



U N I V E R S I T Y O F  
**SOUTH CAROLINA**

AMENDMENT NO. 1 TO SOLICITATION

TO: ALL VENDORS

FROM: Charles Johnson, Procurement Manager

SUBJECT: SUBJECT: SOLICITATION NUMBER: USC-RFP-2045-CJ  
MANAGEMENT OF THE UNIVERSITY OF SOUTH CAROLINA AIKEN CONVOCATION CENTER

DATE: October 7, 2011

This Amendment **No.1** modifies the Request for Proposals only in the manner and to the extent as stated herein.

BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT **NO. 1** IN THE SPACE PROVIDED BELOW AND RETURN IT WITH THEIR BID RESPONSE. FAILURE TO DO SO MAY SUBJECT BID TO REJECTION.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Name of Offeror

\_\_\_\_\_  
Date

**THE TERM OF CONTRACT – EFFECTIVE DATE / INITIAL CONTRACT CLAUSE IN SECTION VII. TERMS AND CONDITIONS – B. SPECIAL OF THE SOLICITATION HAS BEEN MODIFIED / REVISED AND NOW READS AS FOLLOWS:**

TERM OF CONTRACT – EFFECTIVE DATE / INITIAL CONTRACT PERIOD: The effective date of this contract is the first day of the Maximum Contract Period as specified on the final statement of award. The initial term of this agreement is **three years** from the effective date. Regardless, this contract expires no later than the last date stated on the final statement of award.

**THE FOLLOWING QUESTION WAS RECEIVED FROM VENDOR A:**

**QUESTION #1:** The term of \*\*\* existing Management Agreement is for three (3) years; plus two (2) one (1) year renewal options, for a total possible five (5) year term.

The RFP notes on page three (3) – Section I - Scope of Solicitation:

*Maximum Contract Period - Estimated (January 2006): [January 1, 2021 – December 31, 2016 pending Materials Management Office approval of seven year contract term request]*

Also, on pages twelve (12) and thirteen (13) of the RFP it states, in part, that:

*The term of a contract exceeding five years is subject to approval by the Budget and Control Board.*

Further, on page nineteen (19) of the RFP, Bidders are required to comply with IRS Revenue Procedure 97-13 which is the case with our current Management Agreement ( 3 + 1 + 1 = 5 year term).

Yet on pages twenty-nine (29) and thirty (30) the RFP states:

*Term of Contract –Effective Date/Initial Contract Period (Jan 2006). . . “The initial term of this agreement is one year from the effective date”*

It is our desire and intent to submit our RFP Response on the basis of a similar but new five (5) year term. For the record, we are interested in a seven (7) year term if this is actually possible?

**ANSWER: Please see the modified / revised Term of Contract – Effective Date / Initial Contract Period clause in this amendment.**

**THE FOLLOWING QUESTIONS/REQUEST FOR INFORMATION WERE RECEIVED FROM VENDOR B:**

**QUESTIONS/REQUEST FOR INFORMATION**

**FINANCIAL**

\* Actual Operating Statements (detailed) for last TWO fiscal years.

**RESPONSE: SEE ATTACHMENT – OPERATING STATEMENT**

\* List of Events and Attendance per Events for last TWO fiscal years.

**RESPONSE: SEE ATTACHMENT – EVENTS AND ATTENDANCE**

\* List of Tentative Events for future fiscal year (s)

**RESPONSE: SEE ATTACHMENT – TENTATIVE EVENTS**

\* Copies of the Settlement/Show Invoices for Three Most Recent Major:

- a) Concerts (if any)
- b) Conventions/Trade Shows
- c) Family Shows (if any)
- d) Consumer/Public Shows (includes any gated events)
- e) Sporting Events and University Events

**RESPONSE: SEE ATTACHMENT – SETTLEMENT BY EVENT**

\* Copy of Capital Improvement Budget

**RESPONSE: No capital improvement budget exists.**

- List of Current Rental/Usage Rates

**RESPONSE: SEE ATTACHMENT – GENERAL FEE STRUCTURE**

- Copy of Formal Booking Policy (if any)

