



**Birmingham-Jefferson Civic Center Authority**

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## **ADDENDUM # 1**

### **TO ALL POTENTIAL PROPOSERS OF THE CONTRACT MANAGEMENT OF EVENT MERCHANDISE SALES RFP**

The Birmingham-Jefferson Civic Center Authority has received the following requests for information:

**Question 1:** How many events will there be per year broken down by venue? What is the annual projected attendance broken down by venue?

**Answer 1:** We're currently working diligently to schedule events. Based on past-experience, we project the following per year:

Venue	Number of Events	Attendance
Concert Hall	65	85,000
Arena	25	235,000
Stadium	5	175,000

Days represent unique event days and are only events that have revenue share on merchandise. No event history is available for Protective Stadium as it opens in the Fall of 2021.

**Question 2:** Will the awarded contractor be operating on both game day events and non-game day events?

**Answer 2:** Certain game day events are excluded from revenue share, and the Successful Proposer will not be participating. Exclusions include, but are not limited to, UAB Football and Super 7 football in the Protective Stadium, and G-League basketball in the Legacy Arena.

**Question 3:** Can you provide a five (5) year revenue history for the retail operation?

**Answer 3:** The revenue history is below:  
FY 20 \$1.1M; FY19 \$2.5M; FY18 \$1.3M; FY17 \$1.7M; FY16 \$1.9M

If any additional questions should arise, please email [Bobby.Breedlove@bjcc.org](mailto:Bobby.Breedlove@bjcc.org).

Sincerely,

Sharon A. Proctor  
Purchasing Manager  
Birmingham-Jefferson Civic Center Authority