



April 25, 2024

Addendum # 2  
Beverage Supplier and Sponsorship Program RFP 2024  
Project Number: 2024-01-014

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### **ADDENDUM 1 REMINDER**

The proposal deadline for this project has been extended to **2:00 p.m. CST on May 8, 2024**. The question deadline remains unchanged.

1. Zoo Diversity Contract Participation Form

### **QUESTIONS | ANSWERS**

#### **1. SCOPE OF WORK**

##### **a. Beverage Supplier**

- i. Define “Permitted Exceptions” after Energy Drinks **Permitted Exceptions are outlined in “Key Operational Expectations and Information” - Numeral VIII - of the RFP packet.**

##### **b. Sponsorship**

- i. Does the Sponsorship portion of the program have the 2 option years too like the beverage supplier agreement terms? The RFP states it is just for the 8 years. **Yes, same 2-year option as the beverage supplier agreement terms.**

#### **2. BACKGROUND**

- a. Can you define the “District” of St Louis and St Louis County as it relates to qualified business? (page 4) **“District” as defined relates to the entities of St. Louis City and St. Louis County, whose voters were responsible for authorizing a property tax for the specific purpose of supporting the**

institutions that are part of the Metropolitan Zoological Park and Museum District.

### 3. OPERATIONAL OVERVIEW

#### a. St Louis Wildcare Park

- i. While the Zoo estimates over 400,000 annual visitors to the park is there a maximum daily capacity of attendance at the WildCare Park? If so, what is that maximum daily capacity of WildCare Park. **At this time, the Zoo anticipate the daily maximum capacity to be approximately 4500 guests. This is the current estimate and could change.**
- ii. Knowing that the WildCare park is partially funded through a tax levy can you let us know what the estimated break out is between Free Admission granted through the tax levy vs Paid Admissions? **At this time, it is estimated that 65% of the daily attendance will be paid and 35% will be free. The estimates are part of an independent consultant evaluation, contracted outside of the Zoo. These could change.**
- iii. Will guests be able to bring their own food and drink into the new Wildcare park?
  1. If so will it be open to all food and beverages items
  2. If it is restricted, what products will they be able to bring into the attraction?

**At this time, the Zoo does not anticipate outside food or beverage to be allowed at WildCare Park. The institution is considering some specific allowances to this policy, including the possibility of school or educational groups**

- iv. Can you break out the 26 Merchandising Coolers between the two types of locations, as best as the Zoo knows at this time (Main Campus)
  1. Food Service Locations
    - a. Counter Top **13**
    - b. Single Door **8**
    - c. Double Door **13**
  2. Retail Locations
    - a. Counter top **3**
    - b. Single Door **5**
    - c. Double Door **0**
  3. Can you provide a list of the anticipated packaged (either bottles or cans) products that will be sold at each location?  
**The package product mix that will be sold at each location will be based on both historical sales trends and mutual agreement of both the Zoo and vendor.**

### 4. KEY OPERATIONAL EXPECTATIONS AND INFORMATION

#### a. Service Agreement

- i. Can the Zoo provide an example of the “priority response time agreement”? **Any agreement would be negotiable but the Zoo is interested in understanding what the vendor considers is a reasonable initial response to service calls placed by the Zoo.**

**b. Ordering and Delivery**

**i. Section III Fountain / Frozen Soft Drinks**

- 1. Are the compostable cups expected to be branded?  
**Compostable cups will not be expected to be branded with Saint Louis Zoo logo, although the vendor may find marketing its own brand very advantageous.**

**ii. Section VIII Permitted Exceptions**

- 1. Are there any beverage categories, outside of milk and brewed coffee, with a specific pre-existing agreement? **No**
- 2. Please provide some examples of “non-alcoholic drinks created by the Zoo” **Signature or Themed non-alcoholic drinks requested by Catering clients or Special Events.**

**c. Equipment**

- i. Please describe or provide a picture of “rollout catering coolers” to ensure we understand what the Zoo is expecting.
  - 1. I have provided a picture of our definition of this equipment at the bottom of this document as a point of reference. This example is ideal.  
Rollout Catering coolers



**5. KEY SPONSORSHIP EXPECTATIONS AND INFORMATION**

**a. III. Marketing Rights**

- i. Over the course of this contract, do you expect to expand your digital footprint by launching a St Louis Zoo App or similar digital platform.

