



State of Colorado
Colorado State Fair Authority

REQUEST FOR PROPOSAL
for
FOOD AND BEVERAGE CONCESSIONAIRE SERVICES

July 1, 2026

The Colorado State Fair Authority, hereinafter known as the Authority, invites qualified parties to review and submit proposals for the Food and Beverage Concessionaire Services contract. All submissions must follow the requirements and guidelines outlined in this document.

All agreements executed with the State of Colorado, Authority, will incorporate, directly or by reference, the State of Colorado's General Terms and Conditions and Contractor Certification Clauses.

If desired, a **pre-proposal meeting and site walkthrough** must be scheduled within these dates and times: July 1 - July 31, 2026. The meeting will begin at the Cultural Heritage Building at the Colorado State Fair, located at 1001 Beulah Ave. Pueblo, CO. For site walkthroughs during the 2026 Colorado State Fair, any visits must be scheduled on Aug. 31, or Sept. 1-3, 2026.

Proposal Submission Deadline

All proposals must be received no later than 5:00 pm on September 30, 2026. Please submit proposals via email to ava.aguirre@state.co.us, certified USPS mail to Colorado State Fairgrounds, Attn: Sales/Rentals, 1001 Beulah Ave, Pueblo, CO, 81004, or hand delivered to 1001 Beulah Ave, Pueblo, CO, 81004.

If clarification or additional information is needed, questions must be submitted via email to ava.aguirre@state.co.us.

Please be advised that only communications issued as official addenda will be considered binding. Verbal statements or informal guidance will not be recognized as official.

Thank you for your interest in partnering with the Authority.

1. Background

- a. The Authority is a division of the Colorado Department of Agriculture.
- b. The concessionaire provides concessions for 400,000 to 500,000 attendees of the annual Colorado State Fair and Industrial Exposition (State Fair or Fair) event, as well as thousands of patrons who attend events held on the fairgrounds, including consumer and livestock shows, concerts, and rodeos.

2. Purpose and Scope of Work

- a. Concessionaires will have the right, unless otherwise specified in the RFP, to sell food and beverage on the Authority's fairgrounds. Those rights only extend to the specific building/area referred to in this proposal and agreed to in the contract.
- b. Concessionaires will have no right to sell food and beverages, except alcohol, at any Authority-produced events or at any event where food is an integral part of the event and where the Authority must enter into an agreement with that event's promoter.
- c. Catering: Concessionaires may have the opportunity to provide catering services for events held on the fairgrounds on a non-exclusive basis and may have first right of refusal for fairtime events.
- d. Office Space/Storage Area: To be mutually agreed upon based on location. Any use of office space or storage may be subject to a separate agreement that may include charges for rent and/or utility fees.
- e. Entertainment: Any entertainment contracted by the concessionaire must be pre-approved by the General Manager.
- f. Description of Events held: Varies by location
- g. Fees and Commission
 - i. Guarantee of \$1,000 is due to the Authority with the signing of each annual fair event agreement (separate to the year-round agreement). Guarantee money applies to the percentage owed at the completion of each annual fair event.
 - ii. For each annual fair and any full grounds, off season event, the concessionaire must pay 25% of gross food sales and 30% of gross alcohol sales to the Authority
 - iii. For any single building, off season event, the concessionaire must pay 18% of gross food sales and 20% of gross alcohol sales to the Authority.
 - iv. The concessionaire must pay a \$500 utility fee and \$75 electrical inspection fee prior to each annual State Fair event.

- 3. **Procurement Code**: The Authority was created pursuant to §35-65-401(1) C.R.S., and is exempt from the Colorado Procurement Code (the Procurement

Code) pursuant to §24-101-105(1) C.R.S. As such, this Request for Proposal is EXEMPT from the Procurement Code and may not necessarily conform to the usual requirements for an RFP, §24-103-203 C.R.S. Any references to the Procurement Code or its sections that may be found in this solicitation are for illustrative purposes only and not binding upon the State or the Authority. This RFP will differ in certain and stated ways and may not, and is not, required to explicitly spell out any differences from the requirements of §24-103-203 C.R.S.

4. **Insurance Requirements:** Contractor shall obtain and maintain at all times during the term of this Agreement insurance covering Contractor's employees, independent contractors, sub-contractors, and agents as follows:
 - a. General, Personal Injury, and Automobile Liability (including bodily injury, personal injury, and property damage) minimum coverages:
 - i. \$1,000,000 each occurrence;
 - ii. \$1,000,000 general aggregate;
 - iii. \$1,000,000 products and completed operations aggregate; and
 - iv. \$50,000 any 1 fire
 - b. Workers' Compensation: Workers' Compensation insurance is required by state statute and employers' liability insurance covering all Contractor or Subcontractor employees acting within the course and scope of their employment.
5. **Exhibits:** The following documents are exhibits of this RFP:
 - a. Exhibit A
 - i. Selection list of locations available for bid
 - b. Exhibit B - Southwest Motors Events Center
 - i. Grounds map, liquor license area
 - c. Exhibit C - Big R Arena and Grandstand Walk-By
 - i. Grounds map, liquor license area
 - d. Exhibit D - PB&T Bank Pavilion and Horse Show Complex Watering Hole
 - i. Grounds map, liquor license area, layout
 - e. Exhibit E - American Furniture Warehouse Amphitheater
 - i. Grounds map, liquor license area
 - f. Exhibit F - Retail Restaurant and Bar Space A
 - i. Grounds map, liquor license area
 - g. Exhibit G - Retail Restaurant and Bar Space B
 - i. Grounds map, liquor license area
 - h. Exhibit H - CSU Pavilion
 - i. Grounds map, liquor license area
 - i. Exhibit I

- i. Three year history of current concessionaire's revenue, both fairtime and non-fair time
- j. Exhibit J
 - i. Inventory of general equipment provided on-site by the Authority

6. Minimum Qualifications for Proposers

- a. Must have been in business as a food and beverage concessionaire for the last 3 years and must still be in business as a food and beverage concessionaire.
 - b. Must have experience providing concessions to thousands of patrons. (See [9.b.vi](#) below.) Menu and prices must be included in the proposal.
 - c. Must currently have or be able to obtain a liquor license from the Colorado Department of Revenue. Current licenses must be in good standing. Current location liquor licenses may be transferable upon contract award.
 - d. Comply with the Authority's insurance requirements (see #4 above).
 - e. Comply with all Pueblo Department of Public Health & Environment regulations, pass annual inspections, and currently hold or be able to obtain a restaurant license.
 - f. Must be operational for the 2027 season, beginning January 1, 2027.
 - g. Supply and maintain any commercial kitchen equipment (stoves, grills, refrigerators, freezers, etc.) required for this venue that is not provided.
 - h. Supply any beer dispensing equipment that is not provided for this venue.
 - i. Supply tables and chairs that are not provided for this venue.
 - j. Provide a reputable POS system for recording all sales (cash and credit card) that comply with Authority requirements, including any requirements specific to the annual fair. The proposed system must be included in the proposal and approved by Authority.
 - k. When applicable, use only those products sold by the Authority's exclusive sponsors.
 - l. Meet all financial requirements concerning guarantees and fees.
 - m. Present a detailed innovative concept(s) along with a structured plan for effectively implementing and delivering services.
7. **Term:** The term of this Agreement shall be three (3) years with two (2) 1-year options to renew.

