



Winston-Salem

Request for Proposals

Food and Beverage Concession Services at Bowman Gray Stadium

PROPOSALS WILL BE RECEIVED UNTIL

12:00 Noon, Thursday, February 15, 2018

in

**Purchasing Department, City Hall Building
101 North Main Street, Suite 324 Winston-Salem, NC 27101**

ADVERTISEMENT FOR PROPOSALS

Sealed proposals endorsed **Food and Beverage Concession Services at Bowman Gray Stadium** for the City of Winston-Salem will be received by the City/County Purchasing Department in Suite 324, City Hall Building, 101 North Main Street, Winston-Salem, NC **until 12:00 Noon, Thursday, February 15, 2018**. Instructions for submitting proposals and/or receiving the complete RFP document specifications may be obtained during regular office hours at the same location, or by contacting Jerry Bates via email jerryjb@cityofws.org (Email is preferred) or phone 336-747-6939. The City reserves the right to reject any or all proposals.

Jerry Bates
Purchasing Director

This document IS NOT the complete proposal. To obtain the completed proposal specifications contact Jerry Bates via email jerryjb@cityofws.org, by phone 336-747-6939, or visit the Purchasing Department, City Hall Building, Suite 324, 101 North Main Street, Winston-Salem, NC during regular office hours.

Introduction

The City of Winston-Salem (“City”) is hereby requesting proposals for providing food and beverage concessions at Bowman Gray Stadium.

The City of Winston-Salem reserves the right to negotiate a contract with a Proposer consistent with the objectives of the Bid and award a contract in the City’s best interest.

Pursuant to the terms of this RFP and a mutually agreed upon Concession Agreement to be executed after the selection process is complete, the initial term for contracts awarded from this request for proposals (“RFP”) will be a one (1) year term with options to extend for as many as one (1) additional twelve (12) month period, provided that both parties are in agreement and funds are made available for this purpose.

Scope of Work

The PROPOSER, at a minimum, must achieve and maintain the performance outcomes listed below, consistent with acceptable standards otherwise agreed to through an AGREEMENT resulting from this RFP. PROPOSER may also propose to achieve additional performance outcomes beyond those minimally required. The CONCESSION and ALCOHOLIC BEVERAGE Services required for the City of Winston-Salem venues are as follows:

The CITY will enter into an AGREEMENT with the best qualified and responsible PROPOSER to provide exclusive CONCESSION and ALCOHOLIC BEVERAGE Services at CITY properties including, but not limited to operating concession stands and sell other items or services as approved by the DIRECTOR OR HIS DESIGNEE, at the best value to the CITY.

PROPOSER must have ability to obtain and keep in force throughout term of AGREEMENT all required liquor licenses, permits, etc. required by North Carolina Alcoholic Beverage Commission, State of North Carolina, and permits required by all local government entities.

The right to sell CONCESSION SERVICES shall not include the right to sell video or audio tapes, compact discs (CDs), and non-food sundry items, not limited to t-shirts, film, aspirin, postcards, programs, souvenir books, or other printed matter of a like nature, or copyrighted novelties. However, DIRECTOR OR HIS DESIGNEE may require or permit OPERATOR to sell such items from time to time upon reasonable notice and upon such terms as may be negotiated with OPERATOR.

CONCESSION SERVICES may include CATERING SERVICES at PROPOSER’S discretion. Please include in proposal if your services would include CATERING and CONCESSION SERVICES or just exclusively CONCESSION SERVICES.

Bowman Gray Stadium (15,000 seat stadium with 4 fixed concession stands) is a full service facility, which hosts numerous NASCAR racing events along with Winston-Salem State University football games, along with other miscellaneous special events. The stadium has three primary concession stands along with one secondary concession stand located in the Field House. All concession stands supply grills, fryers, hoods, refrigeration, freezers, stainless steel tables, and other miscellaneous concession equipment.

Bowman Gray Stadium operates mainly in the Spring/Summer/Fall hosting roughly 18 NASCAR races per year averaging 10,000 patrons per race and 4-5 Football Games averaging about 4,000 patrons per game.

Please note: Any desired temporary or permanent improvement(s) made to the facility by the PROPOSER shall meet Department or City requirements and shall be at the proposer’s expense. All permanent improvements will become the property of the City of Winston-Salem.

It is understood that the operation of City concessions will operate with a minimum requirement according to the facilities scheduled times.

