



REQUEST FOR PROPOSALS

— by City of Simpsonville —

for

MANAGEMENT OF THE CCNB AMPHITHEATRE AT HERITAGE PARK

Due Date: Nov. 24, 2025 no later 5 p.m.

Simpsonville City Hall

425 E. Curtis St., Simpsonville, SC 29681

Attn: Russ Orr, Procurement Officer

864-967-9526 | simpsonville.com

Contact for Inquiries:

Chad Foster, Assistant Director of Parks & Recreation

cfoster@simpsonville.com



**City of Simpsonville, South Carolina
Request for Proposals (RFP)
Management Services for CCNB Amphitheatre at Heritage Park**



1. INTRODUCTION

The City of Simpsonville (“City”) is soliciting proposals from qualified and experienced firms (“Proposers”) to provide comprehensive management, promotion, and operational services for the CCNB Amphitheatre at Heritage Park (“Amphitheatre”).

As the largest outdoor entertainment venue in South Carolina, CCNB Amphitheatre plays a vital role in advancing Simpsonville’s regional reputation as a destination for high-quality live performances and community events. Through this RFP, the City seeks a strategic management partner capable of delivering professional operations, diverse programming, and measurable economic and community benefits.

The successful Proposer will demonstrate:

- Proven experience operating large-scale outdoor entertainment venues;
- A commitment to fiscal responsibility, transparency, and community collaboration;
- The ability to attract and manage a balanced mix of national touring acts, regional festivals, and civic events.

This partnership will be structured to promote shared financial success, operational excellence, and long-term sustainability of the facility and surrounding park.

2. FACILITY OVERVIEW

The CCNB Amphitheatre at Heritage Park is a premier outdoor performance venue located within Heritage Park, a 128-acre municipal park in Simpsonville, South Carolina. Since its opening in 2005, the Amphitheatre has hosted nationally touring artists, regional festivals,



and community celebrations, serving as a key cultural and economic driver for the Upstate region.

Key facility features include:

- Capacity: Approximately 14,000 (reserved, lawn, and accessible seating)
- Production Infrastructure: Stage with square enclosure and utilities suitable for national touring acts
- Performer Amenities: Dressing rooms, production offices, dining hall, permanent tent, catering kitchen, laundry room, and secure loading areas
- Concessions: Permanent stands with utilities and vendor hookups
- Support Facilities: Restrooms, ticketing area, ample parking, and pedestrian access

The City of Simpsonville retains ownership of the Amphitheatre and will remain actively involved in facility planning, capital maintenance, and community engagement to ensure the venue continues to operate to premier industry standards.

3. PURPOSE AND OBJECTIVES

The purpose of this RFP is to identify and engage a qualified management partner to operate the CCNB Amphitheatre in a manner that maximizes its cultural, economic, and community impact.

The City's objectives are to:

- Engage an experienced management partner to plan, book, promote, and operate a year-round schedule of concerts, festivals, and community events that enhance Simpsonville's regional visibility.
- Establish a transparent, performance-based revenue-sharing partnership that provides a sustainable financial return to the City and supports reinvestment in facility improvements.
- Ensure professional, safe, and efficient operations that reflect best practices in event management, public safety, accessibility, and guest services.
- Foster positive community and stakeholder relationships by encouraging local vendor participation, civic engagement, and responsible use of City resources.
- Advance the City's long-term strategic goals of economic development, tourism promotion, and community enrichment through a successful, well-managed Amphitheatre.

4. SCOPE OF SERVICES

The selected firm (“Contractor”) will provide comprehensive management, promotion, and operational services for the Amphitheatre in close coordination with the City. The Contractor shall perform, at minimum, the following functions:

A. Booking and Promotion

- Develop and maintain an annual programming calendar featuring a diverse range of concerts, festivals, and special events.
- Actively solicit national and regional touring acts through relationships with agents and promoters.
- Prepare and execute marketing, advertising, and social media campaigns to maximize attendance and ticket sales.
- Manage and update Amphitheatre website in coordination with City communications staff.
- Coordinate with the City’s communications staff to ensure brand alignment and public messaging consistency.

B. Event Operations

- Manage all aspects of event logistics, including ticketing, crowd management, parking coordination, and guest services.
- Administer ticket sales through a major ticketing platform approved by the City, ensuring transparent attendance and revenue reporting.
- Recruit, train, and supervise event staff (ushers, security, production, and front-of-house personnel).
- Ensure all operations comply with ADA, safety, and licensing standards.

C. Concessions, Vendors, and Sponsorships

- Oversee food, beverage, and merchandise operations directly or through approved subcontractors.
- Solicit and manage sponsorships, advertising, and naming-rights opportunities, subject to City approval.
- Ensure vendor diversity and compliance with City procurement and equal opportunity policies.
- Provide accurate accounting of all concession and sponsorship revenues.

D. Facility Maintenance and Coordination

- Partner with the City to maintain the Amphitheatre and surrounding park areas in excellent condition.
- Perform all event-related cleaning, waste removal, and minor maintenance.
- Promptly notify the City of any facility issues requiring capital repairs or City intervention.
- Participate in long-term planning and budgeting for capital improvements.