8. Proposal Requirements and Information

- a. Key Action Dates (subject to change)

<u>Event</u>	<u>Date</u>

RFP Published	July 1, 2026
Question Period	<u>Must be submitted by 9/15 by 5:00 pm</u>
Walkthrough Period	July 1 - July 31, 2026
Answers Provided	<u>Ongoing answers provided no later than 5:00 pm on 9/18</u>
Final Date for Proposal Submission	September 30, 2026 at 5:00 pm
Proposal Presentations	On or about October 6, 2026
Approximate Proposed Award Date	October 30, 2026

9. Submission of Proposal Requirements

- a. All information requested in the proposal must be provided as part of any submission. Failure to provide complete and accurate information will result in rejection of submission.
- b. **Required Proposal Information/Material**
 - i. Legal name, address, phone number, and email address of the concession company.
 - ii. Name and position of the person(s) responsible for this proposal and submission.
 - iii. Names of all people having ownership rights or an interest in this business.
 - iv. Attach as Exhibit #1 a menu of all food and beverages, with proposed pricing.
 - v. Attach as Exhibit #2 any proposed interior and/or exterior improvements/enhancements for the concession area.
 - vi. Attach as Exhibit #3 a resume of your experience as a concessionaire, caterer, restaurateur, or experience in the hospitality industry over the last 3 years for all people listed in (iii).

- vii. Attach as Exhibit #4 a minimum of one (1) verified financial reference (banking or credit institution); one (1) major food or beverage supplier, and one (1) character reference. Provide company name, contact person, address, telephone number, and email address.
- viii. Attach as Exhibit #5 any additional information or documentation to be presented for consideration. Please also answer the following:
 - 1. Can you handle high volume while continuing to maintain food quality and customer service?
 - 2. How will you participate in adding value for the Colorado State Fair customer?

10. Submission Selection and Award

- a. All proposals will be reviewed, verifying all information requested in this RFP. Presentation to the Colorado State Fair Board of Authority will be required.
- b. Selection will be based on the best overall submission of criteria in this proposal, in addition to the current and future vision for the facility.
- c. The decision made by the Authority will be based on its best interest, those of its patrons, and potential customers/promoters, and will be final.

Exhibit A

Please select the concession area(s) for which you wish to submit this proposal. Please submit one comprehensive proposal that includes all selected areas. (Numbers correspond with map location).

- ☐ Southwest Motors Events Center (1)
- ☐ Big R Arena and Grandstand Area Walk-By (2,3)
- ☐ PB&T Bank Pavilion and Horse Show Complex Watering Hole (4,5)
- ☐ American Furniture Warehouse Amphitheater (6)
- ☐ Restaurant and Bar Space A (7)
- ☐ Restaurant and Bar Space B (8)
- ☐ CSU Pavilion (9)

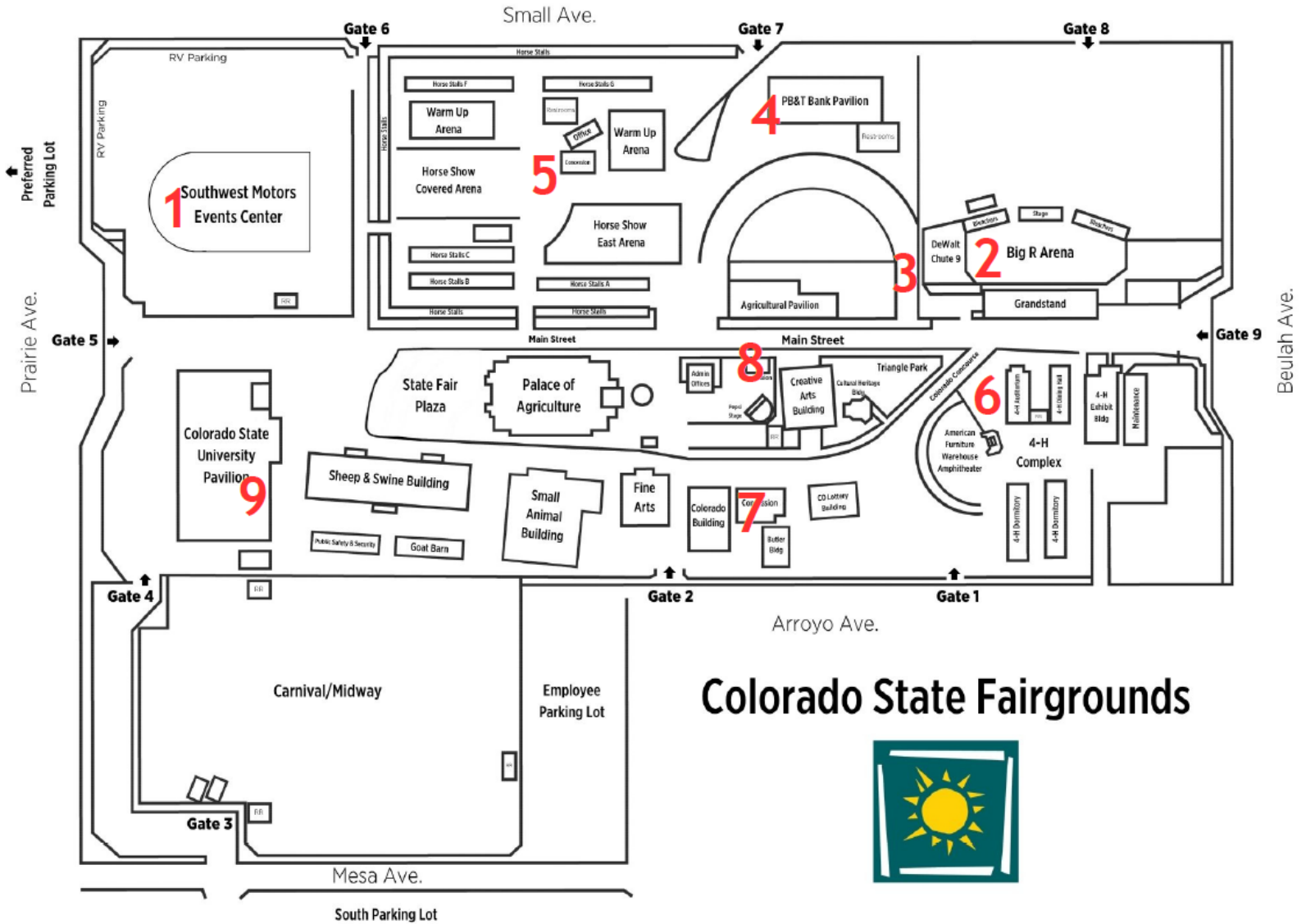
Exhibit B

Southwest Motors Events Center (1)

