

**MONTGOMERY COUNTY CONVENTION
FACILITIES AUTHORITY
(MCCFA)**



**SOFT DRINK
REQUEST FOR PROPOSAL
RFP #0001.26**

February 16, 2026

1. General Information and Overview

1.1. Statement of Purpose

The Montgomery County Convention Facilities Authority (MCCFA) is issuing this Request for Proposal with the intent to enter into a contractual agreement with a partner to provide a soft drink program for the Dayton Convention Center venue. Please note that this RFP covers the Dayton Convention Center venue only. We seek a qualified partner with demonstrated experience, expertise, and qualifications to provide a complete program for these services.

1.2. Project Description and History

In 1973, the Dayton Convention Center opened and was operated by the City of Dayton. A transfer of ownership to the Montgomery County Convention Facilities Authority took place on April 1, 2021. The facility currently offers a total of 300,000 square feet of space including support areas and 65,000 square feet of exhibit space with an Executive suite; 20,000 square feet of ballroom space; 12,400 square feet of meeting space; a 672-seat theatre and 2 board rooms. There are currently 3 active tenants with office space at the facility. The facility is located downtown and connected to the Dayton Vitality Hotel, which is currently open but under renovation with 107 of 292 sleeping rooms as well as a 6,300 square foot ballroom and 5,800 square feet of meeting space. There is an attached parking garage with 1500 spaces. The Levitt Pavilion, an outdoor concert venue built in 2018, is adjacent to the Dayton Vitality Hotel. The Marriott at the University of Dayton is 1.6 miles from the Center and has 399 sleeping rooms. There are currently 73 hotel properties with a total sleeping room inventory of approximately 7000 in Montgomery County. The Dayton International Airport is 12 miles from the Center. Downtown Dayton's Oregon District is a mixed-use urban center offering residential, entertainment, dining, and shopping options. The historical "Dayton Arcade", .6 miles from from the Center, redevelopment is complete that now features a 500,000 square foot complex of marketplace retail, restaurants, and residential micro-lofts, as well as a commercial kitchen, higher education and retail offices, and a brand new 93 room Hilton Garden Inn. The Hotel Ardent, a unique Hilton brand boutique hotel, with 120 rooms opened in 2025 and is .8 miles from the Center.

A brand-new headquarters hotel is planned for opening in Q4 2028 and is under contract with the Authority. Adjacent to the Center, on Fifth and Jefferson Street, the 190+ national brand hotel is expected to boost regional and national convention growth.

The mission of the Authority is to invest in and grow the convention district and support Destination Dayton (Convention and Visitor's Bureau) with the promotion of convention, visitor, and sporting events in Montgomery County. The goal of the Center is to attract conventions to bring out-of-town tourists to the County to generate an economic impact throughout Montgomery County.

The City owns the real estate on which the Center is situated and holds a ground lease with the Authority. The Authority own & governs the Center through MCCFA Board of Directors, made up of 11 members. The MCCFA Executive Director/CEO, is the contract administrator for the Center. Legends Global, operator and manager of the Center, is contracted through the Authority.

All decisions regarding the Center are made via the MCCFA Board of Directors (the Authority) and owner of the Center. The Authority will contract with a beverage provider for the Center. The contract start date is scheduled for April 1, 2026.

Attendance History; prior to the pandemic, records indicate the Center attracted and served the following, although a breakdown by segment is not available.

2026 – 120,000 attendees, 135 events *** projections based on completed renovation and Elevate Cafe

2025 – 87,665 attendees, 123 events *** active construction Jan - Jun

2024 – 78,341 attendees, 85 events *** active construction Jan - Dec

2023 – 100,032 attendees, 91 events *** active construction Jan - Dec

1.3. Schedule of Events

The following schedule summarizes significant target events for the RFP process. The dates may be changed by the Montgomery County Convention Facilities Authority at its sole discretion and shall not become conditions of any Services contract which may be entered into by the Montgomery County Convention Facilities Authority and the selected solution provider.

RFP EVENT	DATE
RFP Issued	February 16, 2026
Deadline for Proposer Questions	February 27, 2026-4pm EST
Deadline for Question Responses	March 6, 2026 – 4pm EST
Deadline for Proposal Submission	March 13, 2026 – 4pm EST
Evaluations Completed	March 18, 2026
Finalist(s) Notified	March 20, 2026
Contract Negotiations Begin	March 30, 2026
Contract Start Date	May 1, 2026

1.4. RFP Coordinator

All communications concerning this RFP must be submitted in email to Michael King, our RFP representative.

