

**To the Mayor and Members of the City Council****August 3, 2021**

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**SUBJECT: UPDATE ON WILL ROGERS MEMORIAL CENTER FOOD AND BEVERAGE PROVIDER SELECTION PROCESS**

The purpose of this Informal Report is to update the City Council on the status of the process to select the next provider of Food and Beverage Services (F&B) at the Will Rogers Memorial Center.

The current Concessions Services agreement with Coburn's Catering expires on January 13, 2022. Under the current agreement, Concession services are exclusive and Catering services are "open", with customers able to select from a list of qualified providers.

The Public Events Department (PED) engaged Hunden Strategic Partners (HSP) as a consultant for the selection process. Through HSP, PED issued a Request for Qualifications for a WRMC Food and Beverage (F&B) Provider on April 8.

The RFQ emphasized the goal of modernizing F&B services at WRMC. Prospective vendors were asked to describe their experience in like venues, commitment to innovative practices and Business Equity partnerships, and track record in improving customer experience and revenue generation.

A best-practice in the venue management industry is to place all F&B operations under a single provider, the RFQ requested that prospective vendors describe their experience with both concession and catering operations. This arrangement provides for a better experience for customers, higher accountability for maintenance and upkeep of food and beverage facilities and equipment, and ultimately, increased revenues.

Six firms/partnerships responded to the RFQ. Five of these firms submitted responses that qualified with the requirements of the RFQ and have been invited to respond to the RFP that was issued in June. The firms/partnerships invited to respond are as follows:

- Craft Culinary
- Coburn's Catering/Reata Restaurants
- Levy Restaurants
- Savor
- Spectra

Responses to the RFP are due on August 20. Each respondent will then be interviewed. After interviews, a vendor of choice will be selected and a contract negotiated. The goal of the selection process is to present an agreement for City Council consideration before the end of 2021.

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

**David Cooke**  
**City Manager**