Current liquor license type: Hotel & Restaurant

Authority's liquor license preference: Hotel & Restaurant

Liquor license expires: July 22, 2027





Colorado State Fair Events Center

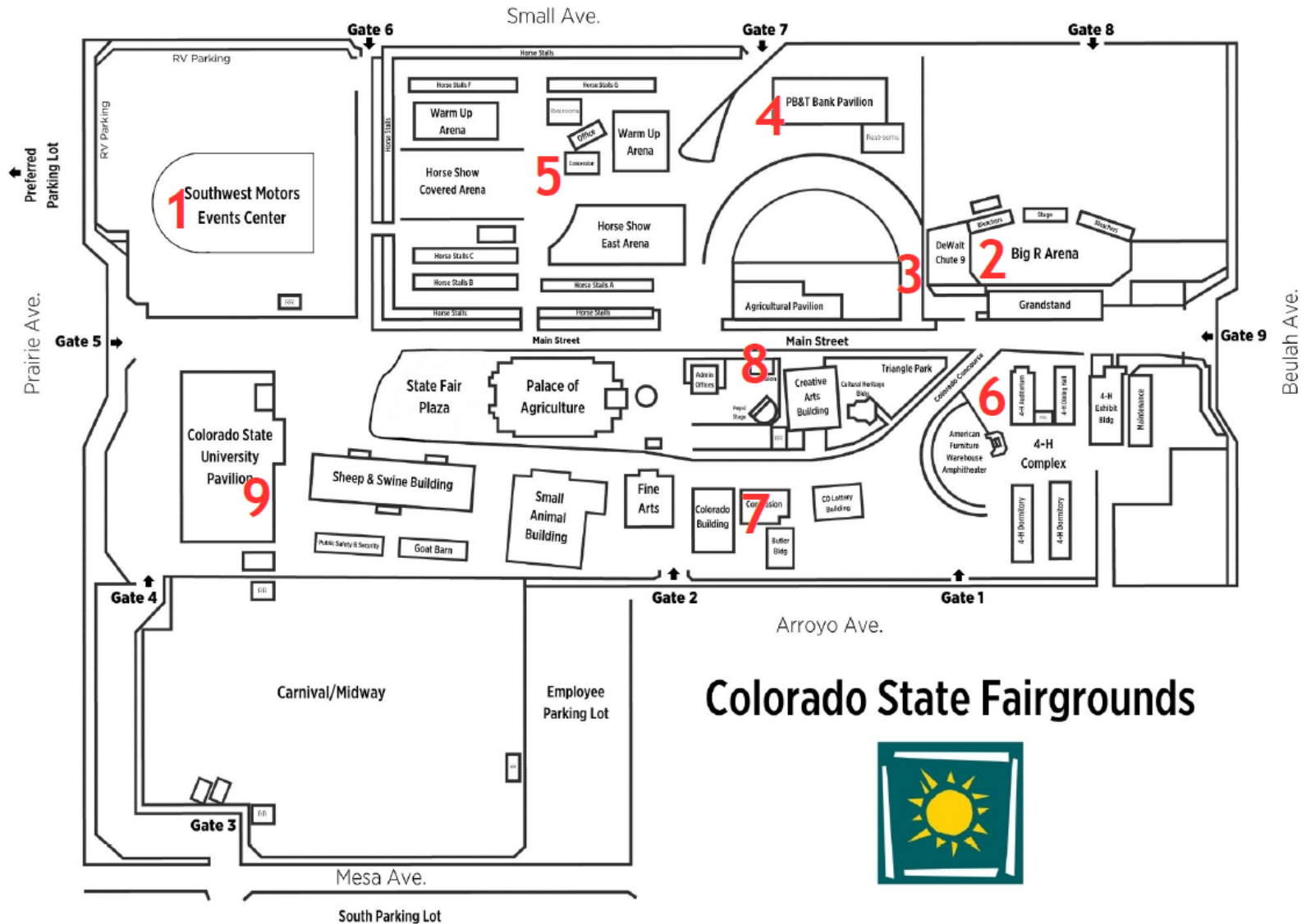
Exhibit C

Big R Arena and Grandstand Walk-By (2,3)

Current liquor license types: Arena - Hotel & Restaurant; Walk-By - Tavern

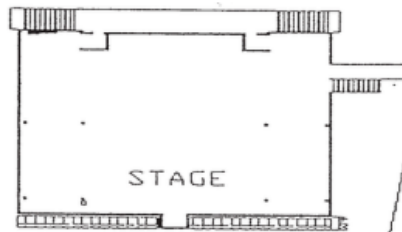
Authority's liquor license preference: Arena - Hotel & Restaurant; Walk-By - Tavern

Liquor licenses expire: Arena - May 29, 2027; Walk-by - June 26, 2027



Big R Rodeo Arena

Rodeo 1
Food/
Beverage



Bleachers

Bleachers

Liquor license encompasses
entire Grandstand area to
the back of the stage

Chute 9
Private
Event/VIP

BLEACHERS



GRANDSTAND
Concessions
Food/beverage
under Grandstand

Short-go
Private Event/
VIP



The Grandstand Walk-By is a temporary bar that is set up for certain grounds-wide events including the NSRA Rocky Mountain Nationals and the annual Colorado State Fair. Layout for this area is created by the concessionaire and approved by the General Manager. Previous layouts have included a covered seating area, with a mobile bar setup, and beer trailer.

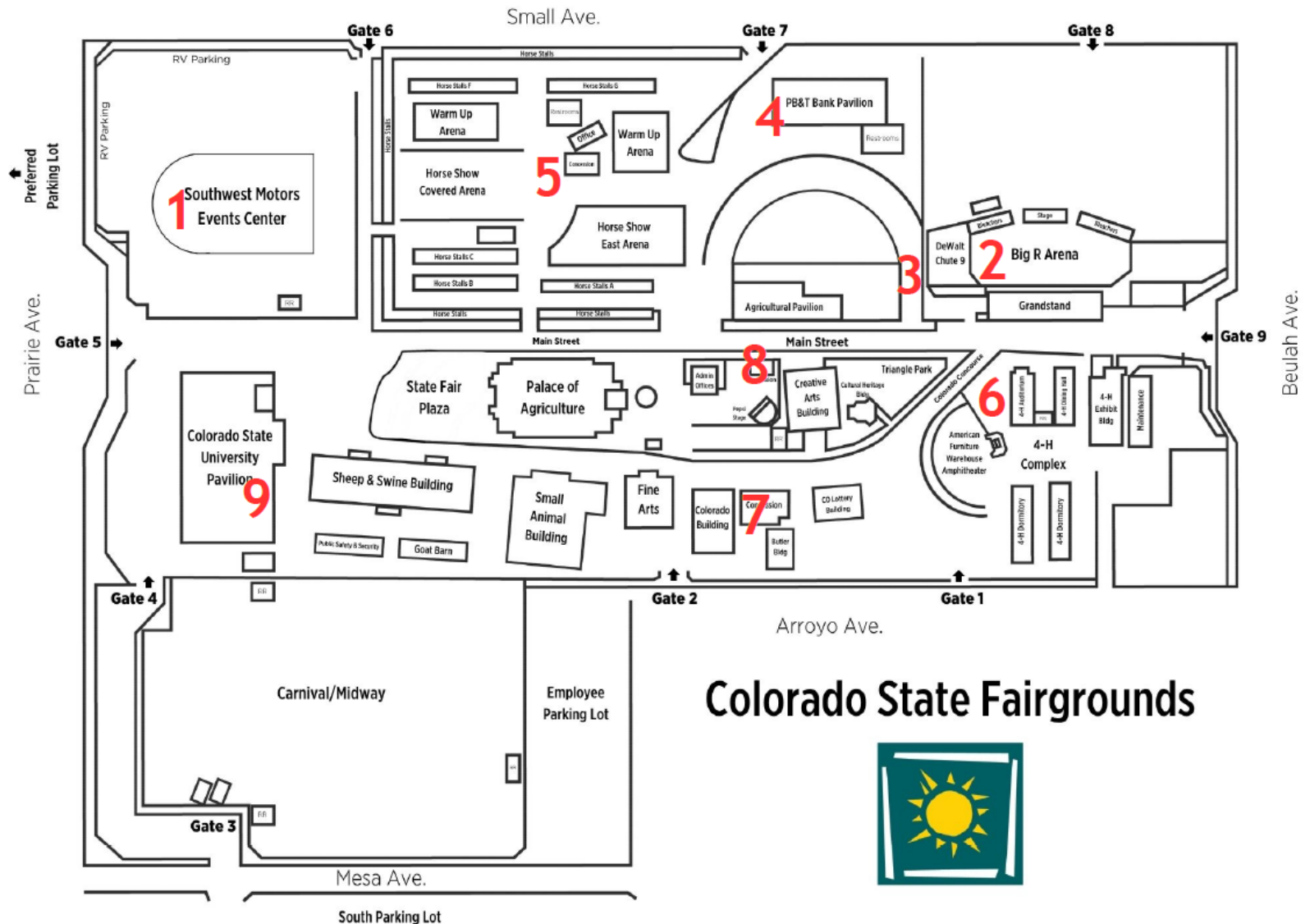
Exhibit D

PB&T Bank Pavilion and Horse Show Complex Watering Hole (4, 5)

