

**To the Mayor and Members of the City Council****April 13, 2021**

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**SUBJECT: UPDATE ON REQUEST FOR QUALIFICATIONS/PROPOSALS
PROCESS FOR THE WILL ROGERS MEMORIAL CENTER FOOD
AND BEVERAGE PROVIDER**

The purpose of this Informal Report is to notify the City Council of the process to select the next food and beverage provider for the Will Rogers Memorial Center.

The contract between the City and Coburn's Catering, the current provider, expires on January 13, 2022.

The selection of a food and beverage provider at WRMC represents an opportunity to improve customer experience for WRMC attendees. While the relationship with Coburn's, the current provider, has been successful, the selection process represents an opportunity to bring the WRMC food and beverage program to current-day standards. Successful outcomes of the selection process include improvement in customer experience scores, improved opportunity to retain customers, and increased revenues for the venue.

The food and beverage provider selection process also represents an opportunity for Business Equity firms to participate in the selection process, either as a stand-alone proposer or partnered with a national or regional firm.

Unlike the current provider arrangement, where Coburn's provides concession services and a list of approved vendors provide catering services, the Public Events Department is recommending that a single entity provide both services to the venue. Companies on the current list of catering companies will have the opportunity to partner with the lead provider to continue to participate in catering business at WRMC.

The Public Events Department has retained Hunden Partners as an advisor for the selection process. Hunden has successfully served in this role for venues in other markets.

The selection process first issues a Request for Qualifications to create a list of qualified firms. A preferred vendor will then be selected from a Request for Proposal process. Ultimately, the terms of a new agreement will be presented to the Mayor and City Council for approval in the first quarter of FY22.

If you have any questions or concerns related to this effort, please contact Michael Crum, Director of Public Events at 817-392-2501.

David Cooke
City Manager