



Request for Proposals Amendment 2

Solicitation Number: USC-RFP-3678-KM
Date Issued: 03/08/2021
Procurement Officer: Kristen Moss, NIGP-CPP, CPPO, CPPB
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Columbia, SC 29208

DESCRIPTION: Premium Catering Service, Rental Management and Additional Revenue Generating Services at Williams-Brice Stadium

USING GOVERNMENTAL UNIT: The University of South Carolina Athletics Department

The Term "Offer" Means Your "Bid" or "Proposal". Your offer must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior. See "Submitting Your Paper Offer or Modification" provision.

SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:

University of South Carolina – Purchasing Department
1600 Hampton Street, Suite 606
Columbia SC 29208

PHYSICAL ADDRESS:

University of South Carolina – Purchasing Department
1600 Hampton Street, Suite 606
Columbia SC 29208

SUBMIT OFFER BY (Opening Date/Time): March 23, 2021 at 11:00 AM Local Time (See "Deadline For Submission Of Offer" provision)

QUESTIONS MUST BE RECEIVED BY: March 11, 2021 at 2:00 PM Local Time (The original question deadline for questions related to the original solicitation has passed. This question deadline is for questions related to this Amendment 2 only).

NUMBER OF COPIES TO BE SUBMITTED: 1 (one) each Original Hard Copy of the Technical Proposal
10 (ten) each Digital copies of the Technical Proposal (each on its own USB drive)
1 (one) each Original Hard Copy of the Price Proposal, Set 1
1 (one) each Original Hard Copy of the Price Proposal, Set 2
10 (ten) Digital copies of Price Proposal, Set 1 on USB Drive (each on its own USB drive)
10 (ten) Digital copies of Price Proposal, Set 2 on USB Drive (each on its own USB drive)
1 (one) each Digital copy of Redacted Technical & Redacted Price Proposals on USB Drive

CONFERENCE TYPE: ~~Pre-proposal Conference~~

DATE & TIME: ~~02/16/2021 at 10:00 AM Local Time~~

(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)

LOCATION: ~~Conference Call~~

Phone Number: ~~1-800-753-1965~~

Access Code: ~~7775253~~

**AWARD &
AMENDMENTS**

Award will be posted on **04/28/2021**. The award, this solicitation, any amendments, and any related notices will be posted at the following web address: https://sc.edu/about/offices_and_divisions/purchasing/index.php

You must submit a signed copy of this form with Your Offer. By signing, you agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of ninety (90) calendar days after the Opening Date. (See "Signing Your Offer" provision.)

NAME OF OFFEROR

(full legal name of business submitting the offer)

Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the Offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.

AUTHORIZED SIGNATURE

(Person must be authorized to submit binding offer to contract on behalf of Offeror.)

DATE SIGNED

TITLE

(business title of person signing above)

STATE VENDOR NO.

(Register to Obtain S.C. Vendor No. at www.procurement.sc.gov)

PRINTED NAME

(printed name of person signing above)

STATE OF INCORPORATION

(If you are a corporation, identify the state of incorporation.)

OFFEROR'S TYPE OF ENTITY: (Check one)

(See "Signing Your Offer" provision.)

☐ Sole Proprietorship ☐ Partnership ☐ Other _____
☐ Corporate entity (not tax-exempt) ☐ Corporation (tax-exempt) ☐ Government entity (federal, state, or local)

PAGE TWO
(Return Page Two with Your Offer)

HOME OFFICE ADDRESS (Address for Offeror's home office / principal place of business)	NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause)
	<div style="display: flex; justify-content: space-between;"> Area Code - Number - Extension Facsimile </div>
	E-mail Address

PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause)	ORDER ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses)
____ Payment Address same as Home Office Address	____ Order Address same as Home Office Address
____ Payment Address same as Notice Address (check only one)	____ Order Address same as Notice Address (check only one)

ACKNOWLEDGMENT OF AMENDMENTS

Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date	Amendment No.	Amendment Issue Date
DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)		10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	____ Calendar Days (%)		