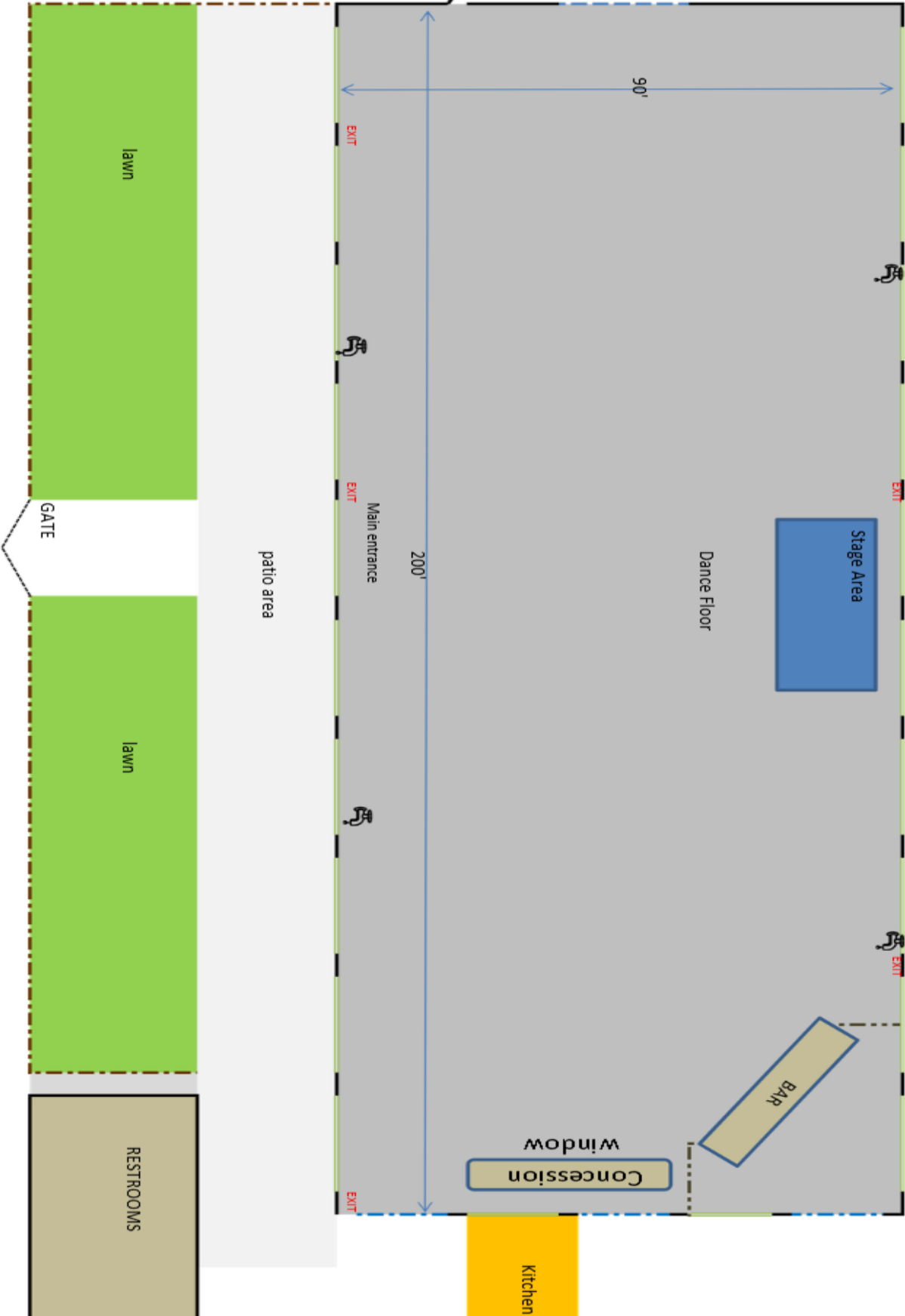
Current liquor license types: PB&T - Hotel & Restaurant, Watering Hole - Hotel & Restaurant

Authority's liquor license preference: PB&T - Hotel & Restaurant; Watering Hole - Hotel & Restaurant

