



Notice of Intent to Award

Solicitation Number	373409	Award Date	4/3/2025 2:11 PM CDT
Solicitation Title	Management of the Nashville Riverfront Amphitheater		
Buyer Name	Scott Ferguson	Buyer Email	scott.ferguson@nashville.gov
BAO Rep	Evans Cline	BAO Email	evans.cline@nashville.gov

Awarded Supplier(s)

In reference to the above solicitation and contingent upon successful contract negotiation, it is the intent of the Metropolitan Government of Nashville and Davidson County to award to the following supplier(s):

Company Name	OEG Holdco, LLC dba Opry Entertainment Group	Company Contact	Opry Entertainment Group
Street Address	1 Gaylord Drive		
City	Nashville	State	TN
		Zipcode	37214

Company Name		Company Contact	
Street Address			
City		State	
		Zipcode	

Company Name		Company Contact	
Street Address			
City		State	
		Zipcode	

Certificate of Insurance

The awarded supplier(s) must submit a certificate of insurance (COI) indicating all applicable coverage required by the referenced solicitation. The COI should be emailed to the referenced buyer no more than 15 days after the referenced award date.

Equal Business Opportunity Program

Where applicable, the awarded supplier(s) must submit a signed copy of the letter of intent to perform for any and all minority-owned (MBE) or woman-owned (WBE) subcontractors included in the solicitation response. The letter(s) should be emailed to the referenced business assistance office (BAO) rep no more than two business days after the referenced award date.

☐ Yes, the EBO Program is applicable.

☒ No, the EBO Program is not applicable.

Monthly Reporting

Where applicable, the awarded supplier(s) will be required monthly to submit evidence of participation and payment to all small (SBE), minority-owned (MBE), women-owned (WBE), LGBT-owned (LGBTBE), and service disabled veteran owned (SDV) subcontractors. Sufficient evidence may include, but is not necessarily limited to copies of subcontracts, purchase orders, applications for payment, invoices, and cancelled checks.

Questions related to contract compliance may be directed to the referenced BAO rep.

☐ Yes, monthly reporting is applicable.

☒ No, monthly reporting is not applicable.

Public Information and Records Retention

Solicitation and award documentation are available upon request. Please email the referenced buyer to arrange.

A copy of this notice will be placed in the solicitation file and sent to all offerors.

Right to Protest

Per MCL 4.36.010 – any actual or prospective bidder, offeror, or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the purchasing agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

 Assistant Purchasing Agent (Initial)

Dennis Rowland
Dennis Rowland
Purchasing Agent & Chief Procurement Officer

RFQ# 373409 - Management of the Nashville Riverfront Amphitheater				
Evaluation Criteria	AEG Presents LLC	Live Nation Worldwide, Inc	Mammoth, Inc	Opry Entertainment Group
Round 1				
Solicitation Acceptance	Yes	Yes	Yes	Yes
Contract Acceptance	Yes	Yes	Yes	Yes
ISA Questionnaire Completed and Terms Accepted	Yes	Yes	Yes	Yes
Qualifications and Experience (35 Points)	33	32	26	32
Business Plan (35 Points)	32	33	21	32
Financing Proposal (20 Points)	14	17	15	20
Diversity Practices (10 Points)	9	8	7	5
Round 1 Totals	88.00	90.00	69.00	89.00

Round 2				
Business Acumen (50 Points)	42.00	36.00	Did Not Advance	45.00
Detailed Financial Proposal (50 Points)	33.81	48.25	Did Not Advance	50.00
Round 2 Totals	75.81	84.25		95.00
Grand Total	163.81	174.25	69.00	184.00

Strength & Weaknesses

AEG Presents LLC

Qualifications and Experience (35 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below.

Weaknesses: Q#3 - Firm did not adequately demonstrate financial and human resource capacity to perform work. Q#4 - Firm's response to listing any current litigation(s) in which key participants are a defendant. Q#6 - Firm provided bios, not resumes.

Business Plan (35 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Q#1 - Firm demonstrated experience in managing similar venues. Q#3 - Firm is open to facility being open to other promoters.

Weaknesses: Q#4 - Firm's recommendations on how their proposed changes for Greenway would be paid for. Q#5 - Firm's discussion of how capital improvements they determined are needed for improved venue operation would be funded. Q#8 - Firm's response lacked details identifying challenges.

Financing Proposal (20 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Q#3 - Firm's proposed ticket fee.

Weaknesses: Q#3 - Firm's revenue sharing program including firm's proposed base rent amount.