PREFERENCES - A NOTICE TO VENDORS (SEP. 2009): On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at www.procurement.sc.gov/preferences. ***ALL THE PREFERENCES MUST BE CLAIMED AND ARE APPLIED BY LINE ITEM, REGARDLESS OF WHETHER AWARD IS MADE BY ITEM OR LOT. VENDORS ARE CAUTIONED TO CAREFULLY REVIEW THE STATUTE BEFORE CLAIMING ANY PREFERENCES. THE REQUIREMENTS TO QUALIFY HAVE CHANGED. IF YOU REQUEST A PREFERENCE, YOU ARE CERTIFYING THAT YOUR OFFER QUALIFIES FOR THE PREFERENCE YOU'VE CLAIMED. IMPROPERLY REQUESTING A PREFERENCE CAN HAVE SERIOUS CONSEQUENCES.*** [11-35-1524(E)(4)&(6)]

PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE: Please provide the address and phone number for your in-state office in the space provided below. An in-state office is necessary to claim either the Resident Vendor Preference (11-35-1524(C)(1)(i)&(ii)) or the Resident Contractor Preference (11-35-1524(C)(1)(iii)). Accordingly, you must provide this information to qualify for the preference. An in-state office is not required, but can be beneficial, if you are claiming the Resident Subcontractor Preference (11-35-1524(D)).

____ In-State Office Address same as Home Office Address
 ____ In-State Office Address same as Notice Address **(check only one)**

AMENDMENT 2

The purpose of this amendment is to extend the offer submission deadline and to answer questions.

As a reminder, the number of copies to be submitted:

- 1 (one) each Original Hard Copy of the Technical Proposal
- 10 (ten) each Digital copies of the Technical Proposal (each on its own USB drive)
- 1 (one) each Original Hard Copy of: Price Proposal, Set 1 *{Price Proposal Set 1 is the Price Proposal for one (1) each ten (10) year initial term with zero renewal options}*
- 1 (one) each Original Hard Copy of: Price Proposal, Set 2 *{Price Proposal Set 2 is the Price Proposal for one (1) each five (5) year initial term with one (1) each five (5) year renewal option}*
- 10 (ten) Digital copies of Price Proposal, Set 1 (each on its own USB drive) *{Price Proposal Set 1 is the Price Proposal for one (1) each ten (10) year initial term with zero renewal options}*
- 10 (ten) Digital copies of Price Proposal, Set 2 (each on its own USB drive) *Price Proposal Set 2 is the Price Proposal for one (1) each five (5) year initial term with one (1) each five (5) year renewal option}*
- 1 (one) each Digital copy of the Redacted Technical & Redacted Price Proposals on USB Drive

The following questions and answers are hereby incorporated:

Question 1: Additional Revenue // Event Rentals - Can you please further define additional revenue generating services?

Answer: Examples include TopGolf experience, retail and other creative permanent or semi-permanent uses of space in Williams-Brice Stadium to generate revenue.

Question 2: Additional Revenue // Event Rentals - Are there any limitations to the size of event or designated “blackout dates” when event rentals can’t occur?

Answer: Limitations are based on the capacity of specific areas – for example, Founders Zone holds 1,000 standing / 450 seated. Stadium wide rentals are not permitted via this RFP.

Question 3: Additional Revenue // Event Rentals - Can you please provide the historical revenue from the past three fiscal years for event rental sales?

Answer: Not applicable due to recent stadium construction, pandemic and completion of new football operations facility allowing football offices to vacate Williams-Brice.

Question 4: Additional Revenue // Event Rentals - Will offeror collect all revenue, including event rental income?

Answer: The Contractor will be expected to manage all expenses and revenue associated with rental agreements; revenue shares will be split with Athletics Department according to terms agreed upon.

Question 5: Additional Revenue // Event Rentals -Who determines the pricing schedule for event rentals?

Answer: The Contractor will determine pricing for rentals that they execute in Williams-Brice Stadium.

Question 6: Additional Revenue // Event Rentals - Does offeror have availability to propose what amenities in each space are to be included with rental vs. additionally priced?

Answer: Yes, the Contractor has ability to determine and add amenities to rental agreements. The Contractor shall be responsible for any expenses or additional equipment required for amenities.