**RESPONSE: No formal convocation booking policy is in place.**

- List of Prices/Labor Rates for Special Services

**RESPONSE: SEE ATTACHMENT – RENTAL/USAGE RATES**

**PERSONNEL/STAFFING**

\* List of All Current Full-Time Positions and Salaries by Position

**RESPONSE:**

**Full Time:**

**General Manager**

**Director Of Operations & Events**

**Director Of Finance**

**Marketing and Sales**

**Total Budgeted Salaries= 186,400.00**

**The salaries are proprietary to the current management organization but are commensurate to their experience.**

\* Current Organizational Chart

**RESPONSE: SEE ATTACHMENT – ORGANIZATIONAL CHART**

- Designations as to Which Full-Time Employees Are Union and to Which Union They Belong.

**RESPONSE: No union affiliations at this time**

- Copies of Employee Benefit Programs (Summary Plan Description)

**RESPONSE: USCA does not have access to Global Spectrum employee benefits**

### **THIRD-PARTY AGREEMENTS**

- \* Copies of Any Tenant Agreements (if any)

**RESPONSE: There are no tenant agreements at this time.**

- \* Copy of Current Concession and Catering Agreement

**RESPONSE: All catering and concessions within the Convocation Center are operated by the University's food service provider. The following percentage of net sales are returned to the management company: 7% on catered events, 25% on concessions.**

- Copies of All Current Labor and Work Rule Agreements

**RESPONSE: Labor and work rule agreements are not available to USCA.**

- Copy of Current Ticketing Agreement, including term

**RESPONSE: Ticketing agreement is not available to USCA.**

- Copies of Security, Parking, IATSE and Other Third-Party Service Agreements

**RESPONSE: Third party service agreements are not available to USCA.**

### **OTHER**

- List of Services Performed by the University for the venue

**RESPONSE: The University maintains the buildings and grounds, housekeeping and all general maintenance.**

- Copy of Current Management Agreement

**RESPONSE: No separate management agreement exists. The current contract was awarded from a previous competitive solicitation done by the University. Documentation pertaining to the current contract is available through Freedom of Information request(s) directed to Charles Johnson, USC Purchasing, [Charles.Johnson@sc.edu](mailto:Charles.Johnson@sc.edu) .**

## **ATTACHMENTS**

**OPERATING STATEMENT**

**Operating Statement**

<b>Fiscal Year:</b>	<b>2010</b>	<b>2011</b>
<b>No. of Events</b>	<b>112</b>	<b>103</b>
<b>Attendance</b>	<b>77,969</b>	<b>58,127</b>
<b>Direct Event Income</b>	<b>147,757</b>	<b>147,809</b>
<b>Surcharge</b>	<b>49,791</b>	<b>12,323</b>
<b>Ticket Rebate</b>	<b>7,885</b>	<b>1,608</b>
<b>Concessions</b>	<b>23,002</b>	<b>9,155</b>
<b>Novelty</b>	<b>12,752</b>	<b>1,585</b>
<b>Parking</b>	<b>21,616</b>	<b>6,551</b>
<b>Total Event Income</b>	<b>262,804</b>	<b>179,031</b>
<b>Other Income</b>	<b>14,984</b>	<b>11,184</b>
<b>Advertising Revenue</b>	<b>217,105</b>	<b>231,622</b>
<b>Indirect Expenses</b>	<b>482,160</b>	<b>419,599</b>
<b>Net Operating Income/(Loss) B/F</b>		
<b>Advertising Cap Exp</b>	<b>12,743</b>	<b>2,238</b>
<b>Advertising Capital Expense</b>		
<b>Net Income/(Loss)</b>	<b>12,743</b>	<b>2,238</b>