Diversity Practices (10 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Firm provided carefully curated information packet that supplemented their Diversity Evaluation Form response.

Weaknesses:

Business Acumen (50 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Q#2 - Firm's response provided details of how they would ensure the amphitheater would be available to a wide range of diverse promoters and artists.

Weaknesses: Q#1 - Firm's response to Overall Venue Naming Rights Q#3 - Firm's response did not adequately describe how they would manage potential risks.

Live Nation Worldwide, Inc

Qualifications and Experience(35 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below.

Weaknesses: Q#1 - Firm's discussion of knowledge of the projects overall scope lacked specific details. Q#4 - Firm's response to listing any current litigation(s) in which key participants are a defendant.

Business Plan (35 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Q#1 - Firm demonstrated experience in managing similar venues.

Weaknesses: Q#3 - Firm's explanation how the facility would be available to other promoters. Q#4 - Firm's recommendations on how their proposed changes for Greenway would be paid for. Q#8 - Firm's demonstration of the the business plan and not including challenges with ticketing system.

Financing Proposal (20 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Q#3 - Overall strong revenue sharing program.

Weaknesses: Q#3 - Proposed revenue sharing program including from non-profits.

Diversity Practices (10 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Firm provided thorough documents.

Weaknesses: Firm's response did not provide the requested Diversity Practices Evaluation Form.

Business Acumen (50 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below.

Weaknesses: Q#1 - Firms response to Overall Venue Naming Rights. Q#2 - Firms response to Open Room did not cite details of what they would do to ensure that the amphitheater would be available to a wide range of diverse promoters and artists. Q#3 - Firm did not adequately describe how they plan to manage potential risks.

Strength & Weaknesses

Mammoth, Inc

Qualifications and Experience(35 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below.

Weaknesses: Firm's response overall lacked details. Q#2 - Firm's demonstrated related project experience lacked experience as venue operators of amphitheaters. Q#3 - Firm's demonstration of financial and human resource capacity to perform work. Q#5 - Firm's response to proposed organizational structure including defined responsibilities (including any subcontractors/sub-consultants and their ability to undertake the assignment) Q#6 - Firm's relevant experience of proposed team members.

Business Plan (35 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Q#3 - Firm is open to facility being open to other promoters.

Weaknesses: Q#1 - Firm's experience in managing similar venues. Q#2 - Firm's background and history that uniquely qualify their proposal. Q#4 - Firm's explanation of recommended changes to the Amphitheater property and operation to make the Greenway open to the public at all times and explanation of funding. Q#5 - Firm's discussion of how capital improvements they determined are needed for improved venue operation would be funded. Q#6 - Firm's plans for food & beverage operations. Q#8 - Firm's Demonstration of how the business plan will be implemented including identifying challenges and issues.

Financing Proposal (20 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below.

Weaknesses: Q#3 - Proposed revenue sharing program including details on how it would be structured.

Diversity Practices (10 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Firm's response provided information that addressed the diversity practices evaluation questions.

Weaknesses: Firm's response did not provide the requested Diversity Practices Evaluation Form and responses lacked detail.

Opry Entertainment Group

Qualifications and Experience(35 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below.

Weaknesses: Q#2 - Firm's demonstration of related project experience. Q#6 - Firm provided bios, not resumes.

Business Plan (35 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Q#3 - Firm is open to facility being open to other promoters. Q#4 - Firm's explanation of recommended changes to the Amphitheater property and operation to make the Greenway open to the public at all times and explanation of funding.

Weaknesses: Q#1 - Firm's experience managing similar venues. Q#8 - Firm's business plan did not identify challenges.

Financing Proposal (20 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Q#3 - Overall strong financial proposal.

Weaknesses: Q#3 - Firm did not commit rental amount for non-concert events that are not ticketed.

Diversity Practices (10 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below.

Weaknesses: Firm's response did not provide the requested Diversity Practices Evaluation Form and responses lacked detail.

Business Acumen (50 Points)

Strengths: Firm's response addressed everything we requested in the RFP except for the weaknesses noted below. Q#3 - Firm's response to how they plan to manage potential risks.

Weaknesses: Q#1 - Firm's response to Overall Venue Naming Rights Q#2 - Firms response to Open Room did not cite details of what they would do to ensure that the amphitheater would be available to a wide range of diverse artists.

