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February 28, 2018

**ADDENDUM #2** to the University of Florida Invitation to Negotiate ITN 18NH-123 Turnkey Tailgate Services solicitation scheduled to open on March 13<sup>th</sup>, 2018 3:00 PM ET at the University of Florida, Elmore Hall Conference Room, Radio Road, Gainesville, Florida.

This addendum consists of:

- Additional information from the on-site visit
- Updated maps showing dimensions of available space (Attachment B)
- Approximate Number of Tailgate Packages sold for each game of the 2017 Football Season (Attachment C)

This addendum shall be considered part of the Contract Documents for the above mentioned ITN 18NH-123 as though it had been issued at the same time and incorporated integrally therewith. Where provisions of the following supplementary data differ from those of the original document, this addendum shall govern and take precedence. All other terms, conditions, and regulations will apply.

Sincerely,

Nicola Heredia  
Associate Director - Procurement Services

**Please acknowledge receipt of Addendum #2 by signing below, and returning this addendum with your proposal. Failure to include addendum with your proposal may result in rejection.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Company Address

\_\_\_\_\_  
City/State/Zip

*The Foundation for The Gator Nation*

**General Questions**

- 1) Will UF and UAA direct potential customers to the successful vendor?
  - a. The awarded vendor should not depend on UF and UAA to direct potential customers. Marketing and building of the customer base is the sole responsibility of the awarded vendor. Requests from the awarded vendor for services from UF and UAA will be responded to on a case-by-case basis. For example, previously, flyers were included in the season ticket mailings (this was at a cost to the vendor).
- 2) Does the successful vendor receive licensing rights to the UF or Gator logo?
  - a. Licensing rights are not automatic – Inquiries regarding use of the Gator Head and other Athletic Association licensed logos should be directed to the Athletic Association Licensing Manager at 352-375-4683 ext.6540 or [debbieg@gators.uaa.ufl.edu](mailto:debbieg@gators.uaa.ufl.edu)
- 3) Does UAA control who can rent services?
  - a. No
- 4) Do you have a current count of the number of tents from the 2017 season for each tailgating area? And, how many of those had electronics (TV) packages?
  - a. See Attachment C for all details known by UF. All tents at the Gator Walk area have previously been equipped with TV packages.
- 5) Is there a minimum amount of revenue the University intends to make from the awarded vendor's rev-share, and can that be disclosed?
  - a. There is not a minimum amount of revenue expected by UF/UAA from the Tailgate Services Agreement. The proposed revenue share is a part of the evaluation criteria for each vendor proposal and will be evaluated accordingly by UF/UAA.
- 6) Does UF wish for all tailgating gear to be team and/or neutral colors, and must all gear match?
  - a. All Gator Walk tents should match, and the others should be in a variety of white, orange and blue.
- 7) Being that the higher the sales volume, the more money UF receives from the Rev-share, is it possible for UF and the awarded vendor to collaborate on advertising and sales opportunities through UF media outlets, email blasts, etc.?
  - a. The awarded vendor should not depend on UF and UAA for advertising and sales opportunities. Marketing and building of the customer base is the sole responsibility of the awarded vendor. Requests from the awarded vendor for services from UF and UAA will be responded to on a case-by-case basis.
- 8) Does UF provide the necessary trash cans and bags throughout the tailgating areas?
  - a. Yes
- 9) Is the awarded vendor responsible for providing any security guards within the tailgating areas during tailgating hours?

- a. The awarded vendor is expected to propose and execute, (upon agreement and approval by UF), a plan for security that may include security guards and other measures as deemed necessary within the tailgating areas.
- 10)** How does the awarded vendor gain access to unloading areas and how large of a space will be granted at each tailgating area for unloading? And, is there an associated cost for this?
- a. Precise access routes and unloading/loading areas will be mapped out by UF/UAA. The awarded vendor will be provided a detailed map with access/unloading/loading areas identified (including approximate dimensions for unloading/loading). There is no cost to the awarded vendor for access/unloading/loading for services performed by vendor under the executed Tailgate Services Agreement. If daily parking is required, the awarded vendor is encouraged to work with Transportation and Parking Services (TAPS) to purchase a parking pass.
- 11)** Is there a maximum number of tents allowed, or is the tent number strictly limited by the space allowed in each tailgating zone?
- a. The number of tents is only governed by the space available in the area
- 12)** If/when a new vendor is selected, will UF relay the new vendor contact info to previous patrons and/or new inquiring parties?
- a. UF does not have customer information for previous seasons. UF will assume no responsibility for contacting any customers on the awarded vendors behalf. Marketing and building of the customer base is the sole responsibility of the awarded vendor

### **Questions for Gator Walk area on North Lawn of Ben Hill Griffin Stadium**

- 1)** Are there any restrictions on the tent size?
  - a. Tents must fit between the trees – approximately 15' x 15'
- 2)** Are there any restrictions on the tent type?
  - a. No, but final design approval must be obtained from UF/UAA staff
- 3)** Are there any restrictions on the method used to secure the tent?
  - a. No, however if staking is to occur, awarded vendor is expected to work with UF to ensure utility lines are not compromised
- 4)** Is it possible to expand the size of the tailgating area on each side of the Gator walk by an additional 10-15 feet to allow for a second row of tents in order to generate more revenue in an area of highest demand?
  - a. UF/UAA is open to expanding the area; however, due to other variables and constraints, this is unlikely to happen for the 2018 season. UF/UAA is open to negotiations beyond the 2018 season.

**Questions for North Lawn of J.W. Reitz Union**

- 1) What is the start time for set up?
  - a. 6-7am the day prior to the football game
- 2) How many tents are typically set up?
  - a. Accurate information not available.
- 3) Does UAA control who can rent services?
  - a. No
- 4) When will the ongoing construction be completed?
  - a. The anticipated date for completion is July 2019

**Questions for Plaza of the Americas**

- 1) Is there a restriction as to where tents can be set up?
  - a. Yes, tents are restricted to the hardscape area
- 2) Can stakes be used to secure tents?
  - a. Not in this location
- 3) If stakes are not an option is water available for use in water ballasts?
  - a. Yes, water will be available for use in ballasts, and the location for release of the water will be specified
- 4) Does there need to be a walking trail left open?
  - a. There are currently no prescribed requirements by UF for designated walking trails through the tailgate area(s). However, the awarded vendor should in all cases take into consideration pedestrian movement in and around the tailgate areas and plan layouts accordingly.