

**Request for Interest
Event Management Services
for the Martinelli Event Center**

**Alameda County Community Development Agency
Economic & Civic Development Department**



RFI issued: Monday, February 23, 2026

Site Tour: Wednesday, March 4, 2026, 10:30 to 11:30 am

Responses due by 5 PM: Thursday, April 2, 2026

1. Introduction

On behalf of Alameda County's Surplus Property Authority (SPA), the County's Economic and Civic Development Department (ECD) is soliciting interest from qualified event management firms or individuals ("Proposers"), to provide event management services for the Martinelli Event Center.

The Martinelli Event Center ("Event Center") is a SPA-owned property located in the East County wine region, 3585 Greenville Road in unincorporated Livermore. It was built in 2004.

SPA is seeking to gauge interest from experienced event management firms and/or individuals in operating the Event Center space. Following this RFI, SPA will then issue a Request for Proposals (RFP), offering a unique opportunity to operate this outstanding venue with a prime location in the Livermore Wine Valley, California's oldest wine region. Taking advantage of its superior location, SPA is looking to reinvigorate the Event Center as a high-quality venue for public and private meetings, events, weddings, and to promote wine tourism in East County's vibrant wine region.

Please note that individuals or firms interested in the future RFP must have submitted response(s) to this RFI.

The Event Center offers 6,500 square feet for events, meetings, weddings, trainings and conferences. Event amenities include a spacious main room seating 250 lecture-style or 200 banquet-style, an interior courtyard with a fountain and outdoor fireplace, restrooms and storage rooms, and a patio and pergola lawn area overlooking the vineyard. Both dressing and preparation rooms serve weddings while an executive meeting room features a large conference table, video projector, and separate kitchen access. A 300 square-foot food preparation kitchen is attached to the main room for staging food and beverage service. Plans are underway to upgrade the kitchen, along with other planned improvements to the Event Center facility.

The Event Center also includes 7,300 square feet of office space leased to two office tenants that primarily occupy the space Monday through Friday from 8 AM to 6 PM.

II. SPA's Goals for the Event Center

SPA envisions partnering with an Event Manager to meet its goals for the Event Center. These include enhancing the Event Center as an important public facility serving East County residents and agricultural interests, including its wine growers and wineries, and for providing an excellent venue for weddings, events, trainings and conferences.

SPA also sees the Event Center playing a key role in promoting wine tourism in the iconic Livermore Wine Valley.

III. Anticipated Scope of Service

Please note that individuals or firms interested in the future RFP must have submitted response(s) to this RFI.

A future RFP will be seeking an Event Manager, either a solo professional or a firm, with the experience and expertise to perform the following anticipated scope of service for a minimum of five years:

- Market the Event Center as a high-quality venue, including setting up and maintaining a website promoting the Event Center
- Develop a rental/fee schedule for Event Center weddings, events, meetings and related activities, that would be comparable to other local venues
- Book weddings, events, meetings and related activities held at the Event Center
- Maintain staff presence at the Event Center with consistent hours
- Provide on-site management of all events, meetings and related activities
- Responsible for all interactions with users, including guests, caterers and other professionals serving events and meetings, and related activities
- Collect facility rental and other related fees and remit payments to SPA, per a revenue-sharing agreement
- Coordinate with transportation providers servicing weddings, event and meetings
- Provide on-site security for events, meetings and related activities
- Manage clean-up for events, meetings and related activities
- Develop and maintain a calendaring system for the Event Center and coordinate use with County staff
- Coordinate technical support for events, meetings and related activities
- Manage repairs from damage resulting from events, meetings and related activities
- Produce and deliver timely, accurate, and complete financial reports as specified in a revenue-sharing agreement
- Produce and deliver timely, accurate and complete reports detailing the dates, numbers attending, and other relevant event information
- Coordinate with County staff to facilitate use of the Event Center for County-sponsored public meetings
- Provide insurance coverage meeting the County's insurance requirements

The following background information will help inform responses to this RFI:

Event Manager will need to possess all permits, licenses, certificates, and professional credentials necessary to perform the services specified in a future RFP.

Events are for pre-ticketed or invitation-only events and are not open to the general public.

The Event Manager will operate with non-exclusivity booking. Proposers may offer wedding planning services, for example, but will not do so on an exclusive basis. The Event Manager will thoroughly inform potential facility users about local caterers, wedding planners, florists, security and transportation providers, etc.

