



Department of Purchasing & Contract Compliance

Cecil S. Moore, CPPO, CPPB, CPSM, C.P.M., A.P.P
Director

Fulton County, GA

March 19, 2013

Re: **13ITB87425C-DR, CONCESSION MANAGEMENT SERVICES FOR THE WOLFCREEK AMPHITHEATER**

Dear Proposer(s):

Attached is one (1) copy of Addendum 1, hereby made a part of the above referenced **13ITB87425C-DR, CONCESSION MANAGEMENT SERVICES FOR THE WOLFCREEK AMPHITHEATER.**

Except as provided herein, all terms and conditions in the **13RFP87425C-DR,** referenced above remain unchanged and in full force and effect.

Sincerely,

Donald R. Riley

Donald R. Riley, CPPB
Assistant Purchasing Agent

Winner 2000 - 2009 Achievement of Excellence in
Procurement Award • National Purchasing Institute



13ITB87425C-DR, CONCESSION MANAGEMENT SERVICES FOR THE WOLFCREEK AMPHITHEATER

Addendum No. 1

Page Two

This Addendum forms a part of the contract documents and modifies the original RFP documents as noted below:

1 The following documents are attached:

- An example of a lay-out plan for placement of concession areas/stands
- Responses to the questions that were submitted
- Deadline for submitting proposals has been extended until March 27, 2013

For additional information regarding this addendum, contact Donald R. Riley, CPPB, Assistant Purchasing Agent at (404) 612-7916.

Except as provided herein, all terms and conditions in the bid referenced above remain unchanged and in full force and effect.

Failure to return a signed copy of this addendum could render your bid non-responsive.

ACKNOWLEDGEMENT OF ADDENDUM NO. 1

The undersigned proposer acknowledges receipt of this addendum by returning one (1) copy of this form with the proposal package to the Department of Purchasing & Contract Compliance, Fulton County Public Safety Building, 130 Peachtree Street, Suite 1168, Atlanta, Georgia 30303 by the RFP due date and time **Wednesday, March 27, 2013, at 11:00 A.M.**

This is to acknowledge receipt of Addendum No. 1, _____ day of _____, 20__.

Legal Name of Bidder

Signature of Authorized Representative

Title

QUESTIONS: 13ITB87425C-DR, CONCESSION MANAGEMENT SERVICES FOR THE WOLFCREEK AMPHITHEATER

1. Who was last year's Concessionaire?

Response: There was no Concessionaires managers/management for 2012.

Can the County share any of their financial reporting information rec'd?

Response: There was no information received because there were no concessionaires managers/management in place for the 2012 concert season.

2. What is the attendance per event from the 2012 events?

Response: The amphitheater held 6 events and the attendance were as follows:

1. May 18, 2012 Funk Festival - Capacity 5200
2. May 19, 2012 Funk Festival - Capacity 5200
3. August 4, 2013 Jazz Festival - Capacity 3500
4. September 1, 2012 Labor Music Festival - Capacity 5200
5. September 15, 2012 An Evening of Classic Soul - Capacity 3800
6. October 6, 2012 Gospel Explosion - Capacity 2500

3. What is the gross F&B sold at each 2012 event and what percentage of the sales were dry/food and wet/beverage?

Response: The Food and Beverage for each event in 2012 was a private event. All of the vendors were private companies; however, most of the inventory that each vendor brought sold out of inventory at each event.

4. Please provide some background to the Wolf Creek Operational staff so we can understand the County's commitment to programming events.

Response: The venue has a full time staff.

- How many FT staff work at Wolf Creek?

Response: There is a staff of three (3) full-time dedicated personnel which consists of the following:

- i. Entertainment Manager
- ii. Assistant Entertainment Manager
- iii. Facilities Manager

- What is the experience/background of the top operator?

Response: The Entertainment Manager has over 25 years of experience in the Entertainment Industry.

5. What types of events/artists are booked already for 2013?

Response: There are R & B, Pop/Rock, Jazz, Blue and Gospel genres book for the 2013 concert/season. Please see our website at www.wolfcreekamphitheater.com for additional information concerning upcoming events/artists.

- Who is the promoter(s) for these events?

Response: Fulton County Government is promoting Gladys Knight on May 3, 2013. V-103 radio station and the Middle Georgia Entertainment Group are promoting the Affordable Concert Series. V-103 radio morning host Ryan Cameron and gospel host Larry Tinsley are promoting the Mary/Mary Gospel Concert on April 27, 2013.

- If the County is self-promoting, what is the marketing budget for Wolf Creek for 2013?

Response: The County's concert on May 3, 2013, marketing budget is \$40,000.00.

- Does the County have a ticketing system to sell tickets?

Response: Yes, the County's ticketing company is Ticket Alternative

- Do you have full time staff dedicated to sales/box office to sell tickets?

Response: Yes.

- Is there a season ticket subscription base?

Response: Yes. There is an Affordable Old School Concert Series subscription for 2013, see ticketalternative.com for details.

- How many people are subscribed to Wolf Creeks' email blast capability?

Response: There are over 4,000 people subscribed to Wolf Creek's email blast distribution.

6. Does the County permit attendees to bring coolers and their own F&B to these events?

Response: All patrons are allowed to bring in their own food and beverages to each event.

