



CITY OF CHARLESTON  
P.O. BOX 2749  
CHARLESTON, WV 25330

September 18, 2024

Addendum #1

## Charleston Coliseum & Convention Center Food and Beverage Services Request for Proposals

This addendum is being published to answer technical questions

1. Would you kindly confirm that responses to this opportunity do not include a financial proposal regarding capital investment, financial terms or any details related to finances with the exception (perhaps) of the financial stability of the company?
  - A) **Section 3.4 of the Request for Expressions of Interest does not include a request for financial terms of service or capital investment. If a proposer feels it beneficial to provide information to convey financial stability as part of the proposers' qualifications, it is acceptable to include that information as part of conveying qualification in the response.**
2. Please provide floor plans for each venue.
  - A) **Provided as an attached document.**
3. Please share the anticipated start date of the contract.
  - A) **The current providers contract ends on December 31, 2024. It is desirable to start a new contract of service on January 1, 2025.**
4. Please provide 3 years of Historical Revenue by venue (Coliseum, Grand Hall, Ballroom, Meeting Rooms, Theater) and by event type (Concert, Private Event, Exhibit, Banquet, Tournaments):
  - Concessions
  - Subcontractors
  - Suites
  - Clubs
  - A) **The Center does not collect or breakdown all the detail of information as requested, the totals for each of the categories that can be provided for a full 12-month year are as follows:**

<b>2022 Total Net Revenue</b>	<b>\$3,625,847</b>
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Concessions \$2,008,870  
Catering \$1,386,302  
Other Income \$230,675

2023 Total Net Revenue \$4,360,285

Concessions \$1,850,249  
Catering \$2,118,172  
Other Income \$391,864

2024 Total Net Revenue \$5,145,970

Concessions \$2,482,286  
Catering \$2,285,421  
Other Income \$378,263

2022 Gross Revenue - Subcontractor

Zuls \$102,459.00  
Coal River \$10,762

2023 Gross Revenue - Subcontractor

Zuls \$139,543  
Coal River \$16,196  
Bean Theory \$2,596

2024 Gross Revenue - Subcontractor

Zuls \$125,131  
Coal River \$24,961  
Bean Theory \$4,652

5. Coliseum & Theater gate attendance (actual guests in venue, not ticket sold), by event type and by area (if applicable):
- Concessions – **Do not understand the reference to attendance.**
  - Clubs - **Annual Parlor Club attendance 1 yr Jan – Dec was 3,354**
  - Suites - **The Coliseum has one suite with a ticket capacity of 14, see other information provided regarding the suite.**
  - Subcontractors (define if net or gross) **Do not understand the reference to attendance.**
- A) **Annual attendance for ticketed only events in the Coliseum 1 yr Jan - Dec was: 227,255**  
**Annual attendance for ticketed only events in the Theater 1 yr Jan – Dec was: 6,321**
6. Premium
- Please share the capacity of each club. - **One Club space in the Coliseum– 200 people**
  - Are the clubs used differently by event type – **The club – referred to as the Parlor Club is activated on ticketed events, excluding extended run family shows and faith-based programming; it has been used in the same manner for the events activated to date. Admission ticket includes complimentary food (hot and cold appetizer type) salty snacks, sweets) and non-alcoholic beverages, access to a cash bar and club dedicated restrooms. The Parlor Club has been used for several events in a year as a reception space for**

**Convention Center events. The food and beverage sales fall within our Catering category of revenue. A portion of the Parlor Club space is well adjusted to be used as meeting space several times per year.**

