

ADDENDUM

IMPORTANT DOCUMENT – INVITATION TO NEGOTIATE ADDENDUM

ITN NUMBER: 1617NCSA - OPENING DATE & TIME: May 3, 2017

ITN TITLE: CONCESSIONS FOOD SERVICE MANAGEMENT

ADDENDUM NUMBER: 1 ADDENDUM DATE: April 5, 2017

- **Add to Section 3.2 Portable Equipment (Page 34)**
“The 2007 Wells Fargo trailer is incorrectly identified as a “Concessions Grilling” Trailer. There is no grilling equipment in this trailer. Additionally note that UCF will provide the maintenance and repair of the Trailer’s generator at no cost to Concessionaire (except in the event that a repair is needed due to Concessionaire’s negligence) and that Concessionaire will be responsible to fuel the generator at its cost.”

PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM AND RETURN IT WITH YOUR BID. FAILURE TO SIGN AND RETURN WITH YOUR BID COULD RESULT IN REJECTION OF YOUR BID.

PROPOSERS SIGNATURE

PRINT OR TYPE PROPOSER’S NAME

COMPANY NAME

EMAIL ADDRESS

Questions and Answers

1. What level of sales are from subcontractors?

Subcontractor sales averaged 5.5% of total sales over past four years (including partial year data for FY17). Subcontractor sales are generated entirely from Stadium events.

2. Are sales in suites/clubs at retail (i.e. someone orders in advance and pays the concessionaire) or is it run through the university at a discount?

Football Stadium: The suite holder orders in advance and purchases directly from the concessionaire at retail. See pages 90-93 in ITN. Roth Tower Club is inclusive and discounted and paid for by Athletics. Current cost to Athletics is ~\$20 per head. Stadium Club/Cabana is paid for at retail on day of event.

Arena: Retail orders are either placed in advance from a catering menu or they are ordered at the event. Conversely, suite, loge and club patrons also have the option to go directly to the concession stands during the event.

3. On average, how many concerts do they plan for at the arena?

Concerts averaged 52 per year over past three fiscal years (FY14-FY16). The highest number of concerts was 69 in FY15. The lowest number was 40 in FY16. See Excel spreadsheet "[Concessions-Event Data](#)" available for download on Procurement Services website under this ITN.

4. Is there a current service charge on catering sales?

Athletics: There is currently an 18% service charge for catering (suites or special event rentals). Gratuity is additional and at discretion of client.

Arena: currently 18% on food and/ or beverage orders.

5. What kind of "promotions" do they typically run during games (RFP mentions reduced prices...)?

Arena: we do not typically offer promotions for Arena events.

Athletics: Typical promotions for Athletics have been: Dollar dog nights at a few select basketball, baseball, and softball games. Providing one free slice of pizza or similar item to the first X number of students who come to the game (we limit the amount of food they get and don't provide drinks in hopes they will purchase more food and beverage from concessions). We do several food promotions at volleyball like "Free Fry Friday" where we provide fries to the first X number. We also

do a similar one at volleyball with chicken & waffles. We sometimes package tickets with concessions (ex: 4 tickets, 4 hot dogs, and 4 drinks for \$X). Sometimes we pay a negotiated price to our concessionaire for these promotions and sometimes we'll want to use one of our sponsors to provide the products and help off-set the cost.

We haven't done any promotions at football due to the much larger attendance numbers, but would be open to this. Possibly have an "Item of The Game" that rotates and is discounted.

6. What is the current level of campus transactions on the UCF Campus Card? Or what does the annual 1% charge for UCF Campus Card transaction typically average?

The Campus Card (Knights Cash) is not currently accepted by Concessionaire. The total revenue from Campus Card transactions for non-concessions related sales (entire campus) was \$1.4M for FY16. Note that the cost to Respondent to accept the Campus Card, in addition to the 1% transaction fee, is currently (approximately) \$30 per "Card Reader" per month (1st Reader and then \$20 per Reader for each additional reader, per month). An additional charge of \$10/month per location may be charged if an additional network port is required (not including network cost). The monthly rental cost for the Card Reader includes all maintenance and repairs. The acceptance of the Campus Card by Concessionaire is not a requirement.

