# Request for Proposals (RFP) 25-05

# Beverage and Vending Services

# Amendment #3 – Vendor Questions & JSU Answers

1. **Question:** Could you provide any historical sales data or revenue reports for the existing beverage and vending services program over the past three years?

   **Answer:** NA

2. **Question:** Are there specific product categories or brands that students, faculty, or staff have requested in the past but were unavailable?

   **Answer:** NA

3. **Question:** Can you clarify whether the university will consider **multiple vendors** for different service components, or is an exclusive single-provider agreement preferred?

   **Answer:** It is preferred for an exclusive single-provider for streamlined management, consistency, and potentially lower costs.

4. **Question:** The RFP states that the pricing of beverage products must be competitive with national accounts. Will the university provide a benchmark or reference pricing for evaluation?

   **Answer:** No. Vendors conduct market research to ensure competitive pricing and they are aligned with industry norms. Vendors have partnerships with dining services and campus store providers and pricing scales are used for these partnerships.

   In the RFP responses the vendors should clearly outline the pricing strategy providing details on price competitiveness and national averages.

5. **Question:** How will JSU evaluate financial offers that include alternative revenue-sharing structures, such as tiered commissions or annual minimum guarantees?

**Answer:** The university's procurement process is designed to evaluate proposals based on overall value and alignment with institutional goals. Vendors considering such structures should ensure that their proposals clearly articulate the benefits and alignment with the University's objectives and specific requirements in the RFP. Also, if the alternatives are submitted, explain how these alternatives provide added value or may cause risks for the University.

6. **Question**: Are there any penalties or incentives for exceeding or falling below projected financial returns?

   **Answer**: The University seeks reliable financial projections and commitments. Vendors are encouraged to present realistic financial proposals, as the University will assess the viability and reliability of these projections during the evaluation process. The RFP asks the vendors to provide royalties/commission proposals and projections for the first-year royalties and financial commitments for the life of the agreement.

   The vendor will do its best to ensure they are providing the required products and pricing to obtain the best financial returns.

7. **Question**: The RFP mentions a requirement for energy-efficient vending machines. Can you confirm whether the university has a preference for a specific Energy Star rating or similar certification?

   **Answer**: While the RFP does not detail a specific ENERGY STAR rating or certification requirement, it emphasizes the importance of energy efficiency in the vending machines to be provided. It is suggested for vendors to propose vending machines that meet or exceed the latest ENERGY STAR standards based on the ENERGY STAR guidelines (U.S. Environmental Protection Agency-EPA). This approach aligns with the university's sustainability goals and ensures compliance with recognized energy efficiency benchmarks.

8. **Question**: The RFP references potential sponsorship and promotional opportunities. Can you share past examples of vendor-sponsored events or branding agreements?

   **Answer:** Jackson State University (JSU) has a history of collaborating with various vendors and sponsors to enhance its events and branding initiatives. Through the University trademark and licensing program, we have branding agreements with numerous vendors. In addition, the University host numerous events throughout the year which are sponsorship and promotional opportunities such as football games, homecoming events, luncheons and numerous other events.

9. **Question:** What level of advertising rights would be included in the contract, and how are they priced?

   **Answer:** Jackson State University has a broad audience and is a common household name with a high market reach. The level of advertising rights depends on the contract terms, whereas an exclusive contract provides higher fees.

10. **Question:** The RFP mentions that JSU reserves the right to terminate the contract with 30 days' notice. Would there be an opportunity to negotiate a longer termination period to protect investment costs?

    **Answer:** Yes.

11. **Question**: Does JSU have a preference for local or minority-owned business participation, and if so, are there set goals for this procurement?

    **Answer**: No.