## EVENTS AND ATTENDANCE

Event	Date	Attendance
Cedar Creek Church	47 Sundays	16000
USCA Volleyball	16 Home Matches	5000
USCA Basketball	16 Home Matches	30000
Midnight Madness	1 Night	1500
Peach Belt Conference	6 Games	10000
Wedding Expo	January 16 2010	650
Chamber gala	January 29 2010	512
Boys and Girls Club	February 18 2010	200
The Cabaret	February 25 2010	325
Phat Tuesdays	Feb-10	80
Glaxo Smith Kline	March 8 2010	300
Gospel fest	March 13 2010	424
Toby Mac	March 14 2010	2512
Business Leadership	March 17 2010	19
Vemma Presentation	March 22 2010	80
Phat Tuesdays	Mar-10	80
Trey Songz	April 9 2010	2200
Battle of the Bands	April 16 2010	654
Lipizzaner Stallions	April 17 2010	2067
Skillet Red	April 24 2010	1300
Athletics Banquet	April 27 2010	350
WWE Smackdown	May 3 2010	2195
Clemson Club	may 4 2010	340
USCA Convocation	May 6 2010	3200
Gamecock Club	May 10 2010	98
Spring Fling	May 13 2010	725
Rhoda Burns Dance	May 15 2010	1200
Life Expo	May 22 2010	1000
Aiken County Grads	June 3-4 2010	14000
MMA	June 26 2010	600
USCA video games	July 3 2010	45
Peach State Showcase	July 15-19 2010	925
Girls AAU Tournament	July 31 2010	915
Lower Savannah COG	August 17 2010	155
Pittbull Riders	August 21 2010	300
Chamber Luncheon	August 25 2010	375
PBR	August 27-28 2010	2736
	September 29-30	
Owens Corning	2010	30

Guess who's coming to Dinner	October 1 2010	225
Chris Tomlin	October 16 2010	1644
Bridgestone MTG	October 22 2010	30
Ramsey Webcast	November 5 2010	100
Universal Spirit	November 6 2010	300
Laurie Posie baby Shower	November 20 2010	75
	November 26-27	
Patel Wedding	2010	200
Newman technology	December 4 2010	200
USCA Convocation	December 9 2010	1900
Make it rain	December 11 2010	818
Aiken Birthday Party	December 18 2010	900

**\*\*\*\*\*Jan 2011 -July 2011 was included as Appendix A in RFP**



## TENTATIVE EVENTS

<u>Event</u>	<u>Date(s)</u>
Stokes Wedding	August 13, 2011
Cedar Creek Church	August 14, 2011
Pacers First Friday	<i>August 19 2011</i>
Cedar Creek Church	August 21, 2011
Athletics Retreat (VIP Room)	August 22, 2011
Alpha Fraternity Dance	August 26, 2011
Aiken Soccer Cup Registration (Lobby)	August 26, 2011
Cedar Creek Church	August 28, 2011
Chamber of Commerce Luncheon	<i>August 31, 2011</i>
Cedar Creek Church	September 4, 2011
Aiken's Makin Registration	September 8, 2011
Volleyball Home Invitational	<i>September 9-10, 2011</i>
Cedar Creek Church	September 11, 2011
South Carolina Dept of Education District Mtg	<i>September 14, 2011</i>
Dr Hallman New Faculty (Lobby and VIP)	<i>September 16, 2011</i>
Rap Concert Hold	<i>September 17, 2011</i>
Cedar Creek Church	September 18, 2011
Aiken Regional Awards Banquet	<i>September 24, 2011</i>
Cedar Creek Church	September 25, 2011
Guess Who's Coming to Dinner ATC	<i>September 30, 2011</i>
Volleyball Home vs. Montevallo	<i>October 1, 2011</i>
Cedar Creek Church	October 2, 2011
CNTA Mtg	<i>October 3rd, 2011</i>
Volleyball Home vs. Lander	<i>October 5, 2011</i>
Volleyball Home vs. Flager	<i>October 7, 2011</i>
Volleyball Home vs. Armstrong and Bentley	<i>October 8, 2011</i>
Cedar Creek Church	October 9, 2011
Cedar Creek Church	October 16, 2011
Midnight Madness	<i>October 17 2011</i>
Volleyball Home vs. Augusta State	<i>October 19, 2011</i>
Cedar Creek Church	October 23, 2011
Volleyball Home vs. UNCP	<i>October 28, 2011</i>
Volleyball Home vs. Francis Marion	<i>October 29, 2011</i>
Cedar Creek Church	October 30, 2011
PBR	<i>November 4-5 2011</i>
Savannah River Site Town Hall	<i>November 14-15, 2011</i>
GCSU	<i>November 16, 2011</i>
Casting Crowns Live	<i>November 25, 2011</i>
Florida Southern University	<i>November 27, 2011</i>
Allen University	<i>December 1, 2011</i>

