



Exclusive Pouring Rights

June 22nd, 2017
Prepared by:



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1 Background

Introduction

The Fresno Convention & Entertainment Center and The City of Fresno have retained The Superlative Group, Inc. to solicit and secure an exclusive pouring rights agreement with a beverage company with the intent to enter into a 10-year contract for exclusive pouring rights at the facilities within the FCEC portfolio. The eventual contract will be between The City of Fresno and the beverage company.

About Fresno Convention & Entertainment Center: The Fresno Convention & Entertainment Center is the premier performing arts and convention center site in California's Central Valley and consists of Saroyan Theatre, Selland Arena, Fresno Convention Center, and Valdez Hall. Located in Fresno's burgeoning downtown, these four venues are owned and subsidized by the City of Fresno and are professionally managed by industry leader SMG. Each year they host a wide variety of events including memorable concerts, beautiful weddings, large conventions, hit Broadway shows, professional sports, community events and much more. 2016 brought the FCEC record highs in attendance and box office sales which averages over 455,000 attendees per year.

- The jewel of Central California, the **Saroyan Theatre** distinguishes itself with unparalleled elegance and luxurious seating and has hosted some of the world's most renowned performers during its rich history. The Saroyan Theatre is Fresno's premier cultural arts destination and home to the area's leading performing arts groups, including the Fresno Philharmonic Orchestra, Fresno Grand Opera, Broadway in Fresno, Valley Performing Arts Council and Lively Arts Foundation. The theatre also hosts a variety of comedy shows, concerts, family entertainment and community events.

This historic 2,351-seat performing arts theatre recently underwent an extensive renovation, including beautiful front-of-house enhancements to the main lobby and VIP Lounge, as well as back-of-house upgrades with eight state-of-the-art dressing rooms and star rooms, two chorus rooms, two production offices and a green room with built-in bar and leather furniture – all while retaining the old-world charm of this iconic and elegant theatre named after Fresno's own acclaimed Oscar and Pulitzer Prize winning author. The theatre features a VIP lounge off the main lobby and offers an enormous selection of superb snacks, cocktails, and desserts catered by Pardini's Catering & Banquets – all of which can be pre-ordered prior to the show and ready at intermission. The Saroyan Theatre welcomes every performer and invites patrons to experience live entertainment in a grand style. With over 161,000 annual attendees, the theatre is a key venue for pouring opportunities.

- Recently remodeled and outfitted with more than 7,200 of the widest, most comfortable seats anywhere, **Selland Arena** is one of Central California's premier event venues. Widely known for having the best sight lines in the Valley – where every seat is close to the action— the arena also boasts the largest general admission floor in the region, expanding the capacity to 9,200. This Fresno icon, which has hosted countless concerts and sporting events, is home

to the annual Disney On Ice, Ringling Bros. and Barnum & Bailey Circus, CA/USA Wrestling Competitions and Valentine's Super Love Jam concert. Nearly 162,000 patrons will frequent the arena each year.

- Innovative design and state-of-the-art technology create a productive atmosphere and set the tone for the **Fresno Convention Center**. With three exhibit halls that can be used separately or combined into one large hall, the venue offers more than 66,000 square feet of flexible space and a full-service kitchen, perfect for exhibits, conventions and trade shows, as well as social functions such as weddings, banquets and community events. The second floor offers 20 meeting rooms, including an elegant exhibitor lounge with skylight that can be easily configured with a variety of options for meetings and breakout sessions. An additional 16,000 square feet of space is also available in the first and second floor lobbies, perfect for pre-function receptions, registrations and displays. From large conventions to small meetings, from large public events to small private affairs, the Fresno Convention Center offers space, flexibility and service and could be just right for you. With nearly 90,000 annual attendees, this venue remains an important facility in Fresno.
- **The Valdez Hall** is one of our largest venues and offers versatile space for social events such as dances, banquets and weddings, as well as meetings, conventions, tradeshow and other special events. This multi-purpose, 32,000 square-foot hall is column free, has an attached full service kitchen, a 20' x 30' built-in performance stage, two green rooms and is great value for a venue of its size. As Fresno's original convention center, the Valdez Hall is ideally suited for large celebrations, business functions, community gatherings and sporting events. Approximately 55,000 attendees frequent the hall each year.

