



REQUEST FOR EXPRESSIONS OF INTEREST
CHARLESTON COLISEUM & CONVENTION CENTER
FOOD AND BEVERAGE SERVICES REQUEST FOR PROPOSALS

Issued: August 21, 2024

Ben Mishoe
City Manager

Table of Contents

SECTION ONE: GENERAL INFORMATION	3
1.1. Purpose	3
1.2. Background	3
SECTION TWO: SCOPE OF SERVICES.....	4
2.1. Expectations.....	4
SECTION THREE: INSTRUCTIONS TO FIRMS SUBMITTING PROPOSALS	5
3.1. The Proposal	5
3.2. Questions About the Solicitation	5
3.3. Submission of Proposal.....	5
3.4. Qualifications, Experience, and Past Performance	5
SECTION FOUR: PROPOSAL EVALUATION & SHORTLIST	6
4.1. Evaluation Committee	6
4.2. Shortlisted Firm Evaluation.....	6
SECTION FIVE: SCHEDULE OF EVENTS.....	6

SECTION ONE: GENERAL INFORMATION

1.1. Purpose

The City of Charleston / Municipal Auditorium Board is soliciting Request for Proposals (“RFP” or “Proposals”) for food and beverage providers to manage and operate general concessions, catering, kitchen facilities and other food and beverage sales for an initial term of five (5) years on an exclusive basis.

1.2. Background

The Charleston Coliseum & Convention Center (“CCCC”) is a municipally owned facility located at 200 Civic Center Drive, Charleston, WV 25301.

The Board invites proposals from fully qualified and experienced hospitality service companies with extensive experience in food and beverage operations and management in the public assembly facility industry. Proposers will have at least ten (10) years of successful experience as the sole and exclusive food service contracted provider in a comparable arena, theater, convention center complex, or other similar major public assembly facilities with gross food and beverage sales of at least \$3,000,000 or more per year for any one venue operated for the last ten years.

The Charleston Coliseum & Convention Center is a high-quality convention, meeting, exhibition and entertainment complex located in the Capital City of Charleston, West Virginia. Recently, expansion and renovations were completed making it one of the region’s most modern, state of the art convention centers. The complex includes a 13,000-seat Coliseum spectator arena, a 770-seat theater, 30 meeting rooms, a 25,000 square foot dividable ballroom, and a 52,000 square foot dividable exhibit hall. An expansive kitchen and multiple food service areas are provided.

Annually the complex hosts over 300 unique events per year with 700 event days and over 450,000 attendees, including 100+ live concert and family attraction events.

The Coliseum holds spectator events as well as exhibit and banquet events on its 30,500 square foot floor space. The spectator events include concerts, sporting events, family shows, graduations, and exhibitions. The Coliseum has several annual events that include the WV Boys & Girls High School Basketball Tournaments, WV State High School Volleyball Tournament, Disney on Ice, and other family shows.

The Theater hosts concerts, comedy and several local performing arts group events, as well as convention and meeting activities. The Theater is located within steps of the exhibit hall and meeting rooms, providing an intimate large capacity room for meeting presentations. Recently an addition of beverage service locations within the Theater

allows for simultaneous use of the Theater for live ticketed events while the adjacent Exhibition Hall is in operation. This space is utilized approximately 150 days annually.

The Grand Hall is a 52,000 square foot space that is divisible into four spaces and used primarily for exhibit shows and live event presentations. The Grand Hall is combined with the Ballroom at times to increase the exhibition and convention space to accommodate a large number of convention events and commercial shows.

The Ballroom is divisible into five areas and can accommodate 1,200 persons for a banquet. A flex space allows for an expansion of the ballroom into the exhibit hall. An 8,000 square foot Elk River Atrium pre-function space overlooking the river is immediately outside the ballroom doors. All meeting rooms in the facility have been renovated or newly constructed and have all the amenities to host successful meetings. Meeting room spaces can number up to thirty spaces.

The Agreement shall be for the exclusive rights to prepare and sell food and beverage products, including alcoholic beverages, at the facility.

Applicants shall be required to obtain and hold all pertinent permits and licenses as an allowable expense for the sale of all alcoholic beverages to include wine, distilled spirits, and beer. Alcoholic beverage permits must terminate simultaneously with the expiration or termination of the Agreement. The privilege to sell alcoholic beverages shall be subject to the provisions of the Alcoholic Beverage Laws of the City of Charleston, Kanawha County, and State of West Virginia.