E. Financial Management and Reporting

- Maintain accurate, auditable records of all revenues and expenses.
- Submit detailed quarterly and annual financial reports to the City.
- Collect and remit all required taxes and fees.
- Ensure full compliance with City financial reporting and auditing procedures.

F. Community Engagement and Compliance

- Support City-sponsored community and civic events as part of the annual calendar.
- Develop programs to encourage local business and volunteer participation.
- Coordinate with City to develop and implement a community relations plan to address noise, traffic, and venue transportation issues.
- Adhere to all City ordinances, environmental policies, and event regulations.

5. REVENUE STRUCTURE

The City intends to enter into a revenue-sharing and management agreement that ensures transparency, equitable benefit, and long-term sustainability of the Amphitheatre.

Proposers shall provide a detailed Financial Proposal including:

A. Proposed Revenue Model

- A breakdown of proposed revenue categories (facility fees, ticket surcharges, concessions, sponsorships, etc.).
- Explanation of cost deductions before revenue-sharing calculations.

B. Financial Forecasts and Assumptions

- A 3-to-5-year pro forma detailing projected revenues, expenses, and City share.
- Key assumptions (number of events, attendance, pricing, sponsorship growth).
- Any proposed capital investments, marketing budgets, or underwriting commitments.

C. Minimum Guarantees and Risk Sharing

- Proposed minimum annual revenue guarantee or facility use fee.
- Capital contribution or reinvestment commitments.
- Approach to financial risk sharing (e.g., event cancellations, weather).

D. Transparency and Auditing

- City access to ticketing and attendance data.
- Quarterly and annual reports to the City.
- Right of City audit with reasonable notice.
- Proposed schedule for revenue remittance.

E. Optional Incentive Structures

- Proposers may propose performance-based incentives such as revenue-tier bonuses, reinvestment funds, or attendance-based rewards.

6. TERM OF AGREEMENT

The initial contract term shall be, at a minimum, three (3) years, with the option for two (2) additional one-year renewals upon mutual agreement of both parties. The Proposer may suggest an alternative term structure if it will demonstrably benefit both parties.

7. PROPOSAL REQUIREMENTS

Proposals must be clear, concise, and complete, providing sufficient detail for evaluation. Each submission should include:

1. Cover Letter and Executive Summary – Introduce the firm, key contacts, and summarize the firm’s understanding of the City’s objectives.
2. Company Background and Experience – Describe relevant experience managing comparable outdoor venues, including event types and attendance.
3. Management Plan – Address all elements of the Scope of Services.
4. Event Booking and Marketing Strategy – Outline programming, promotion, and audience development approach.
5. Staffing Plan and Key Personnel – Identify team members, roles, and qualifications.
6. Financial Proposal and Revenue Model – Include detailed assumptions, projections, and proposed revenue sharing.
7. References – Provide at least three comparable clients with contact information.
8. Optional Appendices – Include marketing materials, case studies, or relevant media coverage.



8. EVALUATION CRITERIA

Proposals will be evaluated by a City selection committee based on the following weighted criteria. The City seeks a partner with demonstrated success in venue management, financial performance, marketing innovation, and community benefit.

Evaluation Factors:

- Experience with amphitheater or large outdoor venue management – 30%
- Financial Proposal and Revenue Potential – 25%
- Marketing, Booking, and Event Strategy – 25%
- References and Qualifications of Key Staff – 15%
- Community and Economic Benefit – 5%

Evaluation Process:

The City may request additional information, conduct interviews or presentations, and negotiate terms prior to final selection. Final recommendations will be presented to City leadership for approval.

9. CITY RIGHTS AND CONDITIONS

- The City reserves the right to reject any or all proposals, waive informalities, or cancel this solicitation if deemed in its best interest.
- Submission of a proposal does not obligate the City to award a contract; no rights shall exist until an agreement is executed by both parties.
- All costs incurred in proposal preparation are the sole responsibility of the Proposer.
- The selected firm shall comply with all applicable federal, state, and local laws, including safety, licensing, and employment requirements.
- The City retains the right to schedule City-sponsored or civic events at the Amphitheatre, with reasonable coordination with the management firm.
- All proposals become public record upon submission, subject to South Carolina FOIA provisions. Confidential information must be clearly marked.
- The successful Proposer must meet City insurance and indemnification requirements prior to contract execution.

10. TIMELINE

Milestone | Date

- RFP Issued | Monday, November 3
- Pre-Bid Site Tour (Optional) | Wednesday, November 12 (10:00 AM)
- Deadline for Questions | Friday, November 14
- Proposals Due | Monday, November 24
- Proposal Opening (Public) | Tuesday, November 25
- Evaluation Period | Week of December 1
- Interviews/Presentations | Week of December 8
- Selection and Contract Negotiation | Week of December 15

11. INQUIRIES

All inquiries regarding this RFP shall be directed in writing to:

Chad Foster, Assistant Director of Parks & Recreation Department

Email: CFoster@Simpsonville.com

12. SUBMISSION INSTRUCTIONS

Proposers shall submit one (1) electronic copy (PDF) and three (3) hard copies of their complete proposal. **Proposals must be received by 5:00 PM on Monday, November 24.**

Complete proposals should be addressed to:

Simpsonville City Hall

425 E. Curtis St., Simpsonville, SC 29681

ATTN: Russ Orr, Procurement Officer