Further Information

For further information regarding the city and its venues within FCEC, please refer to the following website:

<https://fresnoconventioncenter.com/>

If you require further clarification on the process or completion of your response, please contact Pat Nieser by 2pm PT on August 15, 2017 using the details provided below:

Pat Nieser

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The Superlative Group, Inc.
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2 Scope of Beverage Partnership

The purpose of this process is to solicit proposals from beverage companies with the intent to enter into a 10-year contract for exclusive pouring rights at the Fresno Convention & Entertainment Center. The Superlative Group, in support of The City of Fresno and the Fresno Convention & Entertainment Center (Clients), is undertaking this process.

Superlative shall select the beverage company whose overall proposal demonstrates the clear capability to best fulfill the purposes of this process. Superlative and Clients reserve the right to accept or reject proposals, in whole or in part and to negotiate separately as necessary in order to serve the best interests of The City of Fresno & The Fresno Convention & Entertainment Center.

Superlative is seeking proposals from beverage companies to provide and aggressively support the sale of specific beverages throughout the City of Fresno's Convention & Entertainment Center and hosted events. The FCEC venues include The Saroyan Theatre, Selland Arena, Fresno Convention Center, and Valdez Hall. This document outlines the opportunities beverage companies will receive, as well as the process by which a beverage company will be selected.

3 Information

The Fresno Convention & Entertainment Center does not currently have an exclusive pouring rights agreement with a beverage company. Superlative will provide respondents with selected information relating to the current operations and beverage program at the Fresno Convention & Entertainment Center upon request. The goal of The City of Fresno and the FCEC is to align with one company for the next 10 years as a result of this contract.

The Fresno Convention & Entertainment Center has averaged 1,260 raw cases annually over the past 3 years. Pardini's Catering is the exclusive concessions partner for all four (4) FCEC venues. Currently 96% of this volume is 5-gallon BIB via their 8 concession stands. Additional concessions and vending opportunities are possible for the public as well as back-of-house.

The purpose of this process is to support existing beverage sales and distribution channels and strategies, as well as modify and/or improve existing distribution or operations. Beverage companies are required to include innovative suggestions and strategies that will help improve consumer experience and increase sales.

The awarding of an exclusive pouring rights agreement will be based upon a comprehensive review, analysis and negotiation of all proposals that best meet the needs of the Fresno Convention & Entertainment Center. Respondents may be requested to present their proposals.

Superlative and the Client anticipate entering into a 10-year exclusive pouring rights agreement that grants specific and exclusive rights to the Beverage Company to sell and promote the sale of beverages throughout the Fresno Convention & Entertainment Center.



4 Proposal Structure

In support of its financial and operational objectives, each respondent shall provide a detailed proposal to outline its Exclusive Beverage Partnership Plan. The document should be structured as specified below.

- 1. The Partnership Plan** should identify specific sales and revenue objectives for each product and distribution method. Respondents are invited to submit projections showing yield based upon current information and projections based upon potential volume increases.
 - The Partnership Plan should include assumptions and partnership commitments required to obtain those goals.
 - The Partnership Plan represents an opportunity for each respondent to provide examples of its innovation, alternative distribution strategies, operational opportunities, marketing proposals and understanding of the Fresno Convention & Entertainment Center and the Convention industry.
- 2. Respondents are required to provide details of their proposed Product Plan** as specified below:
 - a. Products:** The proposal should identify individual products offered by respondent. Selections (Sodas, Juices, Isotonic's, Waters, etc.) specifications (cans, bottles, pre-mix, etc.) and cost of product should all be covered. To ensure equal comparisons, all bids should reflect the sale of 20 oz. bottles.
 - b. Equipment:** The proposal should identify the equipment available to distribute respondent's beverages.
 - c. Service:** The proposal should provide an overview of the respondent's service plan, including days and hours of service for both refill and maintenance.
 - d.** The City of Fresno and FCEC recognize the importance of timely and effective marketing to promote the sale of beverages. Respondent shall outline intended efforts to support the sale of beverages in all distribution channels (i.e., vending, catering, concessions, etc.)