Liquor licenses expire: Pavilion - May 16, 2027; Watering Hole - July 20, 2027



PB&T Bank Pavilion



Horse Show Complex Watering Hole

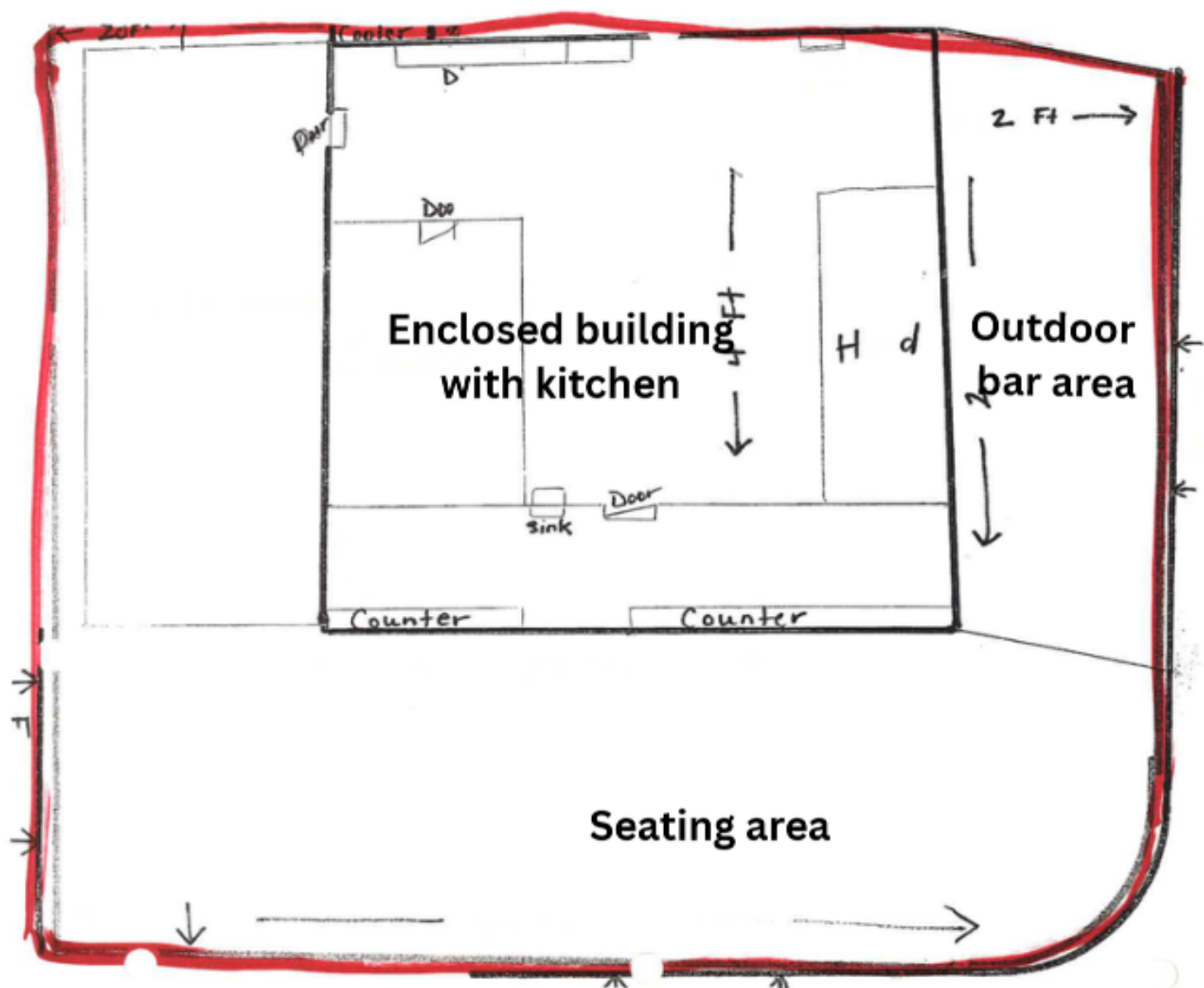
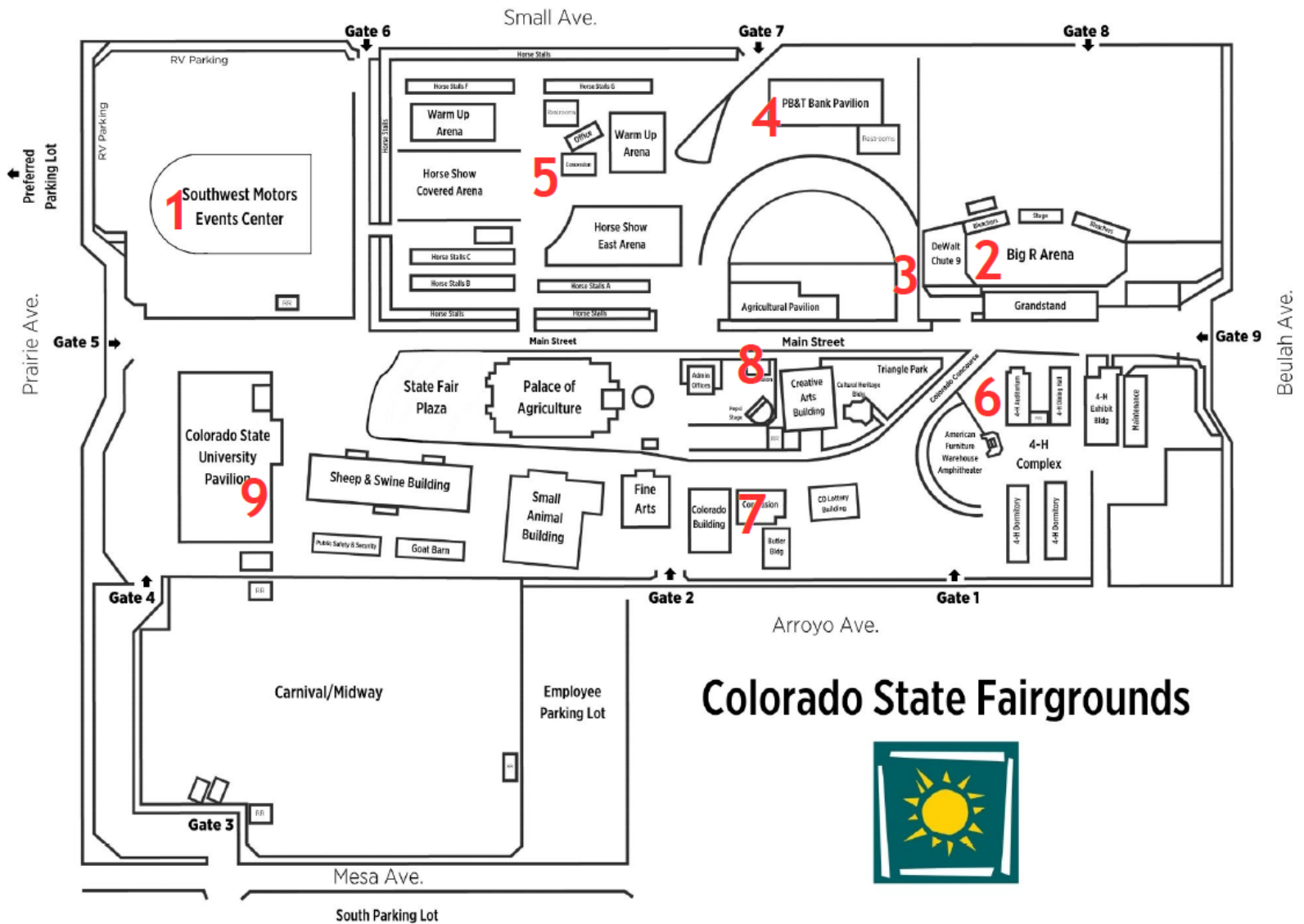


Exhibit E

American Furniture Warehouse Amphitheater
Current liquor license type: Hotel & Restaurant
Authority's liquor license preference: Hotel & Restaurant or Tavern
Liquor license expires: June 20, 2027