- **Please share the number of suites and capacity of each - The Coliseum has one space that could be defined as a suite and has a ticket capacity of 14 when used with Coliseum events. It is not a typical suite. It is a converted small restroom space many years ago and there is currently no opening of the suite to the arena bowl, only a window view was created. A sponsor who had limited rights to the suite until a recent change to their marketing agreement was opposed to any modification to the suite access. There is consideration to modifying the suite to open to the seating bowl, but that has not been undertaken at this time.**
- **Please share current menus and pricing -There is no current menu or pricing, the previous activity in the suite was a sponsor's right to use the space up to 4 times per year on 4 shows for each year of the marketing agreement. That sponsor only offered a cash bar to their guests and very rarely ordered food. The current suite holder has not renovated or activated the suite yet since acquiring so there is no history, however that suite holder has secured the suite on an annual basis. No timing has been determined on when they intend to "activate" the use of the suite as a hospitality space before and during an event.**
- **Are the current offerings in the clubs and suites all-inclusive or a la Carte? See note above on the Parlor Club activation.**
- **If all-inclusive: please share total revenue and the cost per person allocated. – Cost per person currently being paid by the Center to the concessionaire is \$20 per attendee on each activated event for the food and non-alcoholic beverages. The average attendance is approximately 150 people.**
- **If a la carte: please share total revenue and the average per cap per event type. N/A**

**A) See above**

## **7. Concessions**

- **Please share the number of current stands and portables in the Coliseum**
- **Who owns the portables? Do they remain in venue if partner changes?**
- **Please share the cooking equipment available in each concession stand.**
- **Please share current menus and pricing for each stand**

**A) See below**

**Current number of stands and portables in the Coliseum**  
**6 permanent food and beverage stands**  
**1 temporary spirits stand**  
**1 permanent spirits stand**  
**2 permanent Grab/Go spaces**  
**2 Mobile Grab/Go Spaces**  
**3 Portable all-purpose food carts (as a standard operation)**  
**1 BBQ concept cart**  
**1 semi-permanent interchangeable food/bev/bar space**

The Center/City of Charleston own all carts, concessions and kitchen equipment and remain the property of the Center/City of Charleston.  
The equipment per stand is attached in a separate document.  
Current menus and pricing are attached in a separate document.

8. POS

- Please share the number of POS terminals in concessions. **There are a total of 55 POS terminals in the Center.**
- What system are you currently using for concessions? **Clover**
- Who owns the POS? **The Center / City of Charleston**
- What is the suite POS system? **There is no other system**
- What is the catering POS system? **Unknown, not licensed or operated by the Center**

A) **See above**

9. Labor

- Are there any unions involved with the current labor structure? **None that the Center is aware of for food and beverage services.**
- Are you able to share a current Organizational Chart (showing salary and hourly positions)? **The Center does not have access to that information for the current concession provider.**

A) **See above**

10. Sponsorships

- Please share any product sponsorship agreements currently in place.

A) **Coca-Cola is the only exclusive product sponsorship. There are no food product sponsorships.**

11. Is it possible to share revenue and attendance numbers for each venue? Also, if revenue could be broken down by food, NA beverage, beer, wine and spirits, that would be great.

A) **The Center does not track or have detailed information on concessions revenue as requested. See above for annual Concessions and Catering revenue totals.**

**Annual attendance for ticketed only events in the Coliseum 1 yr Jan - Dec was: 227,255**

**Annual attendance for ticketed only events in the Theater 1 yr Jan – Dec was: 6,321**

**Estimated annual attendance for Convention Center events in FY 23/24 is estimated at 180,000 to 190,000**

**See question 4 for revenue breakdown between Concessions and Catering.**

12. How are internal City events handled at the venues? Are there any other “special events” that would require discounted food and beverage services?

**A) There are no established “special events” that would require discounted food. It is unclear what is meant by “internal City events”.**