3. Respondents are required to provide **Pricing Proposals in line with the following headings:**

- a. Annual Sponsorship Fee**
- b. Signing Bonus**
- c. Additional Financial Compensations**
- d. Commission offered on beverage vending**
- e. Proposed Vending choices, selling prices and vending solutions**

Respondents are required to provide supporting assumptions and explanations of their pricing proposals to enable evaluation of value for money.

4. Please submit the name, address and phone number of at least three references where vendor has had a relationship of at least one full year.

Respondents are required to e-mail one electronic copy and post one hard copy to Pat Nieser at the contact details provided in Section 1 of this document.



5 Exclusivity

Superlative and the Client recognize and support the benefit of providing exclusive pouring rights opportunities. In consideration for these exclusive rights the Client expects an appropriate annual financial commitment.

For the purposes of this agreement, “exclusivity” is defined as exclusive beverage distribution rights at all Fresno Convention & Entertainment Center facilities, and at all events hosted at the FCEC.

Exceptions: The FCEC will always make their best effort to promote and sell the products of the selected beverage company. However, due to the competitive and demanding nature of the convention industry, the Convention Center must reserve the right to serve the beverage of choice at select events and in select event management and back of house areas on a limited number of occasions. These situations will be discussed with the exclusive beverage company prior to the events taking place.



6 Terms

The City of Fresno and Fresno Convention & Entertainment Center will enter into a contract with the successful beverage company effective September 30, 2017. The length of the contract shall be ten (10) years. If the Client is unable to negotiate and sign a contract with the selected beverage company, they reserve the right to seek an alternative beverage company.

Proposals should clearly identify benefits the bidder will offer to the Client. To ensure equal comparisons, all proposals should clearly address the following benefits.

1. Annual Sponsorship Fee
2. Signing Bonus
3. On-going compensation in the form of rebates, volume incentives, bonuses, etc.
4. Marketing initiatives to support the facility
5. Other creative value added benefits such as marketing partnerships, etc.

7 Evaluation Process and Timeline

General criteria upon which proposals will be evaluated include, but are not limited to:

1. Partnership Plan
2. Product Plan
3. Pricing Proposal
 - a) Annual Sponsorship Fee
 - b) Signing Bonus
 - c) Additional Financial Compensations
 - d) Commissions offered on beverage vending
 - e) Proposed vending choices, selling prices and vending solutions
4. Service Plan
5. References

Tentative selection and implementation timeline:

June 23, 2017	Vendors Notified of Updated Opportunity
Week of July 17, 2017	Individual Meetings with Vendors & Building Tours
June 23 to August 15, 2017	Superlative to Field Questions & Provide Answers
August 17, 2017 2:00 p.m. PT	Deadline for Proposal Submissions to Superlative
Week of August 21, 2017	Complete Review of Proposals
Week of August 28, 2017	Meet with individual responders, if necessary
September 1, 2017	Complete Selection Process
September 30, 2017	Contract Executed