Question 7: Additional Revenue // Event Rentals - Who is responsible for the expenses associated with third-party vendors pertinent to executing event rentals, other revenue generating services, and game day operations (i.e. security, housekeeping, golf cart shuttles, etc.)?

Answer: The Contractor is responsible for any expenses associated with third-party vendors for event rentals, the University is responsible for expenses associated with stadium-wide events.

Question 8: Football Catering -Will a minimum guaranteed guest count for each service area be given for the purpose of submitting this proposal?

Answer: For the purpose of this solicitation, we do not have a determined guarantee however minimum pricing proposals can be estimated by using 70% of each area's game day capacity.

Question 9: Football Catering - Do all catered areas on game day receive the same menu and service standards?

Answer: No, the Athletics Department is open to variable pricing and options for each premium area to correspond with price of seats in respective areas.

Question 10: Football Catering -Will table coverings be required for any existing guest seating tables on game day?

Answer: Yes, table covering are preferred for seating areas in the Founders Zone on game day. All catering tables and service areas that require linens will be responsibility of the Contractor.

Question 11: If University holds all ABL licensing for the stadium, who is responsible for the purchase of alcohol for game days and special events? Who is responsible for paying associated taxes?

Answer: The Contractor shall be responsible for purchase of alcohol for game day and special events through a licensed distributor. The University is responsible for paying associated taxes, those charges and payments will be coordinated through offeror and Athletics Department.

Question 12: Are there any existing vendor relationships or contractual obligations that will be prevalent at the beginning of this contract, especially as it pertains to alcoholic and non-alcoholic beverages (i.e. Coke, Miller-Coors, White Claw)?

Answer: Yes, Coca-Cola is the required pouring rights vendor at Williams-Brice Stadium. It is also expected that existing partners are carried in venue and offered for events, a list of those vendors will be provided to the Contractor.

Question 13: Is there an existing equipment list, architectural CAD files, renderings, or expectations as to how the kitchen space on the 2nd floor kitchen is to be upfitted?

Answer: [Please see details here](#), please note that equipment displayed in these plans is simply for planning purposes and not reflective of actual installations in the space. Any upfit or additions to this space are at the discretion of offeror. Existing equipment in this space includes 3 compartment sink, hood and 2 combi ovens.

Question 14: Please further define custodial services as it relates to maintaining premium spaces during game day and non-game day events.

Answer: The University will be responsible for custodial services for game days and stadium-wide events. The Contractor shall be responsible for custodial services for non-game day and non-stadium wide events.

Question 15: Is there an existing contract with a custodial contractor in place? If so, please clarify their scope of work vs. the selected catering contractor on a game day and non-game day event?

Answer: The University currently has a contract in-place for custodial services at athletics facilities which will expire on May 15, 2021. The University does not intend to require the Contractor to utilize the same custodial services provider for non-game day and non-stadium wide events.

Question 16: Are the expenses incurred by custodial services to be factored into the catering menu price for game days and non-game day events?

Answer: The University will be responsible for custodial services for game days and stadium-wide events. The Contractor shall be responsible for custodial services for non-game day and non-stadium wide events.

Question 17: How should Item #5 in the price proposal be structured (i.e. per person, per game, per season, totals only?)

Answer: Please have catering items priced per person, requested count will be coordinated through Athletics Department prior to the agreed upon deadline each game.

Question 18: Who handles the ordering and billing of the Founders Zone, 200 Level Executive Club, Champions Club, 600 Level Executive Club, and 2001 Club? Is this billed to Athletics?

Answer: South Carolina Athletics Development staff will handle coordination of ordering, please submit billing the South Carolina Athletics Business Office, Attention: Jeff Tallant.

Question 19: The RFP states that the Athletics Department events are not included in the scope of work, who is used for this?

Answer: South Carolina Athletics reserves the right to use spaces at Williams-Brice Stadium without rental fees. Exact catering and rental needs will depend on specific events hosted by South Carolina Athletics.

Question 20: Please provide a list of equipment and smallwares that will remain (i.e. Catering tables, linen, bar tables, and catering event smallwares).