SECTION TWO: SCOPE OF SERVICES

2.1. Expectations

The Agreement shall be for the exclusive rights to prepare and sell food and beverage products, including alcoholic beverages, at the facility.

Applicants shall be required to obtain and hold all pertinent permits and licenses as an allowable expense for the sale of all alcoholic beverages to include wine, distilled spirits, and beer. Alcoholic beverage permits must terminate simultaneously with the expiration or termination of the Agreement. The privilege to sell alcoholic beverages shall be subject to the provisions of the Alcoholic Beverage Laws of the City of Charleston, Kanawha County, and State of West Virginia.

Contract shall be for a term of (5) five years. Parties will have the ability to mutually agree to renew for additional (5) five-year terms, with final conditions of the agreement to be determined during contracting process.

SECTION THREE: INSTRUCTIONS TO FIRMS SUBMITTING PROPOSALS

3.1. The Proposal

Proposals should be prepared simply and economically, providing straightforward, concise descriptions of the firm's capabilities to satisfy the City's service needs. Emphasis should be placed on completeness and clarity of content.

Ownership of all data, materials, and documentation originated and prepared for the City pursuant to this solicitation will belong to the City and are subject to the West Virginia Freedom of Information Act, unless the content is proprietary in nature such that it is excluded from production. All pages or sections of submitted documents considered by the firm to be proprietary in nature should be clearly labeled.

3.2. Questions About the Solicitation

All questions must be transmitted according to established deadlines to Ms. Jamie Bowles, Purchasing Director, by emailing Jamie.Bowles@cityofcharleston.org.

3.3. Submission of Proposal

All proposals must be submitted in writing and in electronic format as a PDF file readable with Adobe Acrobat software.

Proposals must be transmitted according to established deadlines to Ms. Jamie Bowles, Purchasing Director, by emailing Jamie.Bowles@cityofcharleston.org.

3.4. Qualifications, Experience, and Past Performance

Vendors should provide information regarding its employees, such as staff qualifications and experience in completing similar services; copies or descriptions of any staff certifications or degrees applicable to this solicitation; descriptions of past services completed, including the location of the client, project manager name and contact information, and type of services provided.

Vendors must submit at least 3 examples of completed relevant comparable projects.

Vendors must submit at least 3 written client references.

SECTION FOUR: PROPOSAL EVALUATION & SHORTLIST

4.1. Evaluation Committee

All proposals will be reviewed by the City of Charleston/ Municipal Auditorium Board, which will consider the statements of qualifications and performance data and other material submitted by the interested firms. The City of Charleston/ Municipal Auditorium Board will select no less than 3, but more than 5 firms that, in the committee’s opinion, are the best qualified to perform the desired services.

The shortlisted firms will be invited to participate in interviews. Notification will tentatively be the last week in October, 2024. The selection committee may require in-person interviews, location visits, and other details from applicants that it deems necessary to adequately ascertain the qualifications of the applicants and the ability of each to perform the services at the CCCC expected in this contract.

4.2. Shortlisted Firm Evaluation

The City of Charleston will evaluate the firms that have been determined most qualified and able to perform the desired services. The evaluation criteria are based on a 100-point total score:

Evaluation Criteria

Evaluation Criteria

Experience & Qualifications..... 60 pts

- Professional competence (20 pts)
- References (15 pts)
- Experience providing comparable services (15 pts)
- History and Stability of Firm (10 pts)

Implementation Services..... 15 pts

- Current workload and ability to complete work-including personnel to be assigned to the project, and their qualifications (15 pts)

Oral Interview..... 25 pts

- Demonstrated thoughtfulness in project development (15 pts)
- Assessment of the firm’s proposed project managers (10 pts)

SECTION FIVE: SCHEDULE OF EVENTS

Release of the EOI.....8/21/24

Written Questions Submission Deadline.....09/18/24, 3:00 PM (EST)

Addendum Issued09/25/24

Expressions of Interest Due Date.....**10/16/2024, 3:00 PM (EST)**

Estimated Date for Interviews of Shortlisted Firms.....Week of November 11th, 2024

NOTE: The schedule is subject to change. Please visit the following City website for updates:
<https://charlestonwv.gov/bids-purchasing/current-bids>