Appendices

A. Photos

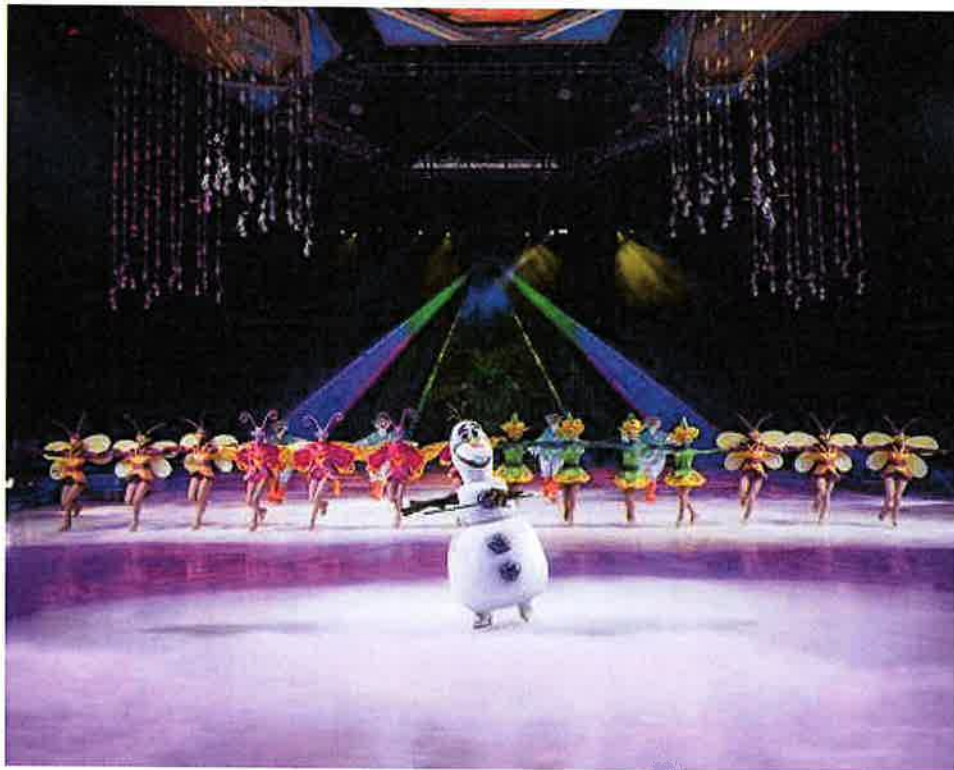








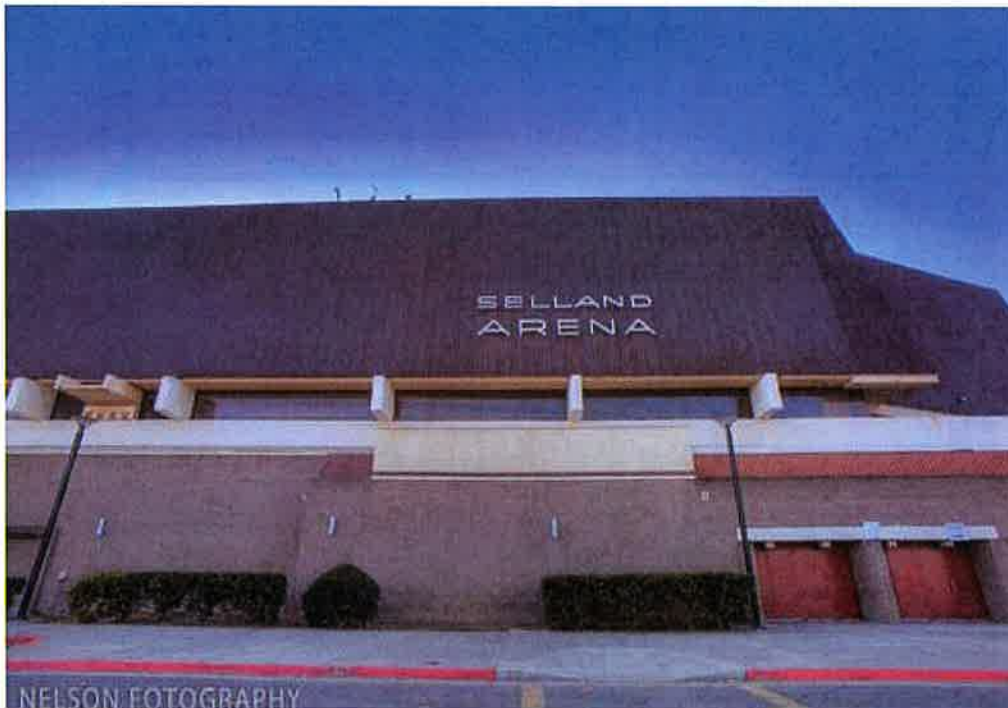














B. 2017 Fresno Convention & Entertainment Center Events List



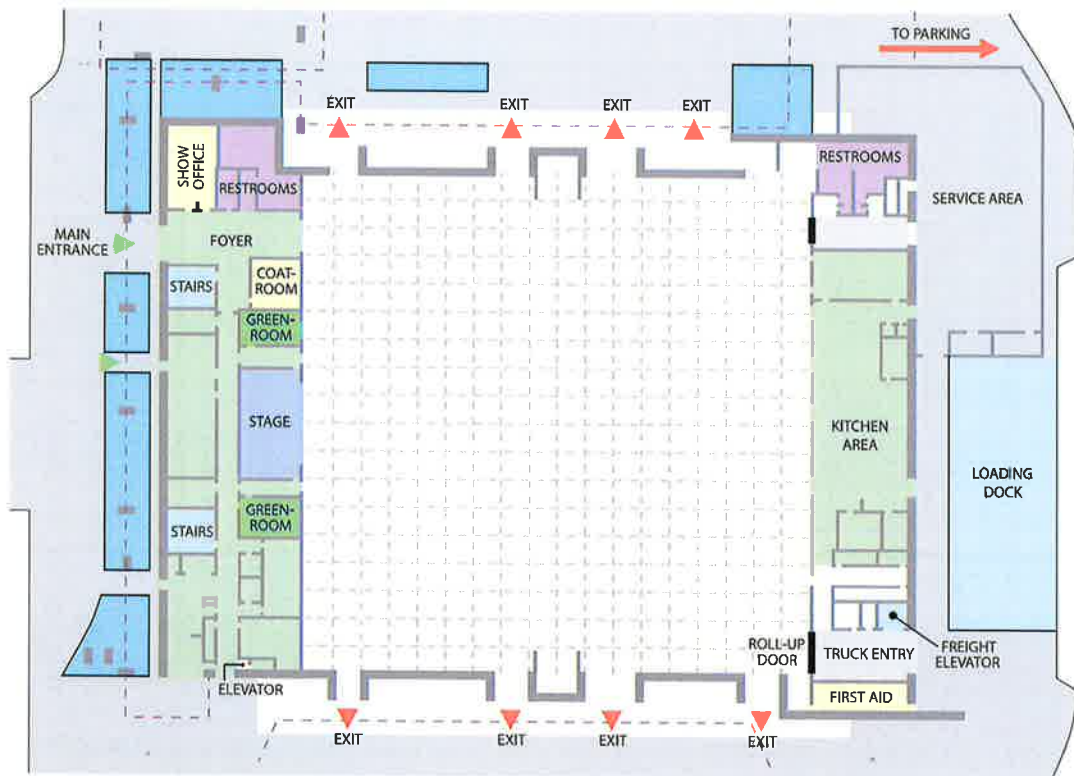
UPCOMING EVENTS

April 1 st	*Valley Performing Arts Council Presents Cinderella – Saroyan Theatre
April 1 st -2 nd	*Taekwondo Championship – Selland Arena
April 5 th	San Joaquin Valley Town Hall Presents Still Alice, Understanding Alzheimer's by Lisa Genova – Saroyan Theatre
April 8 th -11 th	Rainbow Girls Annual Convention – Selland Arena/Valdez Hall
April 9 th	Fresno Philharmonic Presents Stravinsky Firebird – Saroyan Theatre
April 12 th	*Tech N9ne – Selland Arena
April 18 th	Naturalization – Valdez Hall
April 20 th	San Joaquin Manufacturing Alliance Summit – Convention Center
April 20 th -25 th	2017 California FFA State Leadership Conference – Selland Arena/Valdez Hall/Convention Center
April 22 nd	Future Farmers of America Field Day Awards – Convention Center
April 21 st -23 rd	Kids Artistic Revue – Saroyan Theatre
April 26 th -27 th	*Broadway in Fresno Presents The Illusionists – Saroyan Theatre
April 27 th	United Valley Insurance Services Tradeshow – Convention Center
April 29 th	Fresno Classic & Fitness Expo – Convention Center
April 29 th -30 th	Revolution Talent Competition – Saroyan Theatre
April 30 th	Equipovision Conference – Valdez Hall
May 4 th -5 th	Sierra Pacific Synod 2017 Assembly – Valdez Hall
May 5 th	SCORE – Convention Center