7. What has been the attendance by game of the Football Games for the prior 3 years?

Football Game Attendance data was provided in the "[Concessions-Sales-Data](#)" Excel Spreadsheet accompanying the ITN. It can be downloaded from the Procurement Services website under this ITN.

8. Would you supply the revenues breakdown for Football Games by Concessions and Catering sales?

Football Game revenue from Catering/Premium services data was provided in the "[Concessions-Sales-Data](#)" Excel Spreadsheet accompanying the ITN. It can be downloaded from the Procurement Services website under this ITN.

9. Would the University supply the contracted prices on the exclusive Coca-Cola products defined by its agreement?

Note (from UCF-Coke Agreement terms): "if Concessionaire has an existing agreement with "Company" [Coca-Cola Company] that describes the terms for Beverage pricing, then Concessionaire will purchase all such Company Beverages in accordance with its existing agreement. If Concessionaire does not have an existing Beverage Agreement with Company, then the University and "Sponsor" [Coca-Cola and Bottler] shall negotiate pricing."

The [UCF-Coke Agreement](#) and the current pricing list "[2016 – 2017 UCF-COKE Pricing](#)" is provided for download from the Procurement Services website for this ITN.

10. Page 54 point M – Annual Reporting. Would the University be able to share the past three year’s food and beverage financial statements?

UCF Business Services does not currently receive an Annual Report as described in the ITN. A spreadsheet was provided for Respondents that includes all sales revenues and commissions received by UCF on a “per event” and “per location” for the past five fiscal years.

11. Stadium has all-inclusive F&B areas such as the Tower Club West in the Stadium and the loge, club, and courtside seating in the Arena; what are the average attendance in these areas over the last three years?

Tower Club – 800/game

Loge/Club/Courtside – 400/game

Arena: Loge, club and courtside seating have access to buffet in VIP club for 16 home men’s basketball games only. Average attendance last 3 years estimated at 500 per game.

12. Does Aramark pay the Athletic Department a commission of catering revenues, and if so what is that percentage?

The current commission rate paid to UCF for Concessions Catering/Premium services is 20% for the Arena, and 30% for the Stadium (same rates for Food and Alcohol) on all catering sales received/provided by Aramark.

Athletics is not positive, but we believe they do pay the 30% commission off the Tower Club buffet which is priced at approximately ~\$20/head.

13. What is the average attendance for men’s and women’s basketball for the last three years?

UCFCC:	<u>2016/17</u>	<u>2015/16</u>	<u>2014/15</u>
Men’s Basketball	2,800	2,325	1,725
Women’s Basketball	608	284	271

These are per game totals.

Total season attendance is:

	<u>2016/17</u>	<u>2015/16</u>	<u>2014/15</u>
Men’s Basketball	50,402	39,522	34,491
Women’s Basketball	10,328	4,264	4,331

14. What is the revenue of men's and women's basketball for the last three years?

This data was provided in the "[Concessions-Sales-Data](#)" Excel spreadsheet that was provided with the ITN. It is available for download on Procurement Services website under this ITN.

15. Are there any other University sports played in the Arena and Stadium, if so which ones?

Football is played in Bright House Networks Stadium. Athletics will continue to bring other events to BHNS, such as soccer. In 2017 the stadium hosted six matches of the "Florida Cup". Since this was not an intercollegiate event, alcoholic beverages (beer and wine) were authorized to be sold to general patrons from concession stands. Athletics will continue to consider other events at its venues that do not conflict with UCF intercollegiate events and have the potential to draw large crowds.