Michael King
General Manager, Legends Global, Agent for MCCFA
Dayton Convention Center
22 E. 5th Street
Dayton, OH 45402
(phone) 937-414-1043
mking@daytonconvention.com

1.5. Vendor Diversity

Minority/ Women-Owned Business Participation Diversity and Inclusion are highly important to the Authority. **MCCFA recognizes certifications from a local, state or national certifying body, such as the City of Dayton, State of Ohio or OMSDC (NMSDC) by Minority-owned business enterprise or MBE and Women-owned business enterprise or M/WBE only.**

Minority-owned business enterprise or MBE means a business (including, without being limited to, a sole proprietorship, partnership, corporation, joint venture or any other business or professional entity):

1. Which is at least 51 percent owned by one or more minority persons, or, in the case of publicly owned business, at least 51 percent of all classes of the stock of which is owned by one or more minority persons;
2. Whose management, policies, major decisions, and daily business operations are independently controlled by one or more of such minority persons;
3. Which performs a commercially useful function.

Women-owned business enterprise or WBE means a business (including, without being limited to, a sole proprietorship, partnership, corporation, joint venture or any other business or professional entity:

1. Which is at least 51 percent owned by one or more women, or, in the case of publicly owned business, at least 51 percent of all classes of the stock of which is owned by one or more women;
2. Whose management, policies, major decisions, and daily business operations are independently controlled by one or more of such women; and,
3. Which performs a commercially useful function.

Compliance with Laws

Each proposer shall comply with and shall be responsible during the term of the contract, to ensure the Dayton Convention Center, subcontractors and all operations are in compliance with, all applicable laws, rules, regulations, ordinances, polices and directives of the Authority, and all state and federal governments and agencies having jurisdiction over the Authority, the Dayton Convention Center, and the proposer.

Indemnification

The Proposer shall indemnify, save, and hold harmless the Authority, the City of Dayton, and their respective employees and agents, against any and all claims, damages, liability and court awards including costs, expenses, and attorney fees incurred as a result of any act or omission by the Proposer or its employees, agents, subcontractors, or assignees pursuant to the terms of the contract resulting from this RFP.

Discrimination Policy

The Authority and the Proposer shall not discriminate based on handicapped status, race or color, national origin, religion, age, sex in employment or the provision of municipal services. Furthermore, the Authority promotes vigorously the objectives of equal opportunity in employment and all programs and services.

Company Ownership:

Is your company publicly or privately held?

- Public Company _____
- Private Company _____

If your company is publicly held, please provide the stock symbol that your company's stock is traded under.

Please fill out the table below as it applies to your company's diversity status:

1. Women Business Enterprise (>=51% owned and controlled) Yes No
2. Minority Business Enterprise (>=51% owned and controlled) Yes No
3. Veteran Business Enterprise (>=51% owned and controlled) Yes No
4. Other (Specify)
5. If Diverse, is your business certified?
6. If certified, by which organization/council?

2. Scope of Solution

2.1. Background

The scope of the requested solution will encompass the Dayton Convention Center.

The primary drivers behind the effort are to enhance beverage services for a renovated convention center, support marketing efforts that drive revenue, reduce costs, improve the leverage of spend and increase operational efficiency. The Montgomery County Convention Facilities Authority is seeking a soft drink partner with a proven track record in supporting all of these drivers. Please provide examples of how you have increased efficiencies with other similar customers.

3. Expectations for Proposal Response

3.1. Proposal Format

Table of Contents

1. Executive Summary

This section of the proposal should provide a brief and concise synopsis of Proposer's proposal and a description of the Proposer's credentials to deliver the products/services sought under the RFP.

2. Company Background

2.1. This section of the proposal should identify the following:

- A brief description of the Proposer's background and organizational history.
- A statement of how long the Proposer has been performing the services required by this RFP.
- Identify the location of headquarters, technical support, and field offices.
- Identify the location of the nearest office to the Montgomery County Convention Center Authority's headquarter offices.
- Provide detail specific to the financial health and stability.

3. Company Qualifications

- 3.1. Describe the Proposer's familiarity with the industry in which the Montgomery County Convention Facilities Authority's business line operates and how the requirements related to this RFP are addressed.
- 3.2. Identify your existing client base, including the number of existing clients using your services. Identify those that may relate most specifically to the Montgomery County Convention Facilities Authority's line of business.

4. References

- 4.1. The Proposer must provide at least three references for soft drink products/ services from current clients. For each reference, the Proposer must provide the following information:
 - Business name and contact information (i.e., name, title, address, phone, and email)

- Brief description of services provided.
- Size of business (employees, revenues, etc.)