May 5 th -6 th	Fresno Pacific University Graduation – Selland Arena/Valdez Hall
May 6 th	East Fresno Kiwanis Crab Feed – Convention Center
May 13 th	Fresno Philharmonic Presents What a Wonderful World: A Tribute to Louis Armstrong – Saroyan Theatre
May 13 th -14 th	*CA USA Wrestling Kids Greco Junior Freestyle State Championships – Selland Arena
May 16 th	Naturalization – Valdez Hall
May 16 th -17 th	*Broadway in Fresno Presents Rodgers & Hammerstein's Cinderella – Saroyan Theatre
May 19 th	Man & Woman of the Year – Convention Center
May 19 th	Fresno City College Graduation – Selland Arena
May 20 th -21 st	Thunderstruck Dance Competition – Saroyan Theatre
May 21 st	Equipovision Conference – Valdez Hall
May 23 rd -25 th	Fresno Philharmonic Orchestra Education Concerts – Saroyan Theatre
May 25 th	Central California Trauma Symposium – Convention Center
May 26 th	San Joaquin Memorial High School Graduation – Saroyan Theatre
May 27 th	San Joaquin College of Law Graduation – Saroyan Theatre
May 28 th	Youth Orchestra of Fresno – Saroyan Theatre
May 30 th	*Celtic Woman – Saroyan Theatre
May 31 st	Crescent View South Charter School Graduation – Saroyan Theatre
June 2 nd	Alliant International University Graduation – Saroyan Theatre
June 3 rd -4 th	*CA USA Wrestling Kids Freestyle State Championships – Selland Arena
June 6 th	Agape Charter School Graduation – Saroyan Theatre
June 8 th	UCSF Fresno Graduation – Saroyan Theatre
June 10 th	Hallmark Charter School Graduation – Saroyan Theatre