Proposals for service rendered shall meet all city, state, and federal regulations, licensing and insurance requirements and be of a type of expected and accepted by visitors to City facilities in general.

The selected concessionaire shall not sell any glass bottled items. The selected concessionaire shall not use Styrofoam, which is prohibited. Glass containers may only be used with written consent by PUB:IC ASSEMBLY FACILITIES DIRECTOR. Vending for special events may be permitted outside of concession area as approved by PUBLIC ASSEMBLY FACILITIES DIRECTOR. The selected concessionaire will be required to sell only beverage approved by the City. Electricity, water, and gas utilities are provided by the City.

City staff will designate during which type of activities concessions should be open for activity. All additional equipment necessary shall be the responsibility of the concessionaire to provide. The concessionaire will be permitted to access and utilize storage areas and walk in refrigerator and associated equipment mainly located in the back of the Annex.

The City encourages proposals that offer physical improvements to the facilities. The City also encourages proposals with flexible operations, including those that would provide food truck service and other unique food services to City facilities for special events. The City feels that the Health Department grade is an important part of service at the facility. We request that the proposer strive to provide an A rating

Additional Information

- Is this a required RFP process due to a non-renewal of the current contract? **Yes**
- Could you tell me who manages the foodservice program now? **2017 was managed by Americana Catering Group.**
- Combined food and beverage, total reported sales over the last 4 years: **2014 \$427,695 2015 \$428,507, 2016 405,357, 2017 \$169,641 (2017 Missing one race and 5 football games)**
- Please provide a listing of all food service equipment that will remain on site and be available to us to use. **All refrigerators, freezers, stoves, ovens, fryers, etc. will remain on site.**
- Is there a separate commission that must be paid to Winston Salem State University Athletics for the right to sell food? **No, all Bowman Gray Stadium sales go through the City of Winston-Salem.**
- Are alcohol sales permitted for Winston-Salem State University events? **Yes, we have sold beer in the past at Bowman Gray Stadium. For NCAA Tournament and WSSU Football events, the City historically has not sold at the request of the school and NCAA.**
- Please detail the terms of any beverage pouring we will be required to adhere to (pricing, brand, product type). **Pepsi is currently our Non-Alcoholic beverage provider; RH Barringer is currently our Beer provider. There are no pricing limitations.**

Proposal Format and Requirements

Proposers shall provide the following information:

- Business name, address, telephone number, and email contact information
- Year business established
- Identify the state in which the business was organized or incorporated
- Type of Ownership, name and location of parent company if applicable
- A paragraph outlining the description of the specific skills and services the proposer is offering, and a description of general qualifications including past or similar experience providing food and beverage concessions.
- A detailed operational plan for providing concession services outlining menus and pricing
- A list of any improvements planned in the concession facilities
- Proposed terms including dates of operation and compensation to the City in the form of gross receipts and or rent.

The City reserves the right to request clarification of information submitted and to request additional information from any respondent. The City may not accept any submittal after the time and date specified in the RFP. In the interest of a fair and equitable process, the City retains the sole responsibility to determine the timing, arrangement, and method of proposal presentations throughout the selection process.

If negotiations are not completed with the top rank respondent, negotiations may proceed with the next most qualified. Upon selection of a qualified respondent through the RFP process, the City shall enter into a contract for services with the selected respondent on terms and conditions acceptable to the City. Until execution of a contract, the City reserves the right to cease negotiations and to start the RFP process again.

The City of Winston-Salem encourages submittals from firms that demonstrate a commitment to using local city distributors and vendors. Minority and women businesses are encouraged to apply.

Term of Agreement

Subject to earlier termination as provided hereinafter, the contract term shall be for one (1) year beginning from date of properly executed contract and ending December 31, 2018. Terms of the bid reserve the right for the City to extend this Agreement for as many as one (1) additional twelve (12) month period, provided that both parties are in agreement and funds are made available for this purpose.