Arena: Men's and Women's Basketball are played in CFE Arena. Volleyball is played in The Venue. If other sports occur, they are one-offs and rare. We have hosted boxing, wrestling, weightlifting in The Venue and have hosted boxing and a few MMA events in the Arena. We also hosted the Orlando Predators for a season, but that is unlikely to happen again.

16. What has been the non-athletic programming for the stadium and arena for the last three years, Events and Attendance at those events?

This data was provided in the "[Concessions-Sales-Data](#)" Excel spreadsheet that was provided with the ITN. There were two non-Football events held at Stadium during the period specified. Also see spreadsheet "[Concessions – Event Data](#)" available for download from the Procurement Services website under this ITN.

Non-Athletic programming for the stadium has only been the "FanFest Event" held in August where the football team is available to sign autographs for fans in mid-August. This event draws around 1,000 people and is held on the concourse. Athletics will also hold several internal events throughout the year in areas inside the Stadium, such as a graduation lunch, staff luncheons, team meals, etc. These events are not included in this ITN.

17. Cabana Suites, new for 2017, are being marketed at \$20K per season inclusive of F&B. What is portion of the \$20K per season is dedicated to F&B?

Total cost is \$22,000. \$1,700-\$2,000 is earmarked for food & beverage for the season (7 home games). Cabanas hold 12 people.

18. In the International Soccer Events what has been the average attendance per game for the last three years?

In 2017 the football stadium hosted six matches of the “Florida Cup”. Since this was not an intercollegiate event, alcoholic beverages (beer and wine) were authorized to be sold to general patrons from concession stands. Attendance for each of the matches was 3,500 – 5,000.

19. How long of a contract does the University have with the Promoter of the International Soccer Group?

The agreement is for one-year with the option to extend to four years (including year one). That is being negotiated now.

20. “A Sales Tax payment is required based on the total amount of each Commission payment made by Concessionaire to the University. The Sales Tax payment is set by the Florida Department of Revenue and Orange County Florida at the time the Commission payment is due (currently 6.5%)” Is the implication that we owe sales tax on the commission payment we pay to the University?

Yes. The “sales tax” payment is based on the Commissions amount paid to the University and are paid to the University in addition to the Commissions payment to the University.

21. In the definition section of the RFP it denotes the use for repair, maintenance and replacement of Equipment. However, in Section 4.11(e) it states that the Concessionaire is responsible for the total cost of maintenance of repair of equipment. Can the utilization of the Reserve Account be further clarified?

The Reserve Account is funded routinely by the Concessionaire as a percentage of its Gross Receipts, and is for use by the Concessionaire for the maintenance, repair and replacement of the Concessions equipment. The purpose of the account is to ensure that an appropriate amount of funding is allocated each year for maintenance and repair of the University provided equipment and facilities.

22. What is the volume of sales captured via the Campus Card at the Facilities?

The Campus Card (Knights Cash) is not currently accepted by Concessionaire. The total revenue from Campus Card transactions (entire campus) was \$1.4M for FY16. The Campus Card is not currently used/accepted by Concessionaire program.

- 23. Please confirm that the University does not wish to have included in the Financial Projections, as per Section 5.1, the Catering/Premium operations and sales.**

Respondent **should** include financial projections for Catering/Premium Sales in its response to the submittal requirement in Section 5.13. For Item 1 “Sales by Category”, Item 2 “Total Sales”, and Item 8 “Commissions to UCF” Respondent should include separate projections for both General Admission (Base Contract) sales and Catering/Premium” sales.

- 24. On Attachment A1 and A2 section 10, National, Regional, and Local brands – are we to assume we could enumerate here the commissions paid on such net subcontracted sales?**

Section A1-table 5, and A2-table 10 was intended to provide Respondent with an opportunity to list the names of any branded-products it intends to offer.

It is permissible for Respondent to identify in Tables 5 and 10 the commission rate(s) on the sales of branded-products, if such commission rates differ from what Respondent is offering in A1-tables 1 and 3, and A2-tables 6 and 8. In this event, Respondent should explain the reason for the alternative rate(s) and include a projection of the expected sales revenues that will be generated from those branded-products, and the expected Commissions paid to the University from those sales.