* Tickets are available at the FCEC Box Office, ticketmaster.com, or by calling 800-745-3000

C. Fresno Convention & Entertainment Center Floor Plans

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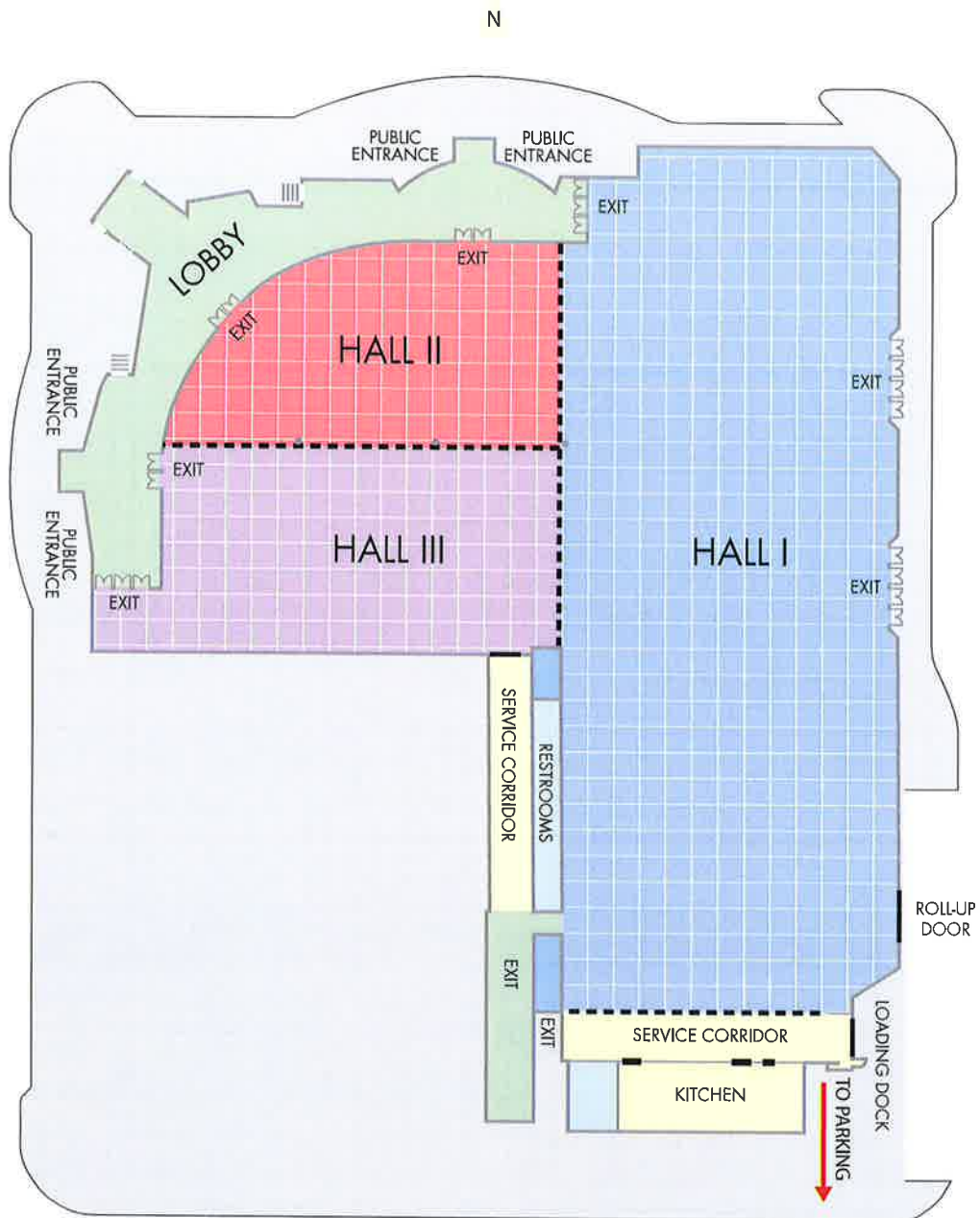


