- TRAC Center is a very diverse facility with capabilities to do large Equestrian shows, Arena cross, BMX races, Monster trucks, Trade Shows etc...in addition to conventions and social gatherings.
- According to the D.O.T. on an annual average 64,463 cars pass our freeway sign on I-182 each day, totaling over 23 million annually.
- Road 68 and Road 100 is the fastest growing residential area in the state it is predicted that the City could add an additional 50,000 people over the next 20 years.
- A digital sign on Road 68 promotes our events open to the public. There are approximately 35,000 cars that pass TRAC Center on Road 68 each day, totaling over 12 million per year. (current status undetermined)
- TRAC Center is projecting to do over 1.8 million dollars in sales in 2019 and expect to continually grow especially with the addition of concrete in our arena.
- In 2017 TRAC Center had 205 event days in the calendar year (days in which there was an event of some type in our facility.)

Signage: TRAC Center is willing to discuss any and all needs of a potential naming rights partner to include duration and terms of a naming rights agreement, financial proposals, current signage modifications, kiosks etc...All signage

changes will be at the sole expense of the naming rights partner, with prior approval from TRAC Center in regards to final design and location.

Process: TRAC Center staff will be available to set up a walk through of the facility any time prior to December 31, 2018. Additionally, if contacted, we will be happy to send additional information including pictures showing many potential signage and/or kiosk location options.

Franklin County reserves the right to select or reject any and all proposals; to negotiate any and all terms of a naming rights agreement; to waive any and all irregularities in this process, based upon the Board of Franklin County Commissioners determination as to the proposal that is the most advantageous for the county.

If you have any questions or would like to set up a facility walk through please contact Tom French, General Manager, at 509-542-5921 direct, 509-316-8291 cell, or email at gm@traconline.com