RFP 06-2026 - Ford Idaho Center Food and Beverage, Concessions, Catering, and Premium Hospitality Services

BACKGROUND:

The College of Western Idaho ("CWI" or "College") is a public, open-access community college serving Western Idaho, with facilities currently located in Nampa and Boise. Since opening its doors in 2009, CWI has grown in response to the Treasure Valley's need for affordable, career-aligned higher education and workforce pathways. Today, CWI serves more than 34,000 students and has experienced eleven consecutive semesters of enrollment growth.

CWI offers a broad range of academic, transfer, professional-technical, continuing education, dual credit, basic skills, and fast-track career training programs. Across these offerings, CWI's value to the region has remained practical and consistent: affordable access, programs connected to career opportunity, and institutional capacity that responds to the needs of students, employers, and the communities CWI serves.

CWI is now responsible for the Ford Idaho Center ("FIC"), a multi-asset event and community venue platform located in Nampa, Idaho. FIC includes an arena, amphitheater, equine and event facilities, outdoor grounds, parking areas, premium spaces, plazas, gates, concourses, and other public areas. The transfer of FIC to CWI represents a significant stewardship responsibility for the College: maintaining an active regional venue, supporting community use, managing the asset with financial discipline, and evaluating future opportunities in a manner consistent with CWI's public mission.

Contract Term: The intent of this RFP is to contract with the successful Proposer for an initial term of five (5) years, with an additional five (5) year extension option at CWI's sole discretion. Any renewal, extension, amendment, termination right, or non-appropriation provision shall be negotiated by CWI and the successful Proposer and shall remain subject to Idaho law, CWI policy, and final contract approval.

Purchasing Manager: Thayne Pearson

RFP INFORMATION

- Number: 06-2026
- Released: 5/27/2026
- Closed: 7/24/2026
- Posting period: 57 Days
- Amendments: 0

AWARD

Award of Contract will be made to the responsive, responsible Offeror whose Proposal receives the highest number of total normalized points.

EVALUATION CRITERIA

Following a review for initial responsiveness (**Stage 1**), the Sourcing Team evaluated responsive proposals in multiple steps. The evaluation criteria for each scoring step were as follows:

- **Stage 2 – Technical Criteria Evaluation**
  - Company Summary
  - Staff Resources
  - Response to Scope of Work, Capital Improvement and Revenue Enhancement Plans, and Proposed Approach
- **Stage 3 – Interview**
  - Vendors Interviewed using script provided to them by the College.
- **Stage 4 – Fee Structure**
  - Cost Proposals
  - Best Final Offer

Total Points Possible: Technical – 60, Interview – 20, and Cost – 40

EVALUATION MEETINGS

In Person evaluations were led by the Purchasing Manager and technical evaluation was completed by the Evaluation Team on 07/29/2026.

DEMONSTRATION MEETINGS

In Person Interview was conducted by the College and evaluation team on 8/18/2026.

FINAL SCORING MEETING:

Final scoring was led by Purchasing Manager following the responses of Best and Final Offers by two (2) responsive Offerors and was completed by the Evaluation Team, Virtually, on 9/2/2026.

DETERMINING AWARDS

Stage 1: Initial Responsiveness Evaluation. All Proposals were reviewed initially by the RFP Lead to determine if they met the mandatory submissions requirements outlined in RFP 05-2026 Ford Idaho Center Facility Operations and Venue Management. Any Proposal not meeting the mandatory submission requirements or specifications were deemed non-responsive and receive no further consideration.

Stage 2: Technical Criteria Evaluation. The Proposals that were deemed responsive from Stage 1 were then eligible for the technical review by the scorers that consisted of members of the evaluation team. The proposals were reviewed and scored based on the evaluation criteria for this stage found in the list below. Technical evaluation was performed following the same methodology. Scores were assessed and scored based on a 0, 1, 5, 10 rating scale for each question found in the Offeror Response Worksheet of the RFP to determine the scores of the response to the technical criteria. The rating scale is detailed as follows:

- Score of 10: Excellent – Offeror exceeds requirements and expectations. Demonstrates lengthy experience on successful large or complex projects.
- Score of 5: Average/Moderate – The Offeror has an acceptable capability or solution to meet this criterion and has described its approach in sufficient detail to establish expertise, proficiency, or capability. Evaluators are generally confident that an Offeror has adequate experience or will produce satisfactory results.
- Score of 1: Marginal – Offeror has addressed the criterion but has not established its capability to perform the requirement; has otherwise demonstrated only minimum compliance, or simply restated the requirement.
- Score of 0: Offeror has failed to respond to an evaluated requirement.

Each Proposal was evaluated according to the technical criteria provided below:

Criteria	Technical Points Possible
Company Summary	10
Staff Resources	10
Response to Scope of Work, Capital Improvement and Revenue Enhancement Plans, and Proposed Approach	40
Stage 2 Total:	**60**

The scores for the Technical Proposals were normalized as follows: The Technical Proposal with the highest raw score received all available Technical Points: 60 points. The remaining Proposals were assigned a proportional amount of the available Technical Points using the formula below:

$$60 \times \frac{\text{Raw Score of Technical Proposal Being Evaluated}}{\text{Highest Raw Technical Score}}$$

Stage 3 - Interviews

At the discretion of the College, up to three responsive Offerors with the highest total normalized score after the evaluation of the Submitted Response and Fee Structure may be invited to interview. If the College holds interviews, they will be mandatory for all invited Offerors and will be evaluated. CWI may require the attendance of proposed key personnel, account leaders, technology leaders, operations leaders, or legal/financial representatives as applicable.