VALDEZ HALL – 1ST FLOOR

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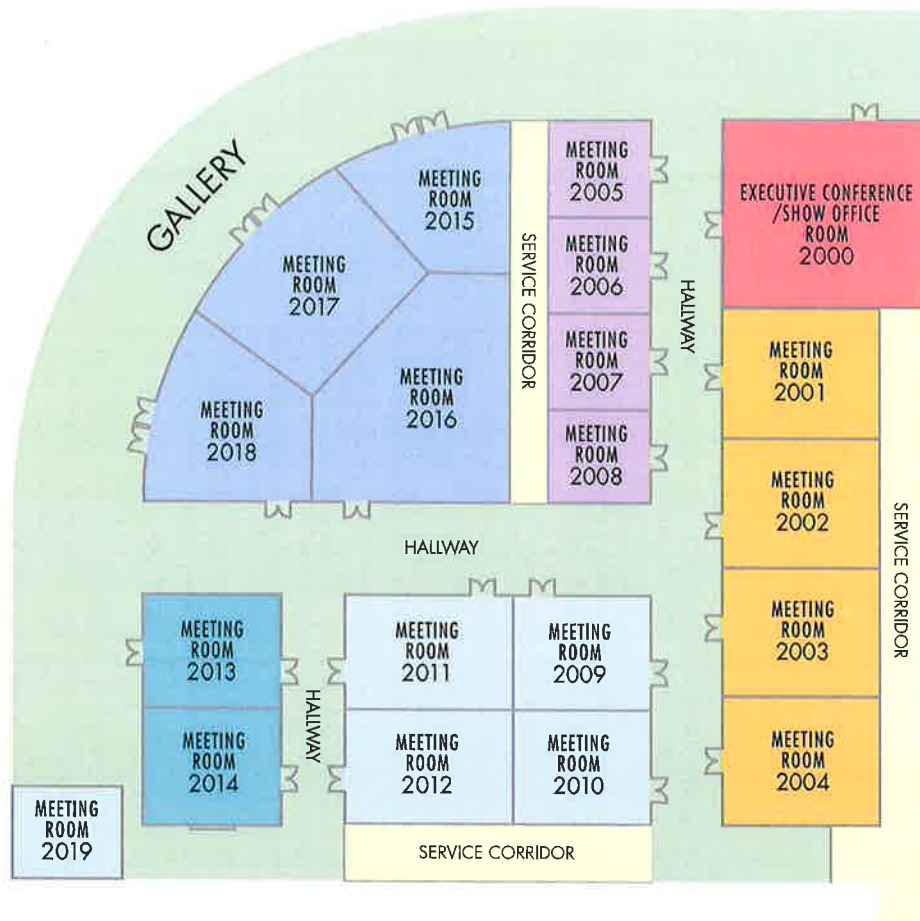