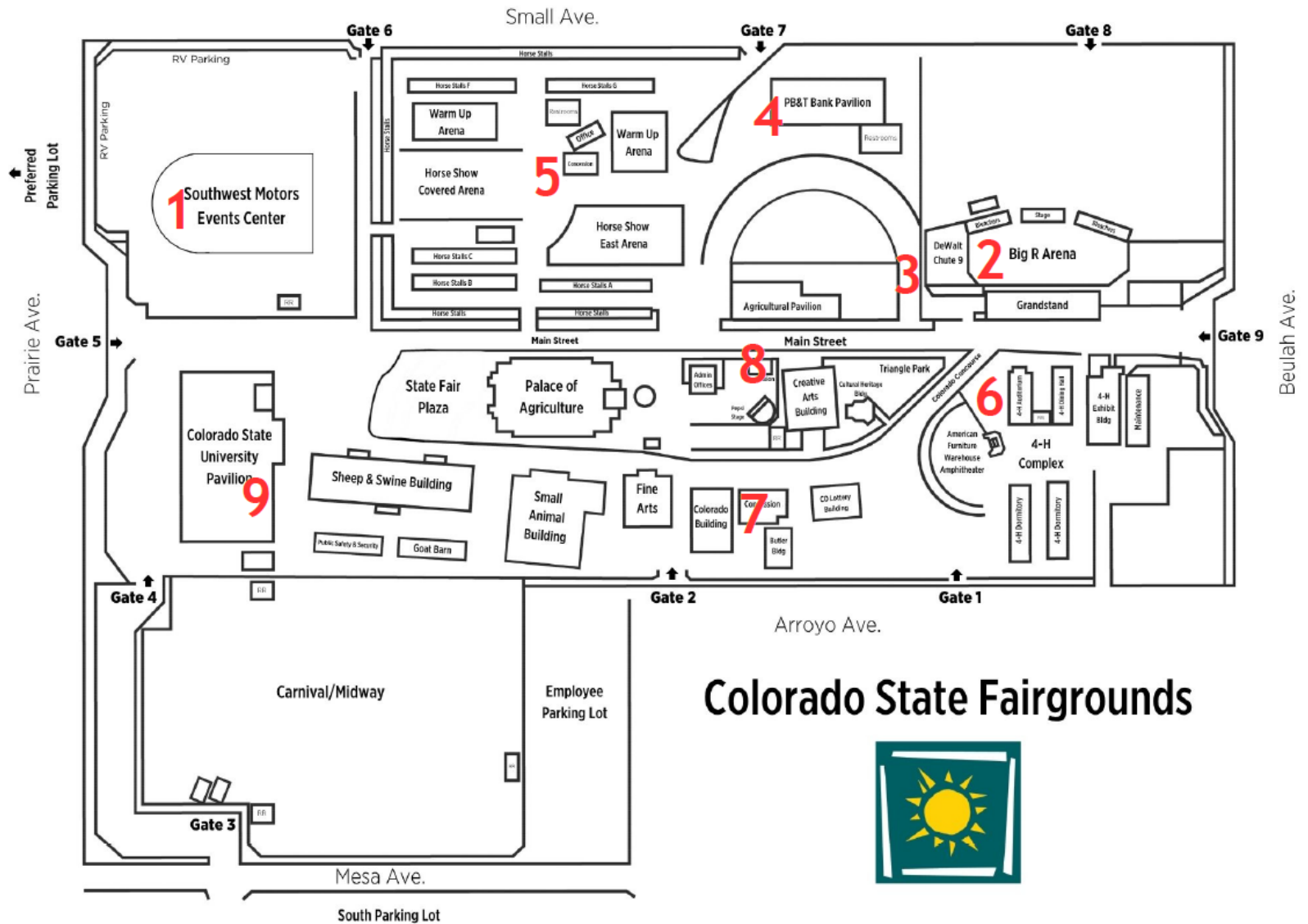




The Amphitheater bar is a temporary bar that is set up for certain grounds-wide events including the NSRA Rocky Mountain Nationals and the annual Colorado State Fair. Layout for this area is created by the concessionaire and approved by the General Manager. Previous layouts have included a covered seating area, mobile bar setup, and beer trailer.

Exhibit F

Restaurant and Bar Space A
Current liquor license type: Hotel & Restaurant
Authority's liquor license preference: Hotel & Restaurant
Liquor license expires: June 21, 2027