Solicitation Title & Number			RFP Cost Points	RFP SBE/SDV Points	Total Cost Points
Management of the Nashville River Front Amphitheater; RFQ# 373409			50	0	50
Offeror's Name	Total Bid Amount	SBE/SDV Participation Amount	RFP Cost Points	RFP SBE/SDV Points	Total Cost Points
AEG Presents LLC	\$ 27,840,990.13		33.81	0.00	33.81
Live Nation Worldwide, Inc	\$ 39,730,562.95		48.25	0.00	48.25
Opry Entertainment Group	\$ 41,170,000.00		50.00	0.00	50.00

Ferguson, Scott (Finance)

From: Cline, Evans (Finance)
Sent: Tuesday, April 1, 2025 2:12 PM
To: Ferguson, Scott (Finance)
Subject: RFQ 373409 Final Assessment
Attachments: Diversity Practices Evaluation doc- Opry Entertainment RFQ 373409.pdf

Good afternoon. Please accept this as my final assessment for the referenced RFQ. No EBO or SBE/SDV programs were applied, but a 10-point Diversity Practices Evaluation was applied (attached). BAO has reviewed the awardee's diversity plan and provided a score of 5 out of 10 possible points. No B2Gnow monitoring is required for this contract. Please contact me with questions. Thanks.

Evans W. Cline, CCA
Department of Finance - Business Assistance Office (BAO)
Metropolitan Government
Nashville & Davidson County
(O) 615-862-6137

metropolitan government of nashville & davidson county



Vendor Evaluation

for diversity, equity, and inclusion practices

Solicitation Number: 373409

Project Title: Management of Nashville Riverfront Amphitheater

Date: 3/28/25

Questions?

Email BAO@Nashville.gov

submit completed evaluation form to BAO@Nashville.gov.

Vendor Details

Vendor:	<u>Opry Entertainment Group</u>	Contact Person:	<u>Patrick Moore</u>
Email:	<u>pmoore@opry.com</u>	Phone:	<u>n/a</u>
Address:	<u>1 Gaylord Drive, Nashville, TN 37214</u>		
Other:	<u></u>		

Programatic Review

Do you have a specific program to promote the use of black and brown owned, women-owned, LGBT-owned, service disabled veteran-owned, or small businesses?

☐

YES

☒

NO

If NO, proceed to page 3. If yes, upload documentation in the form of a policy manual or similar document.

Do you have measurable goals for the utilization of these types of businesses on non-government projects?

☐

YES

☒

NO

If YES, please provide both the goal and actual achievement for your most recently completed fiscal year -->

Firm Type	Goal	Actual
Minority Owned		
Woman Owned		
LGBT Owned		
Service Disabled Veteran Owned		
Small Business		

Do you have an employee dedicated, in whole or in part, to the administration of this program?

☐

YES

☒

NO

If YES, please provide -->

Program	Staff
Name	
% of time spent on program	
Email/Phone	

Mentorship

Do you participate in any government - sponsored mentorship programs assisting black and brown owned, women owned, LGBT owned, service disabled veteran owned, or small businesses?

☐

YES

☒

NO

If YES, please list them:

Government Sponsor	Business Mentored

Do you provide industry specific training to black and brown owned, women owned, LGBT owned, service disabled veteran owned, or small businesses?

☐

YES

☒

NO

If YES, please complete:

Number Trained	Hours Provided

Briefly, is there anything else about your diversity, equity, and inclusion practices that we should know?

Bidder submitted supplemental Diversity Practices documents in lieu of completing this Diversity Practices Evaluation form.

Scoring was based on the information in the supplemental documents. BAO staff has attached the supplemental documents to the final assessment.

BELOW TO BE COMPLETED BY METRO STAFF

Total Score: 5/10 Initial: EC

QUESTION	Score	Comment
1	1/2	Deducted one point for lack of detail.
2	1/2	Deducted one point for lack of relevant information.
3	1/2	Deducted one point for lack of relevant information.
4	1/2	Deducted one point for lack of detail.
5	1/2	Deducted one point for lack of detail.



**Notice
Unacceptable Offer**

Solicitation Number	373409	Date	2/10/2025 8:14 AM CST
Solicitation Title	Managment of the Nashville Riverfront Amphitheater		
Buyer Name	Scott Ferguson	Buyer Email	scott.ferguson@nashville.gov
BAO Rep	Evans Cline	BAO Email	evans.cline@nashville.gov

Unacceptable Offer

The following supplier has submitted an offer that is unacceptable:

Company Name	Mammoth, Inc.	Company Contact	Rob Owens
Street Address	1520 Haskell Ave.		
City	Lawrence	State	KS
		Zipcode	66044

Suppliers with unacceptable offers will not be considered for award.

Public Information and Records Retention

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Dennis Rowland