Answer: Permanent bars are installed in each Champions Clubs and in the 2001 Club for game day service. Smallwares such as catering tables, linens, and event smallwares will not be provided and are the responsibility of the Contractor.

Question 21: Please share a copy of the existing contract as well as the economic terms of the existing financial arrangement.

Answer: This information is not available.

Question 22: Please provide sales mix for the last three years – food/non-alcoholic beverage vs. alcohol sales. Can you please include a break-out of Event Rental Catering, Rental Event, and Revenue Generating Services?

Answer: This information is not available.

Question 23: Please provide historical building attendance and number of events for the last three years. If applicable, please note one-time events (concerts, etc.)

Answer: Approximately 7 home football games are scheduled each year – football game average attendance is below, concert scheduling and attendance varies depending on artist and show size.

2019: 77,962
2018: 73,628
2017: 78,586

The last concert was Beyonce & Jay Z in 2018 and estimated attendance was 36,653.

Question 24: Please provide a brief summary of any all-inclusive areas, including current per person F&B allowance and the average number of people per area per event. If there is a desire for all-inclusive areas in the future, please describe how you envision these areas and where they would be.

Answer: All premium spaces on game day are considered all-inclusive for food and non-alcoholic drinks. Alcoholic drinks are for purchase by each seat holder in specific areas, other areas have locker space and only mixers are provided.

Question 25: What is the annual amount of discounted sales – team or otherwise?

Answer: The only current discounts available for event rentals apply to University client rentals, it will be at the discretion of the Contractor to continue to extend those discounts.

Question 26: Please provide current menu samples and prices.

Answer: Menus for event rentals are ordered directly between client and caterer, South Carolina Athletics does not have that information.

2019 game day menu sample: panini/slider, seafood option, fried chicken, passed item, salad, dip, veggie/fruit array, dessert station, salty snacks – popcorn, peanuts
menu price: \$29.99 per person

Question 27: Is there currently a service charge or administrative fee on catering sales or suites? If so, what is the rate and are the charges included in any historic financials provided?

Answer: Service charges are not reflected as an additional charge on game day premium area invoices to the athletics department.

Question 28: Is the hourly staff subject to a collective bargaining agreement? If so, can you provide a copy of that agreement or let us know which union they are a part of.

Answer: The intent of this RFP is to have hourly staff employed and paid by the Contractor.

Question 29: Are there any other major sponsorships that we should be aware of that impact the food and beverage operations?

Answer: It is expected that existing partners are carried in venue and offered for events, a list of those vendors will be provided to the Contractor. Coca-Cola is the pouring rights sponsor.

Question 30: Can you please give an overview on any internal catering expectations? What is the current discount and approximately how many events are there per year?

Answer: There is currently no set discount or expectation for internal catering, an estimated 12 department events will be hosted annually at Williams-Brice Stadium.

Question 31: Can you please define what revenue sources should be included in the following categories?

- a. Event Rental Commission
- b. Rental Event
- c. Revenue Generating Services

Answer: Any potential revenue sources should be included.

Question 32: Are there any goals or specific requirements regarding MWBE participation?

Answer: There are no specific requirements, however the University encourages MWBE participation.

Question 33: Can you provide any historical financial data on Non Gameday Stadium/Club Space Event Sales Revenue and number of events? 3-year history?

Answer: Not applicable due to recent stadium construction, pandemic and completion of new football operations facility allowing football offices to vacate Williams-Brice.

Question 34: Can you provide the current list of Existing Approved Caterers?

Answer: Any caterer with appropriate insurance is currently permitted to cater in Williams-Brice Stadium.

Question 35: Page 16 Outlines that certain Athletics Events + Select Events are not included = where are those events held, who caters and is there an opportunity to be on a preferred catering list.

Answer: South Carolina Athletics reserves the right to use spaces at Williams-Brice Stadium without rental fees. Exact catering and rental needs will depend on specific events hosted by South Carolina Athletics however we have no issue with adding offeror to preferred catering list.

Question 36: Is there an opportunity to use/book jumbotron, stadium audio, etc. for experiential events?

