



ADDENDUM NUMBER TWO
 (Addendum to RFP)
 CCA RFQ/RFP# ARENA1MKTG
 THE CLASSIC CENTER ARENA BOOKING AND MARKETING

Date: February 24, 2020

From: Richard Sawyer, Classic Center Authority Arena Project Procurement Director

To: Potential Respondents

This Addendum forms a part of the **Request for Proposals (RFP) No. ARENA1MKTG** and modifies the RFP as described below. Official changes and clarifications are underlined. This Addendum consists of (3) pages.

- A. (Reiteration from Addendum #1) The Classic Center Authority (CCA) extended the proposal due date and time to March 10th, 2021 at 2:00 PM. (The revised Schedule of Events is provided, again, below):**

<u>c. Deadline for submission of Proposals</u>	<u>3/10/21</u>	<u>2:00 PM</u>
d. CCA completes evaluation and determines finalist firms	<u>3/18/21</u>	TBD

- B. The Classic Center Authority (CCA) is hereby providing official answers to questions received from interested potential respondents:**

1. Does the CCA foresee the successful respondent providing feedback or input to Perkins Will on the architectural SD, DD or CD plan sets? Input is welcome.
2. Will any design plans for the venue be available for review and consideration in preparing the requested proposal, prior to submission deadline? Plans are currently still in development, but we will provide finalists to this RFP with the existing plans understanding they are likely to change.
3. Is there a detailed list or budget of FF&E that will be furnished as part of the completed venue? Proposals may address specific equipment that you are concerned about, and we may address in process with finalists.

4. Is there a detailed or high-level project timeline for the project? Yes, we anticipate opening in the fall of 2023. We anticipate having a contractor(CM at Risk) on board by this April, with a substantial completion in August of 2023.
5. Will the venue be a union (e.g., IATSE Local 824) venue? If yes, is there a negotiated agreement(s) in place that will apply to the new building? Not yet determined. We do currently use IATSE stagehands for the theater.
6. Is there a detailed or high-level outline of arena/concert specific staff head count with corresponding positions and estimated pay rates? The CCA has made a commitment to pay a living wage or higher in all areas of our operation with the new Arena. The CCA will staff its Arena on par with industry standards for a professionally run operation. Our 25 years of experience with the convention center and Performing Arts Theater are great examples.
7. Can you confirm that the facility will continue to utilize a third-party concessionaire for food and beverage, in the arena? Yes, LEVY is the F&B provider.
8. If the answer to the above question is yes, will the venue fall under the current or same F&B contract for food and beverage concessions as the rest of the building? If no, would CCA like the successful respondent to seek out proposals with recommendations for review and consideration? Yes, the contract is for the entire complex.
9. Has a ticketing company been selected for the venue? If yes, can CCA provide a copy of same? If no, would CCA like the successful respondent, to seek out proposals with recommendations for consideration? We currently have a contract with Tickets West (Paciolan) and are not interested in the booking company being involved in our ticketing deal.
10. Are there, or will there be, any limitations on the use of the venue – curfews, dB restrictions, early or late load-ins, liquor consumption inside primary assembly space, use during SEC football home game weekends, etc.? We do anticipate there will be limitations however we have not created specific booking policy and technical packages for the new Arena yet. We will provide our current booking policy/rules/requirements for the complex as it exists for finalists.
11. The RFP states this is a “multi-year” preferred agreement; are there any existing laws, codes or ordinances that limit the length of the term before it has to be re-bid? We have the authority and ability to enter into multi-year contracts. Generally, we like to bid services such as this on a five-year basis.
12. The “event count objectives” listed on page six (6). How were these arrived at and are there annual pre-existing events in the Grand Hall or Theatre that are anticipated to move into the arena when available? Does CCA intend to establish a penalty if annual targets are not met? The targets were established by two independent studies – Odell, and CSL both came up with the same numbers. We anticipate new business will largely fill these event counts. We don’t intend to charge a penalty- instead we are seeking a partner to assist us in achieving or exceeding those estimates.
13. Have gross revenue targets or profit margin targets been defined or outlined for primary ticket sales income and/or ancillary income, related to the aforementioned show count numbers? An overall proforma has been created as a part of the study with the mix of business as outlined in RFP.
14. In addition to viewing the booking calendar for holds, will the successful respondent be responsible for all holds distributed to outside third parties and internally to private event, convention and theatrical booking teams? No, only concert/performance – ticketed holds in the arena in which successful respondent is directly involved.
15. Will the successful respondent have a role in determining the venue rate card? No
16. Is CCA financially risk adverse to participating in the shows? Are there existing laws, codes or ordinances that would currently preclude the CCA from participating in the profits/losses from

shows? While the Classic Center prefers to do rentals, we will do co-pro. or direct buys as needed to achieve our financial goals. (see item 15 under suitability, in the RFP) As an Authority, we can and do take risks on shows presently in an effort to generate maximum economic impact. We would prefer not to take risk to the extent that is possible which is why we are seeking a partner with the ability to assist us in maximizing the number of shows through their relationships.

17. Will the successful respondent be responsible for reimbursable booking and marketing service-related fees such as artist deposits, cost of advertisements, hospitality items, etc., or will the CCA be billed for those costs? This depends on risk factors to the CCA, but CCA is open to proposals addressing the details.
18. If CCA is a not-for-profit (e.g., 501(c)(3)) organization, are tickets that are sold for shows that CCA participates in financially exempt from applicable sales and/or amusement tax(s)? No, all ticket sales are subject to sales and use tax. We are not a 501c3
19. Will CCA have any approval rights on artists and/or shows that are booked by the successful respondent based on financial deal terms and/or artist genre or other defining artist characteristics? Yes
20. Besides the approximately 10 hockey games mentioned in the RFP, how many dates does CCA anticipate using annually in connection with its in-house bookings such as “conferences, conventions, exposition, civic, and sporting tournaments”? We anticipate maximizing the bookings of the Arena. We will provide the event breakdown that the study provided to finalists.
21. What sponsorship categories, if any, are prohibited and/or restricted in connection with the venue? We anticipate providing a hockey team rights to the boards, ice and some digital inventory as required in their contract. We anticipate proposals that list areas Proposers would like to sell and the CCA will review for possible approval or denial in a prospective contract negotiation.
22. In addition to show specific marketing, will the successful respondent be responsible for more general, building, and non-show specific marketing efforts? For example, venue marketing collateral, website and social media upkeep, alongside ongoing venue marketing efforts? No, only assisting in the marketing of the specific shows.

END OF ADDENDUM #2