Benedict University	<i>December 3, 2011</i>
Flagler College	<i>December 10, 2011</i>
Anderson University	<i>December 12, 2011</i>
Top Donor Event (Lobby)	<i>December 13, 2011</i>
Armstrong Atlantic	<i>December 14, 2011</i>
USC Aiken Pre Holiday Classic	<i>December 16, 2011</i>
USC Aiken Pre Holiday Classic	<i>December 17, 2011</i>
Winter basketball Classic	<i>December 19-21, 2011</i>
Bridgestone Holiday Party	<i>December 22/23, 2011</i>
Columbus State	<i>January 7, 2012</i>
Wedding Expo	<i>January 14, 2012</i>
Augusta State	<i>January 16, 2012</i>
North Georgia	<i>January 21, 2012</i>
Georgia Southwestern	<i>January 23, 2012</i>
Chamber of Commerce Gala	<i>January 27, 2012</i>
Dance Marathon	<i>February 3-4, 2012</i>
UNC Pembroke	<i>February 11, 2012</i>
Pedestrian Bridge GB	<i>February 13, 2012</i>
Lander University	<i>February 18, 2012</i>
Francis Marion	<i>February 22, 2012</i>
Christian Basketball Association	<i>February 25/ 26, 2012</i>
USCA Spring Graduation	<i>May 3, 2012</i>
Rhoda Burns Dance	<i>May 7,8 and 12, 2012</i>
Taste of Home Cooking School	<i>May 10, 2012</i>
O'Gorman Camps	<i>June 17- 21 2012</i>
Chamber of Commerce Gala	<i>January 25, 2013</i>

**SETTLEMENT BY EVENT**

<b><u>Event</u></b>	<b><u>Concerts</u></b>	<b><u>Concert</u></b>	<b><u>Concert</u></b>
Turnstile	313	609	818
Net Revenue	3214	10990	15838
Promoter Proceeds	-7530	3668	4789
Building Proceeds	0	0	0
Gross Rent	10744	7323	11049
Service Income	1843	1711	1433
Direct Event Income	3843	3211	5482
Surcharge	404	1274	1294
Ancillary Income	540	833	709
Event Operating Income	4787	5319	7486

<b><u>Event</u></b>	<b><u>Trade</u></b>	<b><u>Trade</u></b>
Turnstile	800	707
Net Revenue	24350	5181
Promoter Proceeds		3282
Building Proceeds		1899
Net Rental Income	24350	0
Service Income	0	779
Direct Event Income	10995	779
Ancillary Income	53	219
Event Operating Income	11048	1008

<b><u>Event</u></b>	<b><u>Community</u></b>	<b><u>Community</u></b>	<b><u>Consumer</u></b>
Turnstile	450	750	75
Net Revenue	1468	2617	850
Promoter Proceeds	0	0	0
Building Proceeds		1468	2617
Net Rental Income	50	1000	300
Service Income	385	717	156
Direct Event Income	895	1727	456
Ancillary Income		420	0
Event Operating Income	1315	1727	456

<b><u>Event</u></b>	<b><u>Sporting</u></b>	<b><u>Sporting</u></b>	<b><u>Graduation</u></b>
Turnstile	300	600	3000
Net Revenue	4224	5640	1329
Promoter Proceeds	0	0	0
Building Proceeds	4224	5640	1329
Net Rental Income	1500	2500	0
Service Income	1058	1108	0
Direct Event Income	2558	3608	0
Ancillary Income	246	536	0
Event Operating Income	2805	4144	0

GENERAL FEE STRUCTURE

**General Fee Structure**

	<b>Arena</b>	<b>VIP Room</b>
<b>Commercial</b>	3000.00	500.00
<b>Govt./Non Profit</b>	2500.00	400.00
<b>University</b>	1000.00	150.00

RENTAL/USAGE RATES

**General Fee Structure**

	<b>Arena</b>	<b>VIP Room</b>
<b>Commercial</b>	3000.00	500.00
<b>Govt./Non Profit</b>	2500.00	400.00
<b>University</b>	1000.00	150.00

**ORGANIZATIONAL CHART**