5. Proposed Solution

- 5.1. Provide a brief solution overview identifying your services.
- 5.2. Contract term would be five (5) years.
- 5.3. While we may initially seek a comprehensive solution that addresses all requirement areas outlined in this RFP, we may consider multiple solutions to address requirements based on cost, value, and other considerations. Proposers are encouraged to provide solution details for any individual requirement area identified in this RFP.
- 5.4. ELEVATE Café and Bar is a new food and beverage market concept at the Dayton Convention Center. This location will feature beverage provider's product line, however the DCC reserves the right to purchase product types that are not on the provider's list. This exception would be minor compared to the overall beverage program in ELEVATE.
- 5.5. The Dayton Convention Center is requesting a self-vending program. The DCC will purchase, stock and refill the beverage provider vending machines. Assigned vending machines will only feature exclusive beverage provider products. Requesting total of 3 vending machines for placement (currently there are 2 onsite) to be supplied by beverage provider.

6. Pricing

A clear and comprehensive understanding of all costs associated with services. In this section, the Proposer must itemize all costs.

The Proposer's Price Sheet(s) must identify all costs required to include:

- 6.1. Bid Pricing for each soft drink product item as listed on the excel spreadsheet attachment. Please include ancillary items and new items not reflected on the spreadsheet. Your bid needs to be based on the appropriate regional distribution location that corresponds to the location the venue listed so that pricing is accurate based on actual delivered costs to said region.
- 6.2. Please bid on specified products. If you do not carry a specific product, please identify your alternative specification to include the manufacturer name, item number, and pack size. We reserve the right to omit an item substitution if the item does not meet the same quality specifications of the actual item listed. **On the excel portion of this bid, please return your response in the exact order as shown. If you are not bidding on an item, please indicate this on the line item for said item. This is mandatory to reduce the overall time comparing the bids.**
- 6.3. It is mandatory for this bid that your bid response shows the pack size conversion information for any item that does not match the current item specification.
- 6.4. The Montgomery County Convention Center Authority will randomly select items from each respondent's market basket for audit. For each item selected, the respondent must provide documentation (i.e., invoice copies) to verify the product cost used in the proposal.
- 6.5. Pricing needs to be guaranteed for a minimum of 12 months from the start date of the

agreement. Please provide a proposed escalation/de-escalation schedule for pricing after the first 12 months of said agreement.

- 6.6. Please consider equipment costs when submitting your RFP response. The Center has been renovated, and the beverage equipment expectation is for new equipment in all areas. All equipment routine maintenance and service costs need to be included in the proposal at “no charge” to the Montgomery County Convention Facilities Authority.
- 6.7. Financial Incentives: Please identify any financial incentives such as discount payment terms, drop size incentives, signing bonuses, annual support funds, signage, new menu allowance, rebates, growth incentive, new business incentive, in-kind product donations, and any other incentive available.
- 6.8. Please specify banquet/convention opportunities available for your company to our venues. Be as specific as possible, i.e., catering, room nights, and convention space.
- 6.9. Please clearly identify the corresponding market(s) your pricing is based upon. Note the specific market level used for this bid.
- 6.10. Please include any additional fees or charges associated with the soft drink program.
- 6.11 Please include answers to the following additional RFP points.
 - Fully describe how your organization will manage our account corporately and at all corresponding locations. Describe in detail, including roles, people, and expectations.
 - Please explain your definition of cost.
 - Please include a complete plan to maximize cost savings while maintaining quality.
 - Thoroughly describe your product stocking requirements, minimum order charges, fuel surcharges, other service fees, product return policies, and special orders.
 - What are your order cut off times?
 - What are your options for placing orders (IT platform including order confirmations, order guide/shopping lists, contracted product flagging)?
 - Please explain your technology platform and the programs available to us on said platform, i.e., Inventory management, Business analytics, Menu costing, Waste reduction.
 - Please explain how you handle products that are out of stock.
 - What is the current service level of your company, and how do you measure this?

4. Proposal Evaluation

All proposals will be reviewed to determine which Proposers have qualified for consideration. The evaluation will include at least an initial review and a detailed review. The initial assessment will evaluate all submissions for conformance to stated specifications to eliminate all responses that deviate substantially from the primary intent and fail to satisfy the mandatory requirements. Only those proposals that meet or exceed the purpose of the mandatory requirements will be evaluated.

Submitted proposals will be evaluated based on the following criteria:

- Quality, clarity, and responsiveness of the proposal
- Ability to meet the requirements outlined in the RFP

- Demonstrated ability to work cooperatively and collaboratively with clients
- Anticipated value and price related to both total cost
- The perceived risk or lack thereof
- Company financial stability
- Ability to prepare and execute a contract promptly.
- Commitment to continually evolving the program to remain current with evolving best practices

The Montgomery County Convention Facilities Authority reserves the right, at its sole discretion, to request clarifications of proposals or to conduct discussions for clarification with any or all Proposers. The purpose of any such meetings will be to ensure a full understanding of the proposal.