- 25. In Section 5.3, it states that the University will not buy out any undepreciated portion of the contractor’s technology investment at the termination of the contract. Should we assume that in this case termination is defined as the completion of the initial 10-year base term?**

In Section 5.3 the last sentence should have said “early termination” rather than just “termination”. If the contract is terminated before its natural end (prior to the end of 10 year term), Concessionaire may remove and retain its POS equipment/system (i.e. its Technology investment), and the University will not pay the undepreciated amount for this investment. However in the event of early termination, the University is open to negotiating with the Concessionaire for purchase the POS equipment/system if such equipment/system is non-proprietary (can be used by the University or another Vendor).

- 26. Is there a Service Charge currently being access on catering services, if so what is the percentage?**

See question # 4.

- 27. Can you provide the current pricing for Soda, Water, Isotonic and Tea that Centerplate is paying under the University wide pouring rights agreement?**

See question # 9.

28. Can you provide a more detailed floor plan of the existing and proposed club spaces in the Football Stadium?

Refer to the document [“UCF Football Stadium Premium Seating Overview.pdf”](#) available to be downloaded from Procurement Services website under the heading for this ITN.

Additionally, the As-Built Stadium plans are available. Respondent needs to complete the “Non-Disclosure Agreement (NDA)” and the “Document Request Form”, available for download on the Procurement Services website. Complete the forms and return to Maritza.Tibbetts@ucf.edu.

29. Can you provide a more detailed CAD or similar drawing of one cooking and one non cooking stand for both the Arena and Football Stadium?

For the Stadium, refer to the document [“Athletics Facility Information.pdf”](#) available to be downloaded from Procurement Services website under the heading for this ITN.

The As-Built Stadium plans (i.e. Concessions Stands) are available. Respondent needs to complete the “Non-Disclosure Agreement (NDA)” and the “Document Request Form”, available for download on the Procurement Services website. Complete the forms and return to Maritza.Tibbetts@ucf.edu.

30. Can you provide a detailed CAD or similar drawing of the concession stand area that a possible kitchen could be placed in the Arena?

The As-Built Arena plans are available. Respondent needs to complete the “Non-disclosure Agreement (NDA)” and the “Document Request Form” available for download on the Procurement Services website. Complete the forms and return to Maritza.Tibbetts@ucf.edu.

31. What is the current cost of internet / wifi services to Centerplate that is charged by the University?

A link in the ITN was provided (Section 4.7) to the UCF Computer & Services Telecommunications department where these costs are listed. The actual cost depends on what services are needed (network bandwidth desired, number of phone lines, type of equipment desired, etc.). The link is: <http://www.cst.ucf.edu/service-catalog/cst-telecommunications/>

32. Can you provide menu samples and current pricing paid for (all) all-inclusive menus?

A current Catering menu with pricing was provided in the ITN document.

Arena: no additional information to provide. All- inclusive we offer for men’s basketball games at the arena is buffet and not from a menu. Arena pays Caterer for the buffet offering each season.

Athletics: We would like to see creativity and variety in these responses as well. For instance, all-inclusive pricing for food and beverage that is unlimited. Pricing that has X amount of drinks per game, etc.

Football Example – Tower Club (~\$20 per head per game):

The following food was served at several stations throughout the Club during the game.

Station 1: Southern Fried Chicken Tenders served with BBQ and Honey Mustard Dipping Sauce

Station 2: Carved Turkey Breast and Pan Gravy / Red Bliss Garlic Mashed Potato (Vegetarian) / Sweet Potato Casserole (Vegetarian) / Traditional Corn Bread Stuffing (Vegetarian) / Cranberry Relish

Station 3: Fruit Salad / Italian Pasta Salad / Garden Salad with Mixed Greens, Grape Tomato, Cucumber, Shredded Carrots, Dried Cranberries, and Red Onions with Lite Italian or Ranch Dressing / Assorted Rolls & Butter

Station 4: Hot Dog Station with Onions, Sauerkraut, and Traditional Condiments

Halftime: Cookie and Brownie Platters

End of 3rd Quarter: Novelty Ice Cream Bars.