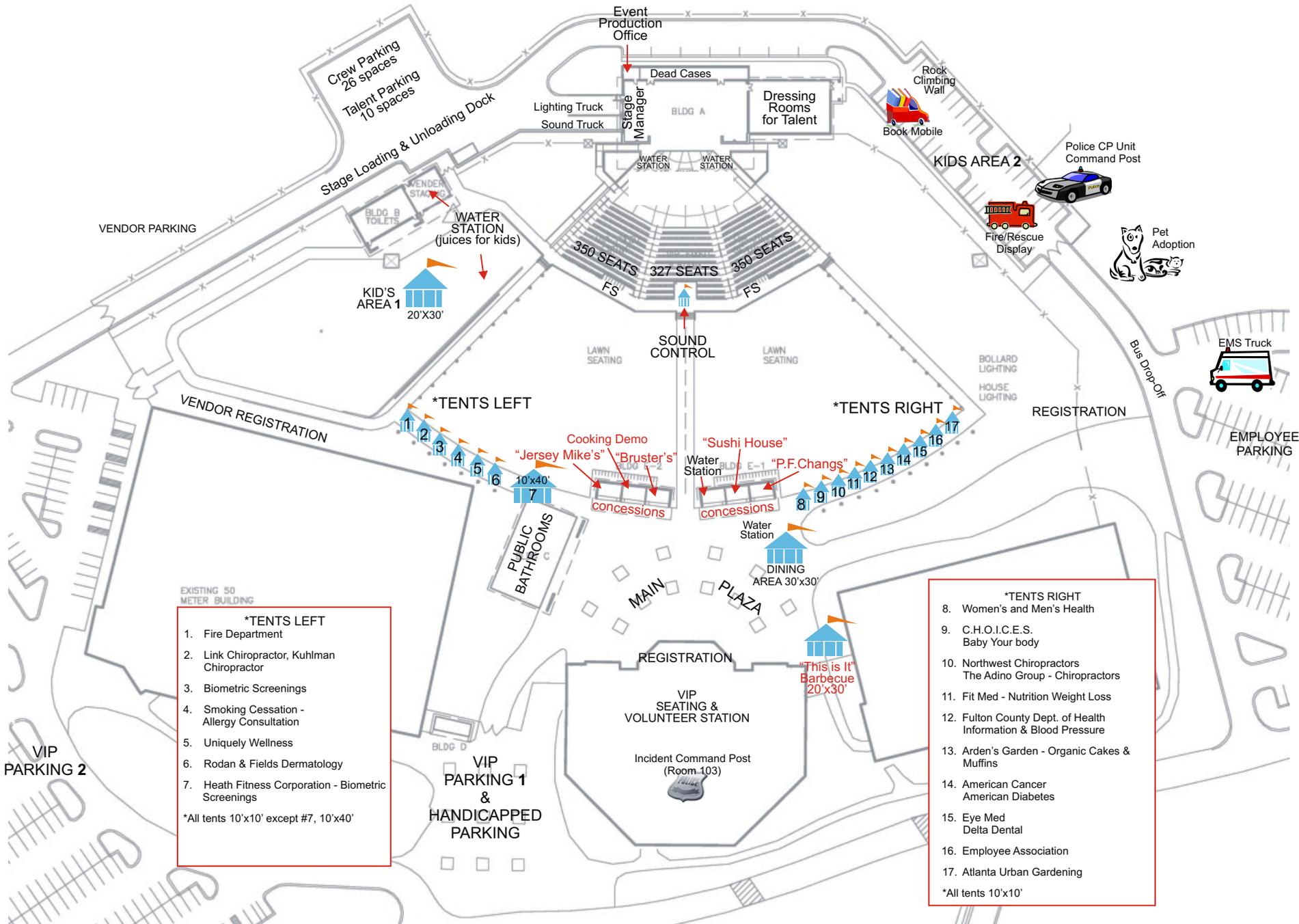
7. What is the County's maintenance budget/cost annually for upkeep of this facility?

Response: The maintenance for the facility is maintained by the Fulton County Government Parks and Receptions Department.

8. Would the County be interested in a "full service" proposal to operate, book, market and delivery F&B?

Response: The County is interested in a full service proposal; please see the **13RFP87425C-DR, Concessions Management Services for the Wolf Creek Amphitheater** for additional information.

SEE THE ATTACHED DOCUMENT FOR LAY OUT PLAN FOR WOLF CREEK CONCESSIONS MANAGEMENT.



- *TENTS LEFT**
1. Fire Department
 2. Link Chiropractor, Kuhlman Chiropractor
 3. Biometric Screenings
 4. Smoking Cessation - Allergy Consultation
 5. Uniquely Wellness
 6. Rodan & Fields Dermatology
 7. Heath Fitness Corporation - Biometric Screenings
- *All tents 10'x10' except #7, 10'x40'

- *TENTS RIGHT**
8. Women's and Men's Health
 9. C.H.O.I.C.E.S. Baby Your body
 10. Northwest Chiropractors The Adino Group - Chiropractors
 11. Fit Med - Nutrition Weight Loss
 12. Fulton County Dept. of Health Information & Blood Pressure
 13. Arden's Garden - Organic Cakes & Muffins
 14. American Cancer American Diabetes
 15. Eye Med Delta Dental
 16. Employee Association
 17. Atlanta Urban Gardening
- *All tents 10'x10'