

**Columbus Consolidated Government  
Council Meeting Agenda Item**

<b>TO:</b>	Mayor and Councilors
<b>AGENDA SUBJECT:</b>	Alcohol Management Services for Columbus Civic Center Locations (Annual Contract) – RFP No. 24-0005
<b>INITIATED BY:</b>	Finance Department

It is requested that Council authorize the execution of an annual contract with Ovations Food Services, L.P. d/b/a OVG Hospitality (Philadelphia, PA) to provide alcohol management services for Columbus Civic Center locations.

Ovations Food Services will provide alcohol (beer/wine/liquor) management services for Columbus Civic Center locations. The Services will extend to all events held in the Civic Center, the Columbus Ice Rink, and the Liberty Theatre & Cultural Arts Center. Programming for events that have alcohol service needs currently include concerts held in these locations. The vendor will pay a percentage of the gross sales to the Civic Center.

The initial term of the contract will be for two (2) years with the option to renew for three (3) additional twelve-month periods. Contract renewal will be contingent upon the mutual agreement of the City and the Contractor.

**Annual Contract History:**

The previous five-year contract was awarded on August 28, 2018 (Resolution No. 316-18) to Ovations Food Services, L.P. The contract initiated on October 1, 2018, and ran through September 30, 2023. The vendor has agreed to extensions while the next RFP was advertised and evaluated.

**RFP Advertisement and Receipt of Proposals:**

RFP specifications were posted on the web pages of the Purchasing Division, the Georgia Procurement Registry and DemandStar on April 3, 2024. This RFP has been advertised, opened and evaluated. Two (2) proposals were received by the due date of May 3, 2024, from the following vendors:

**Ovations Food Services, L.P. d/b/a OVG Hospitality (Philadelphia, PA)**  
**Greenawalt Hospitality, LLC d/b/ B&B Beverage Management (Enterprise, AL)**

The following events took place after receipt of proposals:

<b>RFP MEETINGS/EVENTS</b>		
<b>Description</b>	<b>Date</b>	<b>Agenda/Action</b>
Pre-Evaluation Meeting	07/29/24	The Purchasing Manager advised committee members of the RFP rules and process, and the project manager provided an

		overview. Proposals were disbursed to each committee member to review.
1 <sup>st</sup> Evaluation Meeting	08/14/24	Committee members discussed the proposals from all vendors. The Committee requested clarifications from both vendors.
Clarifications Requested	08/26/24	Clarification requests were emailed to both vendors.
Clarifications Received	08/30/24	The clarification responses were forwarded to the Committee for their review.
Exceptions Letter	08/30/24	The proposal from Ovations Food Service was found to have exceptions. A letter addressing the City's responses to the exceptions was forwarded to the vendor for review.
Response to Exceptions	09/05/24	The exceptions response from Ovations Food Services, was distributed to the Committee for review.
Committee Polled	09/11/24	The Committee was polled. No further clarifications were requested. The Committee indicated they were ready to move forward with the evaluations.
Evaluation Forms Sent	09/13/24	Evaluation forms were forwarded to voting committee members.
Evaluation Results	03/27/25	Due to the departure of the Buyer overseeing this RFP process, Purchasing is unable to determine the actual date for which the final set of evaluation forms was completed and returned. Being unable to access the Buyer's emails, the Committee was asked to forward their evaluations to another Buyer taking over this process. Four of the five voting members complied. The evaluation results were compiled and tabulated.
Results Forwarded	05/19/25	The tabulation of scores and evaluator comments was forwarded to the Committee for review.
Award Recommendation	05/20/25	With a majority vote, the Evaluation Committee voted to award the contract to Ovations Food Services, L.P., the highest-scoring firm.

#### **Evaluation Committee:**

The proposals were reviewed by the Evaluation Committee, which consisted of two voting members from the Civic Center, one voting member from the Trade Center, one voting member from Revenue and one voting member from the Sheriff's Office.

Serving as alternate voters were one representative from the Finance Department and one representative from Parks and Recreation.

Serving as non-voting advisors were one representative from the City Manager's Office and one representative from the City Attorney's Office.

#### **Award Recommendation:**

The voting Committee members recommend award to Ovations Food Services, L.P. d/b/a OVG Hospitality (Philadelphia, PA) for the following reasons:

- **Ovations Food Services, L.P. d/b/a OVG Hospitality**
  - Ovations is the current alcohol provider for the Civic Center and they are very familiar with the building and type of events held. They have a qualified staff and a local office at the Trade Center.