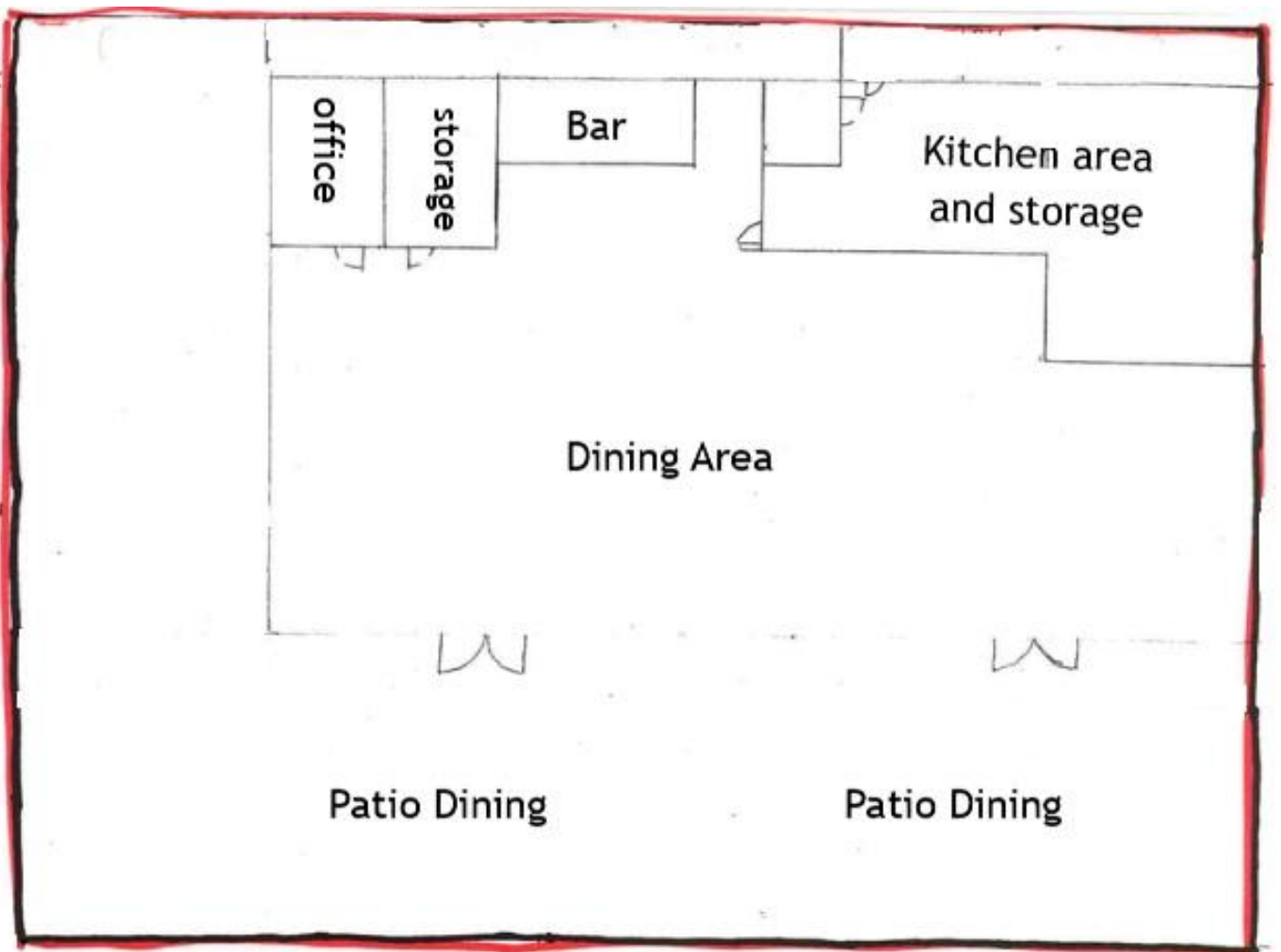


Exhibit G

Restaurant and Bar Space B

Current liquor license type: Tavern

Authority's liquor license preference: Hotel & Restaurant or Tavern

Liquor license expires: July 18, 2026

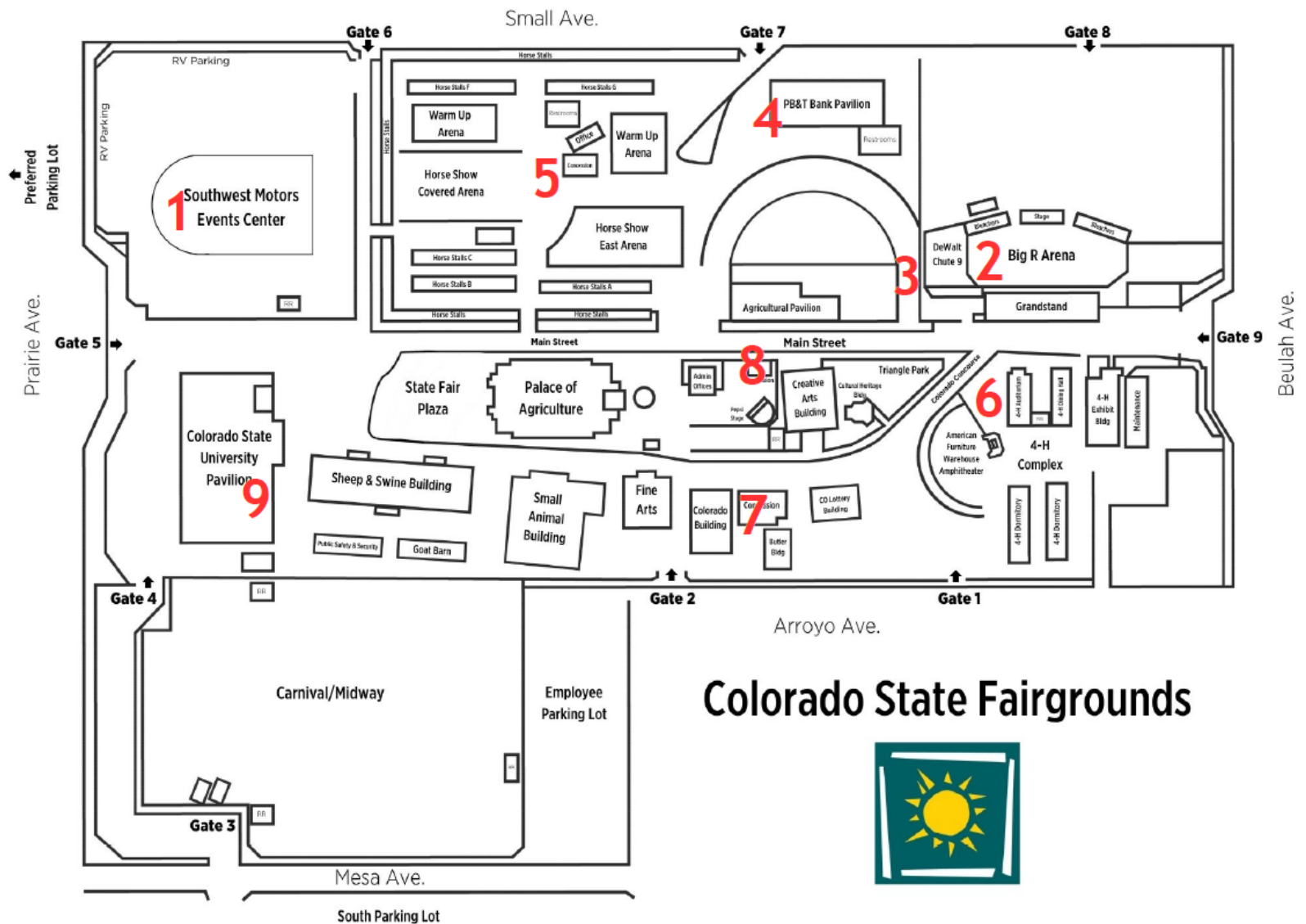




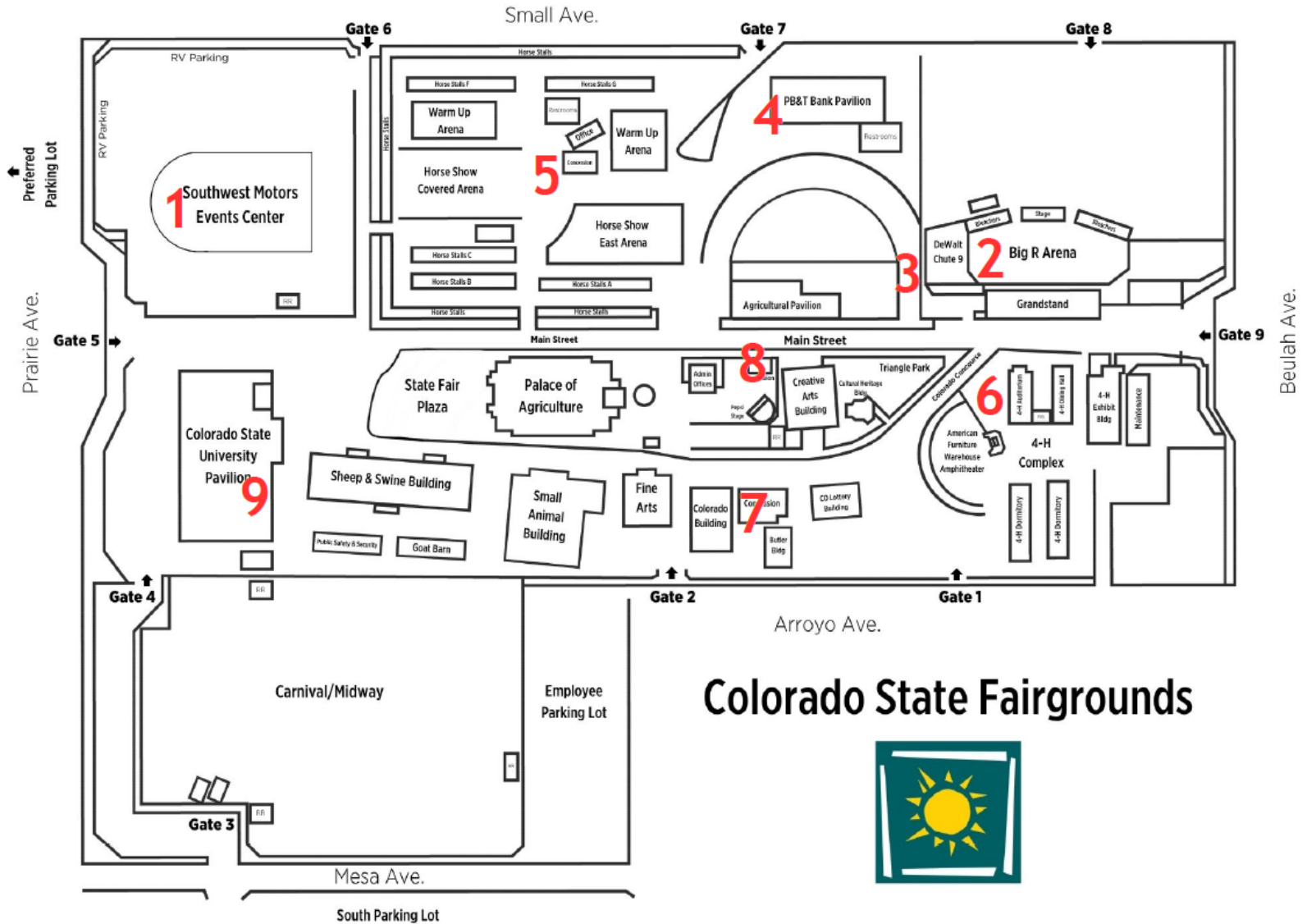
Exhibit H

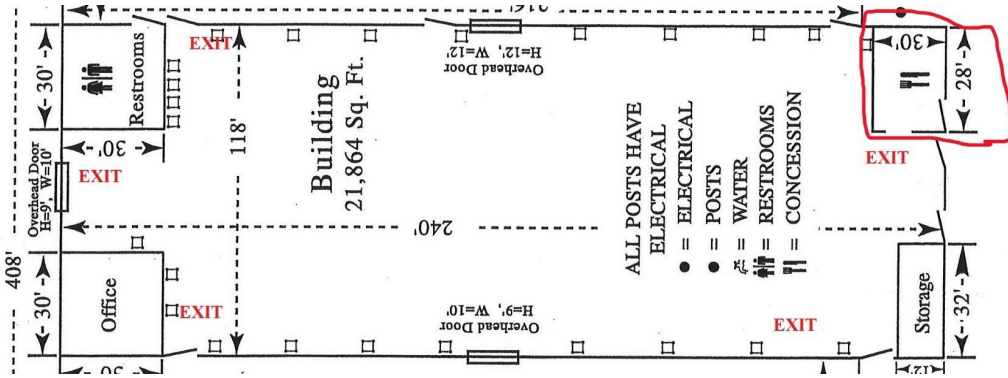
CSU Pavilion

Current liquor license type: Hotel & Restaurant

Authority's liquor license preference: Hotel & Restaurant

Liquor license expire: March 15, 2027





Area enlarged below

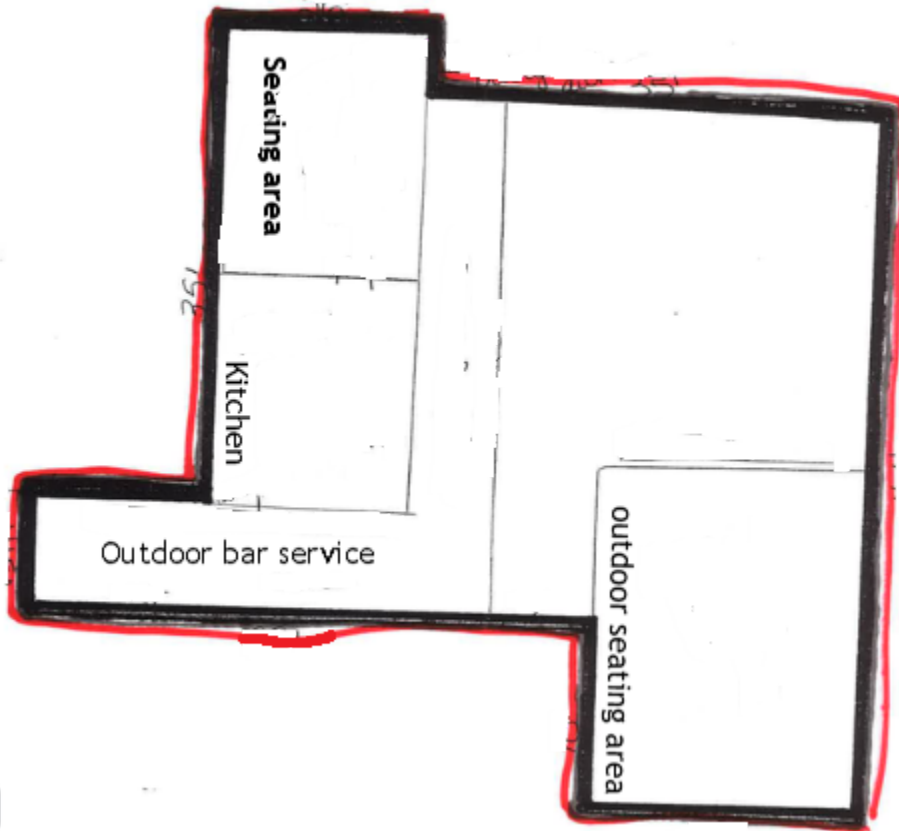


Exhibit I

Historical concessions revenue for FY23, FY24, FY25
Authority's Fiscal Year runs July 1 - Jun 30

	Southwest Motors Event Center (1)	
	Non-Fair	Fair
FY23	\$ 63,535.44	\$ 144,785.04
FY24	\$ 194,399.25	\$ 147,277.51
FY25	\$ 121,047.80	\$ 118,684.76

	Big R Arena (2)		Grandstand walk-by (3)	
	Non-Fair	Fair	Non-Fair	Fair
FY23	\$ -	\$ 365,656.36	\$ 4,948.65	\$ 45,041.51
FY24	\$ -	\$ 346,082.02	\$ 2,408.08	\$ 42,244.42
FY25	\$ 13,277.25	\$ 347,591.63	\$ 3,194.70	\$ 33,287.36

	PB&T Bank Pavilion (4)		Watering Hole (5)	
	Non-Fair	Fair	Non-Fair	Fair
FY23	\$ -	\$ 104,418.28	\$ 26,006.63	\$ 42,210.51
FY24	\$ 4,353.25	\$ 90,568.12	\$ 8,601.03	\$ 40,241.40
FY25	\$ -	\$ 70,839.22	\$ 6,823.25	\$ 42,059.94

	AFW Amphitheater (6)	
	Non-Fair	Fair
FY23	\$ 15,172.63	\$ 184,891.28
FY24	\$ 12,960.30	\$ 206,839.95
FY25	\$ 11,145.32	\$ 169,181.11

	Restaurant and Bar Space A (7)	
	Non-Fair	Fair
FY23	\$ 14,766.50	\$ 288,464.02
FY24	\$ 19,209.11	\$ 277,116.17
FY25	\$ 19,316.45	\$ 278,477.46

	Restaurant and Bar Space B (8)	
	Non-Fair	Fair
FY23	\$ -	\$ 81,448.19
FY24	\$ 11,589.22	\$ 81,399.45
FY25	\$ 12,770.62	\$ 74,617.10

	CSU Pavilion (9)	
	Non-Fair	Fair