County staff will schedule and manage County-sponsored events and coordinate with the Event Manager on scheduling. Typical County use will be Mondays, Tuesdays, and Wednesdays day and evening several times per month. Sufficient notice will be provided to the Event Manager and every effort will be made to avoid disruption of non-County use.

The Event Center site plan, Attachment A.2, shows both the indoor and outdoor spaces available for events, weddings, meetings, trainings and conferences, and location of the parking lot.

IV. Responding to the RFI

Martinelli Event Center Site Tour: Wednesday, March 4, 2026, 10:30 to 11:30 am

Responses Due: Thursday, April 2, 2026 by 5 PM

Responses should provide the following:

1. Transmittal Letter
2. Description of Principal/Team Providing Service
3. Description of Relevant Experience
4. Suggested approach to providing future event management service
5. List of three relevant references, including contact information
6. Ability to comply with Alameda County's Small, Local, Emerging Business Program (SLEB)

For a more detailed description of the required elements, please see Attachment A.1

Submittal Deadline

E-mail submittals are due no later than 5 PM on Thursday, April 2, 2026 to:
susan.mccue@acgov.org

Contact for Information:

Susan McCue
Alameda County Community Development Agency
Economic & Civic Development Department
510/670-6516
susan.mccue@acgov.org

Electronic copies of the RFI are available on the County's ECD website:
www.acgov.org/cda/e.cd.

SPA or the County will bear no cost associated with responses.

V. Criteria for evaluating respondents to a future RFP

Upon completion of the RFI process, ECD will issue an RFP with similar or more criteria. Below are the type of criteria that ECD would use to select a respondent with which to ultimately execute an agreement for Event Management services:

- Must have submitted a response to the RFI

- Prior experience providing high-quality event management services for event facilities and properties. Experience working with local governmental agencies and/or non-profit organizations is highly desirable.
- Response demonstrates an understanding of the Scope of Service
- Demonstrated ability to provide high-quality, consistent, user-friendly, and cost-efficient event management service
- Proposed revenue-sharing that covers SPA's annual base costs while maximizing incentives for Event Manager and for SPA.
- Experience with marketing, including web presence and collateral materials, booking and collection of event rental and related fees
- Demonstrated experience with hands-on coordination of event and meeting-related professionals (caterers, security, florists, wedding and meeting planners, transportation, etc.)
- Ability to work effectively with SPA and County staff, local stakeholders, community groups, elected officials and their staff
- Commitment to maintaining an on-site staff presence, plus on-site staffing of all events and meetings held at the Event Center
- Proven track record working with owners of event facilities and properties
- Track record in consistently maintaining and reporting accurate financial reports
- Event Manager meeting County's insurance requirements while also ensuring service providers (caterers, etc.) will meet the County's requirement
- Currently meets or could comply with the County's SLEB requirement

Attachment A.1

Required Submittal Elements

1. Transmittal Letter

Please include the following in the transmittal letter:

- Contact information for the person designated as the primary contact (including phone number and e-mail address)
- Names and relationships of any additional personnel included in the response

2. Team Summary

Please provide the following information in 2 pages or less (excluding resumes).

- Describe the roles of key team members and attach resumes for staff that Event Manager would assign to perform this anticipated Scope of Service. Please identify any additional personnel that would assist in performing the anticipated scope of work.

3. Description of Relevant Experience

Please describe relevant event management experience performed within the prior 5 years. Please include the following:

- Descriptions of similar services currently being provided at other event and venue locations
- Describe approach to marketing event venues and facilities, including examples of marketing materials
- Describe experience with maintaining and reporting financial information
- Describe experience with maintaining event calendar information

4. Detailed Approach to Providing Scope of Service

Please provide a detailed description of proposer's approach to providing the anticipated Scope of Services, as outlined in II. Scope of Service above. Your approach could also include any ideas for enhanced use of the Center's spaces, as well as sharing observations about what might be currently lacking or ideas for needed improvements.

5. List of Three References

Please provide three references from relevant clients, event facility owners or principals, and public agencies and/or non-profit organizations. Please include names, titles, telephone numbers, and e-mail addresses for individuals with first-hand knowledge of the service(s) provided.

6. *SLEB Requirement*

Please provide evidence that the proposer currently meets, or has the ability to comply with, the County's SLEB requirement. Detailed information is available at: [Alameda County's Small Local Emerging Business Program](https://www.acgov.org/sleb/index.htm) <https://www.acgov.org/sleb/index.htm>.

Appendix A.2

Martinelli Event Center Site Plan