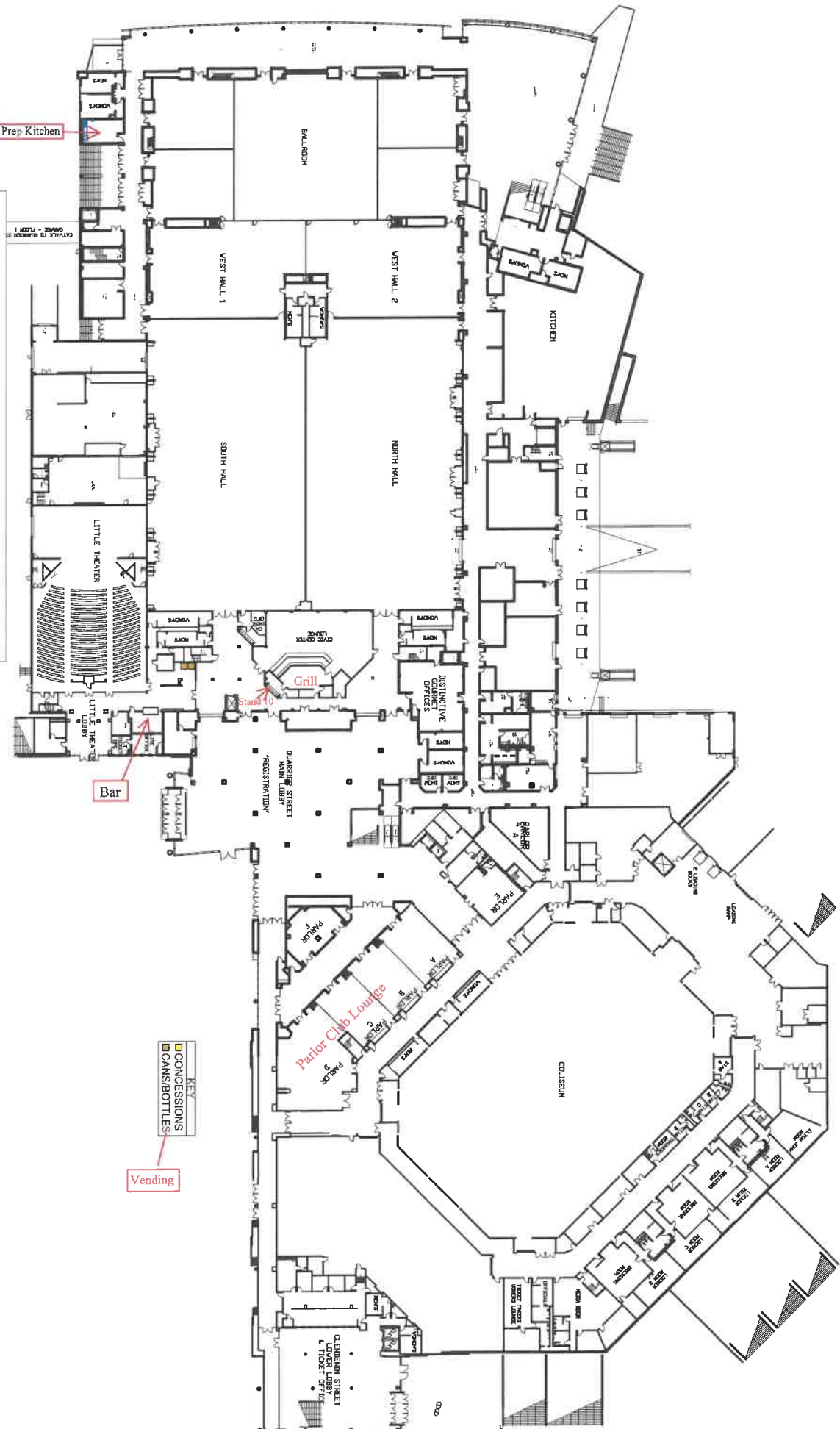
13. What is the status of current POS systems with regard to ownership? Would the new successful Concessionaire be able to utilize any existing POS owned by the Venue?

**A) The current POS equipment is Clover. The Center is not aware of the software licensing status for the service of the POS software and cannot confirm at this time what that licensing restrictions maybe or the date of license termination to confirm the utilization of the system. The POS system is owned by the Center/City of Charleston and will be made available for use by the successful Food and Beverage operator subject to any unknown requirements to activate, initiate or register the software for use by the successful proposer.**