FY23	\$ 9,418.48	\$ 163,369.64
FY24	\$ 13,637.69	\$ 161,543.45
FY25	\$ 21,315.03	\$ 153,798.79

Exhibit J

Equipment provided on-site by Authority

- Southwest Motors Events Center (1):
 - 3 compartment sink - Qty. 4
 - Hand washing sink - Qty. 4
 - Hot water heater - Qty. 2
 - Hood vent/ ANSUL system - Qty. 2
 - Cabinets - Qty. 3
 - Grease trap - Qty. 1
- Big R Arena (2):
 - Walk-in refrigerator - Qty. 1
 - 3 compartment sink - Qty. 3
 - Hand washing sink - Qty. 2
 - Hot water heater - Qty. 1
 - Hood vent w/ ANSUL system - Qty. 1
- Grandstand Walk-By (3):
 - Nothing provided
- PB&T Bank Pavilion (4):
 - Nothing provided
- Horse Show Watering Hole (5):
 - 48" shelf top grill - Qty. 1
 - 18" Wolf charbroiler - Qty. 1
 - 6" equipment stand - Qty. 1
 - Super runner fryer - Qty. 1
 - 24x24 floor sink w/ faucet - Qty. 1
 - 5 gallon grease trap - Qty. 1
 - 12" hand sink w/ soap and paper towel dispenser - Qty. 2
 - 72" grease hood w/ ANSUL system - Qty. 1
 - Walk in cooler - Qty. 1
 - 4 head tap system w/ tavern heads - Qty. 1
 - Ceiling fan - Qty. 1
 - Security grates and window blinds - Qty. 2
 - 40 gallon hot water heater - Qty. 1

- 24" air swamper - Qty. 2
 - 3 compartment sink - Qty. 1
- AFW Amphitheater (6):
 - Nothing provided
- Restaurant and Bar Space A (7):
 - Swamp cooler - Qty. 2
 - Large bar - Qty. 1
 - Hood vent w/ ANSUL system - Qty. 1
 - Ceiling fans - Qty. 2
- Restaurant and Bar Space B (8):
 - Grill - Qty. 1
 - Fryer - Qty. 1
 - Hood vent - Qty. 1
 - 2 door freezer - Qty. 1
 - 2 door refrigerator - Qty. 1
 - Prep table - Qty. 1
 - Ice machine - Qty. 1
 - Hand sink - Qty. 1
 - 3 compartment sink - Qty. 1
- CSU Pavilion
 - Hot water heater - Qty. 1
 - Beer cooler - Qty. 1
 - Hood vent w/ ANSUL system - Qty. 1