VALDEZ HALL – 2ND FLOOR



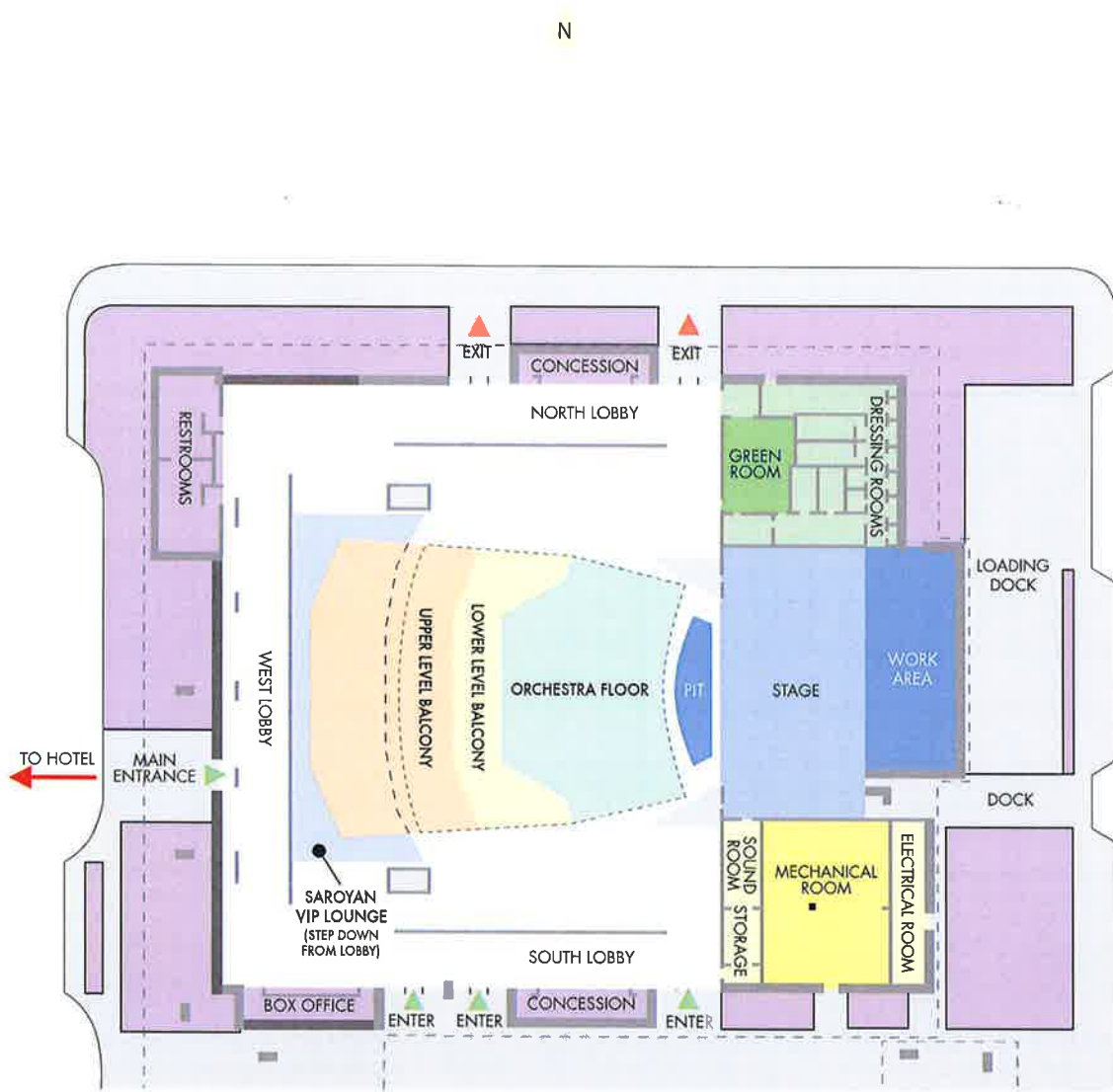
CONVENTION CENTER – 1ST FLOOR

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CONVENTION CENTER – 2ND FLOOR MEETING ROOMS





WILLIAM SAROYAN THEATRE