- Vendor is familiar with both the Civic Center and City of Columbus. They work with many other large venues and know what is necessary for large events.
- When it comes to large events, the vendor has a network to bring in employees from other properties to support the services.
- **Qualifications/Experience:**
  - Oak View Group (OVG) is the Global leader in live experience venue development, offering expert management, premium services, and 360-degree solutions for an elite collection of owned and operated destinations in North America and Western Europe.
  - OVG was founded in 2015 and has twelve major new arenas either open or under development including: Climate Pledge Arena at Seattle Center; UBS Arena in Belmont Park, NY; Moody Center in Austin; Acrisure Arena in Greater Palm Springs, CA; and CFG Bank Arena in Baltimore; as well as arena development projects for Co-op Live in Manchester, UK; Anhembi Arena in Sao Paulo, Brazil; FirstOntario Centre Arena in Hamilton, ON; Lagos Arena in Lagos, Nigeria; a new arena and entertainment district in Las Vegas; and new arenas in Cardiff, Wales, and Vienna, Austria.
  - Ovations Food Services has relationships with major beverage distributors, to include: Atlanta Beverage Company, United Distributor's, Inc., and Georgia Crown Distributing Co.
  - Below are the last three clients for which the contractor has performed similar services, at the time the contractor submitted a proposal:
    - August Entertainment Complex 2008 – Present  
601 Seventh Street, Augusta, GA 30901  
The Augusta Entertainment Complex includes Bell Auditorium and the James Brown Arena. Ovations provides complete venue management services, food & beverage hospitality services, and partnerships and sponsorships sales.
    - Macon Centreplex 2016 – Present  
200 Coliseum Drive, Macon, GA 31217  
The Macon Centreplex includes Macon Auditorium, Macon Coliseum, and the new Macon Amphitheater. OVG provides pre-opening services, complete venue management services, food & beverage hospitality services, and partnerships and sponsorships sales.
    - Enmarket Arena 2019 – Present  
1375 Chatham Parkway, Savannah, GA 31405  
In April, 2019, OVG was awarded the contract to oversee operations and management of the Savannah Civic Center and opening of the new Enmarket Arena, aiding in a transition from ASM Global's management.

The City's Procurement Ordinance Article 3-110 (Competitive Sealed Proposals for the procurement of Equipment, Supplies and Professional Services) governs the RFP Process. During

the RFP process, there is no formal opening due to the possibility of negotiated components of the proposal. In the event City Council does not approve the recommended offeror, no proposal responses or any negotiated components are made public until after the award of the contract. Therefore, the evaluation results and cost information has been submitted to the City Manager in a separate memo for informational purposes.

Revenue will be deposited into the following Revenue Account: Civic Center Fund – Civic Center – Concessions/Catering – Food Service Contract; 0757-160-2800-4587.

**A RESOLUTION**

**NO. \_\_\_\_\_**

**A RESOLUTION AUTHORIZING THE EXECUTION OF AN ANNUAL CONTRACT WITH OVATIONS FOOD SERVICES, L.P. D/B/A OVG HOSPITALITY (PHILADELPHIA, PA), TO PROVIDE ALCOHOL MANAGEMENT SERVICES FOR COLUMBUS CIVIC CENTER LOCATIONS.**

**WHEREAS**, an RFP was administered (RFP No. 24-0005) and two (2) proposals were received; and,

**WHEREAS**, the proposal submitted by Oventions Food Services, L.P. d/b/a OVG Hospitality met all proposal requirements and was deemed most responsive to the RFP; and,

**WHEREAS**, the term of this contract shall be for two (2) years with the option to renew for three (3) additional twelve-month periods.

**NOW, THEREFORE, THE COUNCIL OF COLUMBUS, GEORGIA, HEREBY RESOLVES AS FOLLOWS:**

That the City Manager and/or his designee is hereby authorized to execute an annual contract with Oventions Food Services, L.P. d/b/a OVG Hospitality (Philadelphia, PA) to provide alcohol management services for Columbus Civic Center locations. Revenue will be deposited into the following Revenue Account: Civic Center Fund – Civic Center – Concessions/Catering – Food Service Contract; 0757-160-2800-4587.

\_\_\_\_\_  
Introduced at a regular meeting of the Council of Columbus, Georgia, held the \_\_\_\_ day of \_\_\_\_\_, 2025 and adopted at said meeting by the affirmative vote of \_\_\_\_\_ members of said Council.

Councilor Allen	voting _____
Councilor Anker	voting _____
Councilor Chambers	voting _____
Councilor Cogle	voting _____
Councilor Crabb	voting _____
Councilor Davis	voting _____
Councilor Garrett	voting _____
Councilor Hickey	voting _____
Councilor Huff	voting _____
Councilor Tucker	voting _____

\_\_\_\_\_  
Lindsey Mclemore, Clerk of Council

\_\_\_\_\_  
B.H. “Skip” Henderson III, Mayor