Answer: Yes, equipment and amenities in the stadium can be made available for use however additional charges and staffing expenses may apply.

Question 37: Can you provide the number of living alumni by state/major cities?

Answer: Yes, please see Attachment 1 to this Amendment.

Question 38: Can an RFP response only include a 10-year option and not a 5+ 5 option?

Answer: If an RFP response only includes a 10-year option and does not include a 5+5 option, only the 10-year option will receive Price and Investment Points during Phase I Evaluation and that response will receive zero (0) Price and Investment Points during Phase I Evaluation for the for the 5+5 option because the 5+5 option was not submitted and could not be evaluated.

Question 39: Can any insight be given on projected allocation per ticket in premium areas for gamedays?

Answer: This information is not available.

Question 40: Can you provide historical financials from catering and premium locations (gameday and non-event day)?

Answer: We can provide our gameday information however the non-gameday information is not available as clients coordinate that directly with their respective caterers. Please note that the numbers below do not reflect the recent addition of the 2001 Club which would be included in game day catering moving forward.

2019: \$84,395 per game for premium area catering

2018: \$84,395 per game for premium area catering

2017: \$84,395 per game for premium area catering

Question 41: Are there a projected number of non-football events projected to be hosted in the next two years? If so, a breakdown of event type.

Answer: At this time, no other events are scheduled aside from 7 home football games annually.

Question 42: Is there a minimum capital investment?

Answer: No, offerors are encouraged to be creative with their proposals, pricing and investment structure.

Question 43: Who is responsible for selling event spaces for non-event day catering?

Answer: The Contractor shall be responsible for selling event spaces for non-stadium wide use.

Question 44: Who is responsible for obtaining/carrying the liquor license for premium locations?

Answer: South Carolina Athletics Department / University of South Carolina

Question 45: What firms have expressed interest/are bidding on this opportunity?

Answer: That information is not available.

Question 46: Can you please let me know what kitchen facilities are available for the chosen caterer? I know the current provider uses an off-site kitchen facility for football and I am trying to determine if that is needed or if USC has built a new kitchen In the past few years since I toured the stadium.

Answer:

100 level prep space

200 level kitchen space

800 level / Zone kitchen space

900 level kitchen space

Crews level kitchen (needs upfitting) – hood is installed, 3 compartment sink, 2 combi ovens installed

Question 47: If we submitted a fee-based offer for the RFP for Premium that our bid wouldn't be thrown out. This model is more of a profit-sharing model and not typical but may be a good fit. Please let me know your thoughts and thank you for your time.

Answer: Offerors shall price in accordance with the solicitation instructions.

AMENDMENTS TO SOLICITATION (MODIFIED)

(a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the web site for the issuance of Amendments: (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment. (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged.

QUESTIONS FROM OFFERORS - AMENDMENT (JUN 2017)

The solicitation is amended as provided herein. Information or changes resulting from questions will be shown in a question-and-answer format. All questions received have been reprinted below. The "State's response" should be read without reference to the questions. The questions are included solely to provide a cross-reference to the potential offeror that submitted the question. Questions do not form a part of the contract; the "state's response" does. Any restatement of part or all of an existing provision of the solicitation in an answer does not modify the original provision except as follows: Underlined text is added to the original provision. Stricken text is deleted. [02-2A097-1]

ALL OTHER TERMS, CONDITIONS, BIDDING INSTRUCTIONS, AND SPECIFICATIONS REMAIN UNCHANGED. IF THERE ARE ANY QUESTIONS OR IF ANY CONFUSION OR UNCERTAINTY ARISES AS A RESULT OF THIS AMENDMENT, IT IS THE SOLE RESPONSIBILITY OF THE OFFEROR TO CONTACT THE PROCUREMENT OFFICER FOR CLARIFICATION. CONTACT INFORMATION CAN BE FOUND IN THE TOP RIGHT HAND CORNER OF THE COVER PAGE OF THIS AMENDMENT. REFERENCE THE "DUTY TO INQUIRE" CLAUSE IN THE ORIGINAL REQUEST FOR PROPOSAL.