Basketball Example – Black & Gold Club (~\$11.50 per head per game):

All Club and Courtside Seat Members have access to the all-inclusive complementary buffet located inside the Black & Gold Club. Beverages and other assorted food items may be purchased separately.

Saturday, Feb 11

UCF vs UConn

Carving Station

- New Yankee Pot Roast with Rolls and Butter

Station #2

- Roasted New Potatoes with Garlic Butter and Parsley
- Roasted Baby Vegetable Medley
- Mushroom Scented Rice Pilaf
- Baked Asparagus and Asiago Wrapped in Phyllo
- Fresh Greens Salad with Ranch and Balsamic Dressing
- Fresh Fruit Salad
- Cookies and Brownies
- Ice Cream Cups

Tuesday, Feb. 14

UCF vs Tulsa

Carving Station

- Mini Philly Cheese Steak Subs

- Durdy Randy Kettle Chips
Station #2
- Alfredo Bacon Baked Pasta with Farfalle Pasta, Bacon, Cherry Tomatoes, and Spinach in a rich Parmesan Cream Sauce
- Succotash with Lima Beans, Roasted Corn, Peppers, and Green Beans
- Chicken Tenders with BBQ and Honey Mustard Dipping Sauces
- Tri-Color Orzo Pasta Salad with Onion, Pepper, Cucumber, and Fresh Herbs in lite Vinaigrette
- Fruit Salad
- Cookies and Brownies
- Ice Cream Cups

33. On pages 54, 4.20m and 61, 5.10 the RFP calls for the successful vendor to provide items not typically associated with a Commission Based account. Those items include (cost of goods, gross margin, personnel expense, direct operating cost, indirect operating cost and profit and loss). Is this an oversight or is it required as a part of this agreement?

The University desires this information be provided on an annual basis to allow University to gage the Concessionaire's operational health, financial stability and site profitability.

34. Page 9 states that "Respondent's response to this ITN and any communications and/or inquiries by Respondent during this ITN process shall be submitted in writing to the individual and address stated below" and page 58 notes that Respondent's response to this ITN must be sent to UCF's Authorized Representative at the address listed in Section 2.1. From a Response submission standpoint, this is inconsistent with instruction to submit via UCF's Bonfire Web Portal. Can you confirm submitting via Bonfire is correct and our Response need not be submitted to the contact in 2.1?

Proposals shall be submitted via Bonfire.

<https://ucfprocurement.bonfirehub.com/opportunities/2748>

35. Should Appendix I – Evaluation Scoring Sheet be submitted as part of our Response?

The Evaluation Scoring Sheet does not need to be submitted with Respondent's proposal.

36. Would the University provide a detailed schematic of the proposed Arena Catering Kitchen area?

See question #30.

37. Can we get an annual estimate of the Additional Utilities we are responsible for?

See question #31.

38. Commissions – Is it one flat commission rate for all events at the Arena, and then one flat commission rate for all events at the Stadium? In short, can we propose different rates by sport?

You may propose any commission structure you want.

Please include an explanation of your commission structure proposal and projected sales for each commission structure so that the University may understand the total value of your offer.

UCF prefers a simple commission schedule/formula; however, note that the Evaluation Scoring is based on the proposal's overall value to the University.

39. Is there any subcontractor restrictions when it comes to the concessions aspect of the ITN?

All Subcontractors must abide by the ITN/Contract terms and University policy - the same as Concessionaire.

Athletics: We will want to be involved in the discussions of who the subcontractors are to ensure they meet the needs of our fans and also to ensure we are sensitive to current sponsors.

40. On page 38 it states "Catering is non-exclusive for non-tickets (Private/rental) events" can you provide an example of these events?