Evaluation Criteria

Respondents will be evaluated for selection on the basis of the Proposer most qualified to meet the requirements of this RFP. Major criteria to be considered in evaluation may include, but shall not necessarily be limited to:

- A. **M/WBE Commitment** – Proposer’s efforts to comply with all the terms and conditions of the City of Winston-Salem’s Minority and Women Business Enterprise (M/WBE) Program through award of subcontracts to minority and women-owned business enterprises and utilization of minority and women owned business enterprise suppliers to the fullest extent consistent with the efficient performance of this contract.
- B. **Local Business (Distance from City)** - Proposer’s business location/distance from the City of Winston-Salem.
- C. **Revenue Sharing** - Reasonableness/competitiveness of proposed fee and/or benefits to the City of Winston-Salem, although the Evaluation Panel is not bound to select the respondent who proposes the highest revenue share or most benefits for services. The Evaluation Panel reserves the right to negotiate fees and/or benefits to the City with the selected respondent(s).
- D. **Work Experience** - The background, education, and experience of the respondent in providing similar services elsewhere, including and especially the level of experience in working with stadiums, arenas, municipalities, and the quality of services performed. Determination that the selected respondent has no contractual relationships that would result in a conflict of interest to the City’s contract.
- E. **Reference and Payment Confidence** – The City is committed to selecting a vendor with a history of positive financial and contractual experiences in similar type venues. Please provide at least two (2) current and or past references that would reflect on contract experience and payment history.
- F. **Menu and Pricing** – The variety and quality of goods and service provided is an important aspect to the City and those who patronize its venues, all while providing at reasonable pricing. Affordable fan friendly pricing and commitments to honor existing City pouring beverage and food provider contracts. Any outside/3rd party food vendors and food items that would be included. Please include any historic NC Health Department Food Ratings relevant.
- G. **Quality of Proposal** - Meets RFP requirements, readability and flow of proposal, overall marketing vision and creativity that furthers City’s commitment to food quality and menu pricing. The respondent’s responsiveness and compliance with the RFP requirements and conditions. The respondent’s demonstrated ability to provide the services requested by the City through this RFP. The ability, capacity and skill to fully and satisfactorily provide the services required in this RFP.

The following “Weighted Scale” will be used to evaluate each proposal

Evaluation Criteria	Weight
MWBE Commitment	20.00
Distance from City of Winston-Salem	20.00
Revenue Sharing	23.00
Work Experience	17.00
Reference and Payment Confidence	10.00
Menu and Pricing	5.00
Quality of Proposal	5.00

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Selection Process

- A. Selection shall be made from all offers deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation of factors included in the RFP, including price. Interviews shall be conducted with the respondents so selected. Price shall be considered, but need not be the sole determining factor. The Evaluation Panel may cancel this RFP or reject proposals at any time prior to an award and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous. Should the Evaluation Panel determine in its sole discretion, that only one respondent is fully qualified, or that one respondent is more qualified than the others under consideration, a contract may be negotiated and awarded to that respondent.
- B. An Evaluation Panel of City staff will review all proposals submitted in response to this RFP. The Evaluation Panel will make a recommendation to the Public Assembly Facilities Commission for their review and approval. The Public Assembly Facilities Commission reserves the right to reject any and all proposals and to waive any informality or irregularity in the proposals received.
- C. It is the policy of the City of Winston-Salem that a City employee, officer or agent of the City may not participate in any manner in any contracts or subcontracts, materials, goods, personal services or construction in which contract or subcontract he, or any member of his immediate family, business partner or any organization in which they serve as an officer, director, trustee or employee, has a financial interest.

Contract

Any contract resulting from this proposal shall be effective for one (1) year beginning from date of properly executed contract and ending December 31, 2018. Terms of the bid reserve the right for the City to extend this Agreement for as many as one (1) additional twelve (12) month period, provided that both parties are in agreement and funds are made available for this purpose.

Evaluation

As part of the evaluation process, the Evaluation Panel, consisting of City Staff, may engage in discussions with any Proposer. Discussions might be held with individual Proposers to determine in greater detail the Proposer's qualifications, to explore with the Proposer the scope and nature of the required contractual Services, to learn the Proposer's proposed method of performance and the relative utility of alternative methods, and to facilitate arriving at a contract that will be satisfactory to the City.

The City, in its discretion, may require one or more Proposers to make presentations to the Evaluation Panel or appear before the City and/or its representatives for an interview. During such interview, the Proposer may be required to orally and otherwise present its Proposal and to respond in detail to any questions posed. Additional meetings may be held to clarify issues or to address comments, as the City deems appropriate. Proposers will be notified in advance of the time and format of such meetings.

Since the City may choose to award a contract without engaging in discussions or negotiations, the Proposals submitted shall define the Proposer's best offer for performing the services described in this RFP.