

## City Council – Action Request Form

**Date:** August 8, 2022

---

**To:** Mayor, Mayor Pro Tempore, and Members of the City Council

---

**From:** Ben Rowe, Assistant City Manager  
 Shantel McClam, Purchasing Director  
 Kelly Latham, Chief Financial Officer

**Council Action Requested:**  
 Resolution Awarding Contract with Carolina Thunderbirds, LLC to Provide Food and Beverage Concession Services for the City of Winston-Salem

**Strategic Focus Area:** Economic Vitality and Diversity  
**Strategic Objective:** Promote Travel and Tourism  
**Strategic Plan Action Item:** No  
**Key Work Item:** No



**Summary of Information:**  
 On May 4, 2022, the City of Winston-Salem issued a notice of Request for Proposals (RFP) to provide food and beverage services for the City of Winston-Salem at the Winston-Salem Fairgrounds, Bolton Pool and Winston Waterworks, along with other City facilities as requested. Proposals were received May 18, 2022. The objective of the RFP was to identify and select a food and beverage provider that could best suit the needs of the primary clientele to the venues and provide the City with maximum financial outcomes.

Proposals were submitted by the following:

- Innovation Hospitality, LLC
- Carolina Thunderbirds, LLC
- Sweeter Than Honey Concession, LLC

An evaluation panel of City staff reviewed the proposals to select the one most qualified to meet the requirements of the RFP. Major criteria considered during the evaluation included, but were not limited to:

<b>Committee Action:</b>			
<b>Committee</b>	Finance 8/8/22	<b>Action</b>	Approval
<b>For</b>	Unanimous	<b>Against</b>	
<b>Remarks:</b>			

- Qualifications and Experience – 20%
- Menu and Pricing – 10%
- Revenue Sharing – 20%
- Reference and Payment Confidence – 10%
- M/WBE Commitment – 20%
- Location of Business – 20%

The evaluation panel assigned the highest score to Carolina Thunderbirds, LLC. Exhibit B provides the combined scores of the evaluation panel for each proposal.

After final scoring (see attached Exhibit B), considerable review, and numerous discussions, the City staff determined that Carolina Thunderbirds, LLC provides the best opportunities as an overall package as it relates financially and operationally. Carolina Thunderbirds, LLC management has previous experience in the concession and catering industry at City facilities, and City staff find they are the right fit to work with the primary clientele of the venues.

As part of the proposal the Carolina Thunderbirds, LLC would provide a 30% commission to the City in gross sales (after taxes) and 5% in food and beverage facility upgrades.

On June 21, 2022, City staff presented their recommendation to the Public Assembly Facilities Commission for their review and consideration. The Commission adopted a resolution recommending approval of a contract with Carolina Thunderbirds, LLC by the Mayor and City Council for an initial contract term of one year, ending on August 31, 2023, with authorization to extend the contract for two additional twelve-month periods.

M/WBE comment: Please see Exhibit A for a complete list of businesses notified of this RFP opportunity. This RFP was posted on the City's and State's Purchasing websites, and staff from the Office of Business Inclusion and Advancement addressed inquiries from potential respondents about compliance with the City's M/WBE policy. Carolina Thunderbirds, LLC met the City's goal of committing contracting 10% of the value of the contract with minority or woman-owned third-party vendors. Innovation Hospitality and Sweeter Than Honey both did NOT submit appropriate documentation to be awarded points for the City's MWBE commitment.

Workforce Demographics: See Exhibit A