Athletics: Several examples include:

- a) Athletics renting the 3rd Level Club to SGA for an event to honor SGA Representatives.
- b) Athletics renting the Recruiting Lounge to CCA for an event
- c) Athletics holding staff and student-athlete luncheons in the Cabana, Recruiting Lounge, and 3rd Level Club.
- d) Athletics holding meeting or events at the Wayne Densch Student Athlete Leadership Center.

Athletics: We are building a baseball club at the baseball stadium that will be ready for the 2018 season so we will plan on having Athletics staff events in this area or rent it out during non-baseball game days.

Arena: Catering is currently non-exclusive for any event, though we typically use the "preferred caterer" (currently Aramark) for ticketed events and to provide catering to VIP areas. Other events that may use third- party caterers may include Christmas parties, anniversaries, receptions, galas, employee meetings and luncheons, etc. but generally the preferred caterer is used.

- a. Does it include any events of section 3.3 of the ITN? If so can you please provide the sales figures for these events?

Catering/Premium sales data was provided in the "[Concessions-Sales-Data](#)" Excel spreadsheet available for download on Procurement Services website under this ITN.

41. Section 3.3- Revenue

- a. Can you please provide the attendance figures and number of events for the same 4 years as shown in the section?

UCF has provided the attendance numbers for football games. Those number are in the "[Concessions-Sales-Data](#)" Excel spreadsheet available for download on Procurement Service's website under this ITN.

UCFCC: Arena Total Turnstile Attendance is:

FY12	FY13	FY14	FY15
482,835	409,985	443,118	416,214

Ticketed events (concerts, athletic events, shows) are generally 20%-30% of total turnstile attendance; however, non- ticketed events typically also offer concessions/ catering...such as trade shows, career fairs, religious conferences, First Robotics, graduations/ commencements, etc.

- b. Can you please provide the alcohol sales for the same 4 years as shown in the section?

Those numbers are in the "[Concessions-Sales-Data](#)" Excel spreadsheet provided for download on Procurement Service's website under this ITN.

- c. For the Arena can you please provide a breakdown of the revenue between "athletic events" (by sport if possible) and "concerts & other" for both the concessions and premium?

This data was provided in the "[Concessions-Sales-Data](#)" Excel spreadsheet that was available for download with the ITN. Additionally, see Excel spreadsheet "[Concessions- Event Data](#)" available on the Procurement Service's website.

42. Besides Coke Cola is there any other exclusive or non-exclusive agreement with a brand product?

No; however, Athletics will want to work with Concessionaire on including sponsors, but we do not currently have any sponsors fitting this description at this time, other than Coke.

43. Please provide the annual P&L statements for 2014, 2015 and 2016 for each venue.

We do not have this information. The sales revenue and commissions paid data received by UCF is the extent of the data we have for each venue. This data was provided in the Concession Sales Data Spreadsheet available for download with the ITN document.

44. Please provide the current food service management agreement, if available.

The food services management agreement (current "[Concessions Services Agreement](#)") is available for download at the Procurement Services website under the heading for this ITN.

45. How many events are held at each venue annually? Please provide estimated attendance for each in 2016.

The number of Events held by Type of Event was provided in the Excel spreadsheet available for download with the ITN document. The link is provided above. Additionally, see Excel spreadsheet "[Concessions – Event Data](#)" available for download.

UCFCC: Number of events-

FY12	FY13	FY14	FY15
365	356	335	386

Not all events include concessions/ catering. See answer on #41 for additional insight on attendance, concessions and catering.

46. Please provide a detailed layout of where mobile kiosks are permitted at each venue.

The location of the mobile kiosks at the football stadium was shown (the "green boxes") on the "Stadium layout drawing" (page 94) of the ITN. There is not a more detailed layout available. The locations shown for the portable kiosks have electrical service and network access (network ports where shown, else WiFi access).

