



Food & Beverage Vendor Solicitation & Selection Process

Fort Worth, Texas

Hunden Strategic Partners was retained by the City of Fort Worth to manage the vendor solicitation and selection process for an exclusive food and beverage operator at the Will Rogers Memorial Center (WRMC) in Fort Worth, Texas. The City was seeking a qualified vendor or team for the exclusive food and beverage operations (including concessions, catering, cafes, etc.) at the complex.

The purpose of the process was to boost the number of quality bidders and to attract a vendor that would synergize with the reputation, brand, and experience of the WRMC experience and venue, thereby maximizing the quality, revenues and repeat business built on an improved reputation.

Hunden managed every step of the solicitation process on behalf of the City of Fort Worth, including:

- Creation of the RFQ/P documents
- Management of the solicitation process and promotion
- Site visit organization and execution
- Question and answer process
- Review of RFQ submittals and vendor interviews
- Creation of RFP
- Proposal evaluations, interviews, and rankings
- Negotiations with top-ranked vendors/ F&B agreement advisory

Client: City of Fort Worth

Time Period: 2021