1 ELK RIVER

Prep Kitchen

QUARRIES STREET GARAGE



Bar

Grill

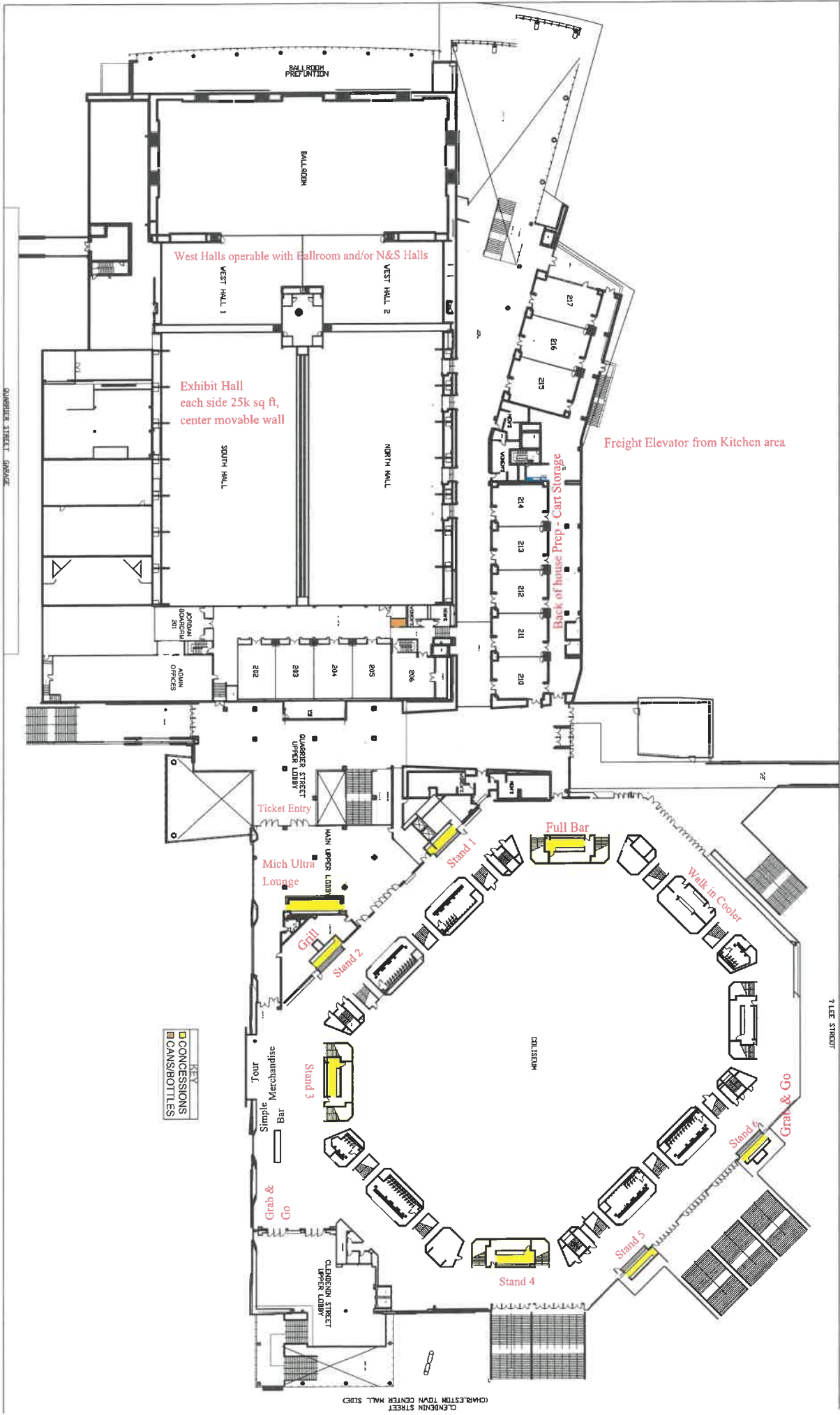
Stand

KEY

- CONCESSIONS
- CANS/BOTTLES

Vending

1 1/2 E STREET



Charleston Coliseum & Convention Center	
Concession Stand Inventory	
EQUIPMENT	QTY
<b>STAND 1</b>	
Toastmaster	3
HATCO Flavorsavor	2
NEMCO Rolling Grill	1
JJ561	1
<b>STAND 2 (GRILL)</b>	
Toastmaster	3
Flavorsavor	1
Popcorn Machine	1
NEMCO Rolling Grill	1
JJ561	2
Kelvintaor 2 Door Fridge	1
Rational Self Cooking Center	1
Kelvintaor Commerical Freezer	1
Rational Self Cooking Center	1
Kelvinator 3 Door Fridge	1
Crescor Hothold	1
Kelvinator KCM748	2
Frymaster (2 Basket)	1
Imperial Fryer (4 Basket)	1
Gliss Air Filter	1
Ice-O-Matic Ice Machine	1
Kelvintaor 3 Door Cooler	1
<b>STAND 3</b>	
Kelvinator 2 Door Fridge	1
Toastmaster	2
Lakeside Hotbox	1
JJ561	1
Superios Freezer	1
Zesto Commercial Pizza Oven	1
Trille Refrigerator	1
<b>STAND 4</b>	
NEMCO Rolling Grill	1
JJ561	1
Toastmaster	2
Popcorn Machine	1
<b>STAND 5</b>	
Toastmaster	2
Popcorn Machine	1
HATCO Flavorsavor	1
NEMCO Rolling Grill	1
JJ561	2
FWE Food Warmer	1
<b>STAND 6</b>	
Toastmaster	2
Kelvinator 2 Door Fridge	1
EPCO Hotbox	1
Traulsen Fridge	1
JJ561	1
Zesto Commercial Pizza Oven	1
<b>STAND 10</b>	
Toastmaster	1
JJ561	1
NEMCO Rolling Grill	1



## Charleston Coliseum RETAIL MENU COST

ITEM	SELLING PRICE	ITEM	SELLING PRICE
<b>FARMSTEAD 1/5</b>		<b>FLAT PIES 3/6</b>	
Chicken Strips & Fries	\$8.00	Pizza Slice	\$6.00
Pork BBQ Fries	\$8.00	Pepperoni Roll	\$5.00