The scores for the Interviews will be normalized as follows: The Interviews with the highest raw score will receive all available Interviews Points: 20 points. Other Offerors will be assigned a portion of the maximum available Interviews Points, using the formula:

$$20 \times \frac{\text{Interviews being evaluated}}{\text{Highest raw Interviews score}}$$

Criteria	Interviews Points Possible
Interviews	20
Stage 2 Total:	**20**

Stage 4: Fee Structure. Fee Structure were reviewed following the completion of Stage 2 to ensure that only eligible proposals that met the technical criteria point threshold were evaluated. The Fee Structure was opened and evaluated for Offerors who received invitation to Interview. Best and Final Offers were issued per Section 4.5 of this RFP.

CWI encourages respondents to this RFP to propose various options for a fee structure for the proposed services to be provided by the Offeror. The agreement resulting from this RFP shall be a commission-based agreement. Compensation payable to Owner shall be the greater of:

1. The total commissions earned on Gross Receipts during the applicable Contract Year, or
2. The Minimum Annual Guarantee proposed by the Proposer and accepted by Owner.

Required Pricing Proposal

Each Proposer shall provide the following:

1. A commission percentage on Gross Receipts from general concession food sales.

2. A commission percentage on Gross Receipts from nonalcoholic beverage sales.
3. A commission percentage on Gross Receipts from alcohol sales.
4. A commission percentage on Gross Receipts from premium areas, clubs, suites, catering, and hospitality sales, if applicable.
5. A commission percentage on subcontractor sales, kiosk sales, portable sales, food truck sales, or other third-party sales conducted under the operator's authority, or alternatively the percentage of subcontractor income or royalties payable to Owner.
6. A Minimum Annual Guarantee for each Contract Year.
7. A proposed annual escalator for the Minimum Annual Guarantee, stated as either a fixed annual percentage increase or a fixed annual dollar increase.
8. A proposed capital reserve contribution, stated as a percentage of Gross Receipts, to be used for equipment replacement, smallwares, and mutually approved concession improvements.
9. Any proposed marketing or fan value pricing program and the requested commission treatment, if different from standard event pricing.

Gross Receipts
For purposes of the agreement, Gross Receipts shall mean the total amount charged or received from all food and beverage sales and related concession activity conducted pursuant to the agreement, whether cash or credit, whether collected or not, including sales from permanent stands, portable locations, premium areas, suites, catering, vending under the concessionaire's control, and approved subcontractor activity. Gross Receipts shall exclude only:

1. Any taxes separately stated and actually remitted to the appropriate taxing authority
2. Discounts specifically approved by Owner
3. Refunds actually issued to customers and supported by documentation

No deduction shall be allowed for credit card fees, payment processing charges, bad debt, shortages, spoilage, internal allocations, management fees, labor, uniforms, insurance, utilities, or other operating expenses unless expressly approved in writing by Owner.

Minimum Annual Guarantee True Up
Within thirty calendar days after the end of each Contract Year, the concessionaire shall deliver an annual reconciliation comparing total commissions paid during the year to the Minimum Annual Guarantee for that year. If commissions paid are less than the Minimum Annual Guarantee, the concessionaire shall remit the deficiency with the annual reconciliation.

Capital Reserve and Equipment Reinvestment
A capital reserve account shall be established and funded monthly from the agreed percentage of Gross Receipts. Funds in the capital reserve shall be used solely for mutually approved equipment purchases, replacement of smallwares, technology upgrades, stand improvements, portable units, or other food and beverage related capital needs. Any expenditure from the capital reserve shall require Owner's prior written approval. Any unused balance at contract expiration shall remain with Owner unless otherwise expressly provided in the agreement.

Rebates
Offeror shall disclose any corporate rebate, discount or similar programs on a local, regional, or national level that the FIC would be participating in or contributing to.

Criteria	Fee Structure Points Possible
Fee Structure	40
Stage 4 Total:	**40**

Final Score Point Summary

Stage	Total Points Possible
Technical Criteria Evaluation	60
Oral Presentation/Demonstration	20
Cost Evaluation	40
Total:	**120**

SUBMITTED PROPOSALS

RESPONDER	Total Normalized Points
Oak View Group	120
Levy Restaurants	103.54

PROPOSED AWARDS

	Award
Oak View Group	X
Levy Restaurants	

CONCLUSION

After an in-depth review of all materials submitted by responsive offerors, a completed evaluation meetings, and interviews made by the offerors, The College has completed the normalization process and determined that Oak View Group is the highest point responsive offeror. As stated in the award section of the RFP Administrative Document the College intends to award a contract for RFP 06-2026 to Oak View Group. The Procurement Manager has reviewed all documents for completeness and approved this award recommendation.