47. Please provide a sample staffing model for peak business at each venue.

The ITN requires Respondent to provide this staffing model (Section 5.5) based on the details provide in the ITN and from Respondents' experience so that UCF may evaluate Respondent's response and expertise in this area.

Athletics would like to know how Respondent plans to staff the concession stands, as well as catering. For example, do you philosophically like to have "runners" to bring food to the cashiers who are taking orders/money and pouring drinks, or do you have the cashiers also get the food?

48. Please provide CAD drawings of each FS area, including storage for each venue. Need to understand where we could make improvements and improve efficiency.

The As-Built Arena plans are available. Respondent needs to complete the "[Non-Disclosure Agreement \(NDA\)](#)" and the "[Document Request Form](#)" (forms are available for download on the Procurement Services website). Complete the forms and return to Maritza.Tibbetts@ucf.edu at UCF Facilities Planning & Construction Dept., (and send copy of request to Nellie.Nido@ucf.edu).

Additionally, refer to the documents "[UCF Football Stadium Premium Seating Overview.pdf](#)" and "[Athletics Facility Information.pdf](#)" available to be downloaded from Procurement Services website under the heading for this ITN.

Arena: Storage space at the Arena is very limited. Current concessionaire uses storage in each of the 7 Stands and in their offices and stores beverage carts in restrooms or in other temporary spaces available. At times storage may occur at other facilities, depending on season and items and equipment is transferred from facility to facility as season or events require. It not preferable, but may be necessary at times.

- 49. Please provide clarification on section 2.27 as it relates to proprietary information, purchasing data, vendor deals & rates. We assume it only relates to the actual venue itself, not our other businesses.**

The limitation of public information would be documents related to services provided under the specific agreement with UCF and it does not extend to internal and unrelated business documents.

- 50. Please provide clarification on section 2.48 as it relates to intellectual property.**

This covers Intellectual Property related to work specifically created for the University. We would have to know what specifically you are creating for us.

- 51. Please provide clarification on section 4.11 regarding internal security.**

Concessionaire is responsible for its own internal security (safeguarding its property and protecting against property theft and damage). In the event of theft or property damage, the Concessionaire would work directly with the UCF Police department. UCFPD routinely patrols the campus and provides typical police services.

- 52. Please provide a copy of the UCF site rules and regulations.**

The UCF Policies and Regulations can be found at these links:

<http://policies.ucf.edu/>

<http://regulations.ucf.edu/>

- 53. "The ITN indicates that the Stadium and Arena are operated by independent organizations within the University. Can you provide the concessions program operating philosophy and goals for each of those UCF organizations, so that we can tailor our proposal for each organization/location?"**

Athletics response: (Stadium, baseball, softball) is most concerned with the customer experience. We want to provide quality food and service to include local/regional/national brands. We want to maximize the points of sale and staffing for effective and efficient movement of lines. We also want to keep prices as low as possible. Fan experience is priority #1 for us.

Arena response: The Arena desires a dedicated partner to provide quality service to our customers and work with us to enhance customer experience. They should be woven into the fabric of UCF and its campus. We have no initial desire to offer specials or cut prices on concessions from time-to-time. We anticipate collaborating annually with concessionaire to determine pricing levels that are appropriate and locally market- driven with some room for CPI increases; however, we may wish to direct sources of procurement should a sponsorship opportunity present itself down the road (similar to the Coke agreement). We accept and recognize the need to maximize revenues for both parties, but want our customers to feel there is value to the dollars spent. Including Catering/Premium services in the proposal is appreciated, but not top priority for the arena.

End of Addendum

New documents referred to in this addendum and available on Procurement Services website:

1. 2016-2017 UCF-Coke Pricing
 2. UCF-Coke Agreement
 3. UCF Football Stadium Premium Seating Overview
 4. Athletics Facility Information
 5. Concessions Services Agreement
 6. Concessions – Event Data
 7. Non-Disclosure Agreement
 8. Document Request Form
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