Addendum #1-Stadium Deliveries RFP #L061618

Pre-Proposal Conference
Date: April 19, 2016
Time: 10:00am
Location: Arizona Stadium – Stadium Club

Attendees:
- Tom Fiebiger, UA Procurement, fiebiger@email.arizona.edu, 520-621-5933
- Danielle Madison, Bypass, danielle@bypassmobile.com, 602-339-1480
- Don Young, Sodexo, donald.young@sodexo.com, 480-965-2979
- Don Weintraub, Party Staff, donaldw@partystaff.com, 602-388-1412
- Wayne Scarsella, Appetize, wayne@appetizeapp.com, 716-208-8584
- Mari John, Arizona Student Unions, calalang@email.arizona.edu, 520-621-0222
- Ricardo Carlos, Arizona Student Unions, ricarlos@email.arizona.edu, 520-621-0545
- Larry Jones, Arizona Student Unions, ldj@email.arizona.edu, 520-626-1701
- Cotty Versalles, Lancer Hospitality, cversalles@lancercatering.com, 651-399-3739
- Sameer Khan, Grub Runner, sameer@grubrunner.co, 408-806-0407
- Ben Chulick, UA Athletics, bchulick@arizona.edu, 520-621-3547
- Joe Moeller, IMG, joe.moeller@img.com, 520-626-5538

Questions:
1. Can we send the IMG documents to vendors electronically?
   a. Yes, we will post IMG packet from Joe Moeller as part of the RFP Addendum. (Posted as separate PDF by RFP L061618 on the UA Procurement & Contracting Services website)
   All vendors present received a hard copy except for Sameer Khan.
2. What is the total number of guests served at the Stadium?
   a. Arizona Stadium’s capacity is 56K. Minus the Student Section, the number of potential guests is closer to 48K at a sold out game.
3. What is the sales volume (historically) at concessions?
   a. The overall stadium sales for all concession stands that are open is roughly $165K per game.
4. Approximately how many outside vendors provide professional services at the Stadium?
   a. There are 2 vendors: Italian Ice and Sno Cones; Everything else is done in house by the Student Unions for Athletics Concessions.
5. Are these outside vendors included with the mobile app?
   a. No, outside vendors would be excluded for now.
6. Would this be a separate/stand-alone mobile app? Or can we integrate with an existing app?
   a. We would like this to be integrated with our existing app for the ease of use by fans, but we would need to consult with the developer to confirm.
7. Who develops the existing mobile app?
   a. Sports Labs developed the existing mobile app; however, our contract with Sports Labs expires at the end of this fiscal year. We currently cannot confirm if we are going to renew with Sports Labs, go with another vendor, or go without an athletics mobile app next season.
8. Have concessions offerings ever been surveyed from a fan/visitor standpoint?
   a. Yes, a season ticket holder survey was done – Please note the PDF file containing these survey results also posted by RFP L061618 on the UA Procurement & Contracting Services Website.

9. How much autonomy of service do we have as vendors with the style of service provided (i.e. carts vs. concessions counter, etc.)?
   a. You are the experts, so we are open to your recommendations on what style/process will work best to meet our needs/needs of our fans. There are commissary spaces inside the Stadium (four stand locations – see Section 5.10 in RFP document) that will be designated for your use in the execution of services for order processing and delivery.

10. What is the current infrastructure in the stand locations and what is the Wi-Fi connectivity and bandwidth throughout the Stadium?
    a. There is probably enough power in the stand locations, but that will depend on your needs. The bandwidth is in the process of an upgrade, and there is not adequate Wi-Fi coverage in the stadium at this time. Some sections have it some do not.

11. Will the four stand locations have connectivity?
    a. No, not all of them. It would be best to utilize the mobile network as much as possible, but even then, we cannot guarantee mobile connectivity throughout the Stadium.

12. Can you tell us which sections have Wi-Fi or 4G cellular network coverage?
    a. No, at this time we do not have detailed information about which sections have Wi-Fi or 4G cellular coverage.

13. Is the option to pre-order from concessions a necessity? Is it possible to allow this?
    a. No, pre-ordering is not a necessity, but it is something to consider. We would be open to the possibility of providing this service, especially since fans tend to compare their experience at professional sports games to their experience in our stadium (i.e. other major stadiums/arenas have concession services that include pre-orders, in-seat delivery, skip the line pick-up, etc.).

14. Do all deliveries need to be made from Gate 6?
    a. Gate 6 is used for Game Day Check-Ins, but in services should be delivered out of the designated stand locations.

15. Can you provide your labor wage compensation for concessions folks?
    a. Our concessions labor is a mix of volunteers who receive a 10% cut of gross sales from the stand they operate and minimum wage employees.

16. What are our expectations of a successful vendor? Fan Experience? ROI?
    a. Yes, all of the above. We want the successful vendor to improve our fan experience and make money. A mobile app and in-seat deliveries are great for impulse buys during football games, and we want to provide services that can capture the interest of fans who may want to view games from their home due to the convenience of quick food service out of their kitchen. We also want to emulate other professional sports team stadiums by giving our fans what they experience elsewhere (as far as this is possible).

17. Is this the first time you have initiated this kind of service concept?
18. What is currently being sold in seats via traditional hawking?
   a. Water, lemonade, popcorn and soda.

19. Is it necessary for vendors to hold commercial automobile insurance?
   a. This is TBD with the successful vendor, but if a vendor will be driving on and around campus then yes, this insurance is necessary.

20. Will there be an opportunity to negotiate a best and final offer with the finalists?
   a. The selection committee reserves the right to accept a vendor’s initial proposal as its best and final offer. However, following any request for more information or clarification, we could also ask finalists to submit their best and final offer.

21. Is there any catering opportunity in addition to this?
   a. No, this RFP is specifically looking for in-seat delivery services at Arizona Stadium for concession food/beverage prepared by the Arizona Student Unions. We are not looking for proposals to provide catering services or solutions for all concessions operations.

22. What is the maximum number of events per year?
   a. Typically 6-8 home games per season

23. Is there an opportunity to expand to McKale?
   a. No.

24. Do you have a specific profit share structure? Is there flexibility?
   a. Yes, there is some flexibility as we are open to review whatever profit share structure makes sense for your proposal.

25. What POS system do you currently use in the Stadium?
   a. We currently use MICROS 9700 HMS as the POS system for Concessions.

26. Will vendors provide their own products for sale?
   a. No, the successful vendor would provide the platform/application hardware and software through which we would be able to fulfill in-seat delivery services to fans at Arizona Stadium. Vendors are welcome to provide an efficient/effective labor model to execute in-seat deliveries in addition to providing the application/platform that makes this service possible. The successful vendor would not prepare or provide their own products for sale; they are simply providing the conduit through which existing concessions products can be delivered to fans.

27. Can we have a copy of the current/existing concessions menu items?
   a. We offer standard concessions items at the following price points:
      - Hot dogs and Nachos: $5.00
      - Popcorn, Peanuts, and Bottled Soda: $4.00
      - Bottled Water: $3.00
      
      These prices are subject to change next season and the Student Unions reserves the right to modify concession offerings as needed.

End of Addendum