

BUILDING & EVENT STAFFING

Pre-Proposal Conference – July 22, 2022

BJCC FACILITIES

- East Exhibit Hall, Offices & Sports Hall of Fame
- North & South Exhibit Halls and Offices
- The Medical Forum Office Building
- Legacy Arena
- CityWalk Birmingham
- Uptown Entertainment District
- Concert Hall & Theater
- Protective Stadium
- Southeastern Conference Headquarters
- STS Marshaling Yard& BJCC-Owned Parking Lots

BJCC



P **RED GARAGE**
917 22ND ST N

P **GREEN LOT**
2478 11TH AVE N

P **PINK LOT**
973 23RD ST N

P **ORANGE LOT**
1000 19TH ST N
PREMIER PARKING

P **BLUE GARAGE**
2000 11TH AVE N

P **SILVER GARAGE**
1080 22ND ST N

P **BOUTWELL GARAGE**
801 19TH ST N

P **PURPLE LOT**
930 19TH ST N

P **GOLD LOT**
2130 11TH AVE N

① THEATRE

② CONCERT HALL

③ EAST EXHIBITION HALL*

④ NORTH EXHIBITION HALL*

⑤ SOUTH EXHIBITION HALL*

⑥ LEGACY ARENA
& CENTRAL TICKET OFFICE

⑦ FORUM BUILDING

⑧ SHERATON HOTEL
& BIRMINGHAM BALLROOM

⑨ THE WESTIN BIRMINGHAM

⑩ UPTOWN BIRMINGHAM

⑪ PROTECTIVE STADIUM

⑫ TOPGOLF

*MEETING HALLS LOCATED HERE

BJCC PERSONNEL

- James Canfield Senior Director/General Manager
- Brian Mishkin Director of Event Operations
- Michael McGreevey Director of Stadium Events
- Sheretha Yarber Director of Convention Services
- Bobby Breedlove Director of Arena Events
- David Cappiello Director of Facilities
- Rod Wilkins Public Safety Manager

BJCC DISPATCH

The BJCC employs a 24/7-dispatch center located in the Silver Garage. These employees are full- and part-time BJCC employees who work directly with our security providers.

There must be a true, cohesive partnership among all groups in order to best secure all of the premises.

WHAT WE'RE LOOKING FOR?

The BJCC is seeking a long-term, strategic partner(s) to help elevate the campus into a more desirable regional destination for events, promoters, employees and citizens to enjoy. Our partners help us achieve the following goals...

1. Deliver Memorable Guest Experiences
2. Outstanding Customer Service
3. Provide a Safe & Clean Environment

How to get there...

- Training & SOPs
- Supervision
- Accountability Tracking

RFP INTENT

The BJCC is seeking a company or companies to perform **Building Security and Event Staffing/Security**. This RFP can be responded in its entirety or in parts (only Building or only Event). Special considerations are given to those companies who respond to the entire RFP.

BJCC personnel will require a strong **Account Manager** to manage the entire property, focusing on overall performance, training, billings as well as attend key planning meetings.

BUILDING SECURITY

Building Security – Refers to securing the physical building structures, parking lots and other BJCC-owned property; administering day-to-day patrols and rounds of the campus; assisting with on-campus traffic (when appropriate); additional general security related items.

Typical full-time positions include, but not limited to:

- Security Manager
- Rover
- Fixed Post

BUILDING SECURITY VENUES & SHIFTS

Venue	Shifts	Docks	S.O.	Notes
Protective Stadium	6 to 9	2	2	Regular Use Dictated by Events
Legacy Arena	6 to 9	1	1	Regular Use Dictated by Events
East Exhibit Hall	1 to 3	2	1	BJCC Offices; Regular Usage
North & South Exhibit Hall	1 to 3	2	1	BJCC Offices; Dictated by Events
Concert Hall & Theater	1 to 3	1	1	Dictated by Events
CityWalk	12 to 15	0	1	Newest Addition; Largest Venue
SEC Headquarters	1	0	0	Daily Use
Forum	2 to 3	1	1	Typical 10-Story Office Building Usage
Uptown	3 to 5	0	1	Entertainment District; Assisted by Rovers
Hotel Parking Garage	3	0	1	6-Story Parking Garage
Facility Rovers	6 to 15	N/A	N/A	Dictated by Events

EVENT SECURITY & STAFFING

Event Security – Includes the staffing and management of temporary event staff performing a variety of duties including, but not limited to, Security, Ticketing, Ushering, Guest Services and other related duties; typical full-time positions include Event Manager and some Event Supervisors.

Typical full and part time positions include, but not limited to:

- Event Manager
- Event Supervisor
- Ticket Taker
- Security
- Guest Services Representative

EVENT SECURITY VENUES & CALLS

Venue	Typical Call	Capacity	Peak Time	Events
Protective Stadium	120 - 350	45,000	March - December	UAB, USFL, Legion, Bowl Game, Concerts
Legacy Arena	100 - 175	17,000	October - April	Squadron, Concerts, NCAA MBB
North, South, East Exhibit Halls	20 - 80	10,000+	All Year	Trade Shows, Motion, Conferences, Retreats
Concert Hall & Theater	25 - 60	3,000	October - April	Broadways, Musicals, Small Concerts
CityWalk	15 - 35*	4,000*	March - November	Farmer's Market, Community Engagement

TRAINING & SOPs

The training program and specifically designed SOPs are critically important to the evaluation of the RFP. The BJCC strongly believes in cross-training, consistency and accountability. The trainings and SOPs set forth by the successful applicant will require BJCC input and approval.

Some items to consider...

- Provide examples of SOPs at other like venues that shows a keen understanding of the venue and/or task
- Describe Site Specific training programs as well as other relevant trainings (CPR, Stop the Bleed, etc).

CUSTOMER SERVICE

Customer service is paramount to everything we do at the BJCC. Your team will be called upon often for many crowd-facing tasks so commitment to customer service is a direct reflection of the BJCC brand. Everything from attire, body language, effort and attitude has an impact on many different groups.

Some items to consider...

- Illustrate/provide documentation of ways you implement customer service ideas to employees
- Describe any trainings employees perform related to Customer Service
- Provide any feedback or examples of other like venues demonstrating your commitment to Customer Service