Chili Cheese Fries	\$8.00	Nacho & Cheese	\$5.00
Hot Dog	\$5.00	Jumbo Pretzel	\$5.00
Jumbo Pretzel	\$5.00	Corn Dog	\$4.00
Nacho & Cheese	\$5.00	Popcorn	\$4.00
Fries	\$5.00	Chips	\$4.00
Corn Dog	\$4.00	Candy	\$4.00
Candy	\$4.00	Cheese Cup	\$1.00
Chips	\$4.00		
Large Popcorn 85 OZ	\$6.00	<b>FAN FARE</b>	
Small Popcorn 45 OZ	\$4.00	Hot Dog	\$5.00
Cheese Cup	\$1.00	Corn Dog	\$4.00
		Jumbo Pretzel	\$5.00
<b>COCA COLA GRILL</b>		Cheese Cup	\$1.00
Steak Philly	\$11.00	Small Popcorn 45 OZ	\$4.00
Pork BBQ	\$9.00	Large Popcorn 85 OZ	\$6.00
Boneless Wings	\$8.00	Candy	\$4.00
Footlong Hot Dog	\$7.00	Nacho & Cheese	\$5.00
Burger	\$12.00	Nacho Grande	\$8.00
Chicken Quesadilla	\$10.00	Chips	\$4.00
Fried Pickles	\$8.00		
House Salad	\$6.00	<b>ALCOHOL</b>	
Salad Add-on Chicken	\$2.00	16 oz beer-can	\$10.00
Sub Fries For Chips	\$2.00	24 oz beer-can	\$12.00
Chili Cheese Fries	\$8.00	12 oz Craft-can	\$10.00
Jumbo Pretzel	\$5.00	16 oz Draft-local	\$12.00
Nacho & Cheese	\$5.00	20 oz beer	\$12.00
Nacho Grande	\$8.00	Spirits	\$14.00
Large Popcorn 85 OZ	\$6.00	RTD	\$13.00
Small Popcorn 45 OZ	\$4.00	Wine	\$9.00
Cheese Cup	\$1.00	Moonshine Slushy	\$14.00
Hot Dog	\$5.00		
Fries	\$5.00	<b>DRINKS</b>	
Corn Dog	\$4.00	32 OZ Soda	\$5.00
Candy	\$4.00	Powerade	\$5.00
Chips	\$4.00	Dasani Bottled Water 20 OZ	\$4.00
		Coffee 12 OZ	\$3.00
<b>DIPPIN DOTS</b>		Monster Energy Drink	\$6.00
Dippin Dots 8 OZ Cup	\$6.00	Body Armor	\$6.00
Dippin Dots Float	\$7.00	Bottled Soda 20 OZ	\$5.00