**Yes**

**b. IV Events**

- i. How many paid event sponsorships are being included in this Beverage RFP **\*It will vary each year, will be determined at annual meeting, but at least THREE paid events.**
- ii. Are there any plans to expand the paid events over the next 8 years  
**Yes**
- iii. Define “major sponsor” in the sentence . “A major sponsor would receive assets such as: name/logo recognition.....” **A major sponsor would offer a strong level of branding presence which may include: press release, webpage, invitations, onsite signage, etc. A major sponsor would not include name or logo recognition in the title of an event.**

**c. Supplier diversity Efforts (page 17)**

2. Can you supply a copy of the **Zoo’s Participation Form** so that we can confirm the contents of that form to ensure we can attest to the content? **See Attachment 1- Zoo Diversity Contract Participation Form**

**6. QUESTIONNAIRE questions**

- a. Define **ALL WEATHER** as it relates to cooler merchandisers **“All Weather” refers to the ability of the machines to withstand typical St. Louis outside weather conditions. The Zoo is open year-round and the merchandisers need to be able to tolerate the potential for normal variances.**
- b. Define “vibrant” full-service vending program **“Virbrant” refers to the penetration of packaged vending opportunities to as many areas of the park as possible and allowable.**
- c. Define **“COMPREHESIVE SERVICE AGREEMENT”** as it relates to service or provide a copy of the agreement to review as part of the RFP process. **The Zoo would like to know what a typical vendor repair, maintenance, and replacement program would consist of, along with the responsibilities of that program for both vendor and the zoo. For example, if the program would include repair of fountain towers and vending machines at no cost to the zoo, we would like to know that. If there was a cost to the zoo for this, we would like to know this.**

**7. Other Questions**

- a. **Section III.F. of Appendix A (p. 17)** states that “upon receipt of written notice of the acceptance of this bid, the Bidder will execute a formal contract attached within fifteen (15) calendar days . . .”
  - i. What is this section referencing? As we did not see any formal contract attached.
  - ii. Will the winning Parties work from the winning bidders’ paper/form? **The Zoo will work with the winning bidder to develop the framework of a formal contract. There is no contract as part of the RFP process.**

That process will begin within 15 days of awarding the winning bidder.

8. On the Policy on Supplier Diversity statement under section II. Program Administration Section A Article 2. It states that the Director Of Procurement will Develop and Distribute a directory of DBE. Is it possible to provide that list or the link so that we can cross reference our MBE WBE and DBE vendors that we currently use? **Local resources include:**

- a. **St. Louis Airport Authority Business Diversity Development (BDD) department directory-** <https://www.flystl.com/civil-rights/business/business-diversity-development-1/directories>
- b. **Missouri Regional Certification Committee DBE Directory-** <https://www6.modot.mo.gov/MRCC/Home/PublicSearch>
- c. **St. Louis Anchor Action Network – Community Business Tool-** [https://www.stlaan.org/stlaan\\_anchor\\_networkcommunity\\_business\\_tool](https://www.stlaan.org/stlaan_anchor_networkcommunity_business_tool)

9. Can you please confirm in the below section what you are expecting to be included in the ? The statement references APPENDIX C, however Appendix C is the Zoo’s Sales Tax Exemption Certificate. Appendix D is the Policy on Supplier Diversity on Saint Louis Zoo Contracts, however the copy that is attached doesn’t have an area that we can execute. Below is a snip of the section we are referring to on page 13 & 14 :



This should read Appendix B. The Supplier Diversity Utilization Statement should be completed and submitted with the proposal.

END OF ADDENDUM