SOLICITATION FOR OFFER	BID DUE DATE AND TIME		
BOARD OF SUPERVISORS OF LOUISIANA STATE UNIVERSITY AND AGRICULTURAL & MECHANICAL COLLEGE	10/01/2024 02:00 PM CT		
SOLICITATION RFQ-0000002305 SUPPLIER # SUPPLIER NAME AND ADDRESS	RETURN BID TO  Louisiana State University and Agricultural and Mechanical College Procurement 213 Thomas Boyd Hall Baton Rouge, LA 70803		
	Buyer Jamie Phillips Maddie Buyer Phone +1 (225) 578-7552 Buyer Email jphil41@lsu.edu Issue Date 07/18/2024		
TITLE: Management of the LSU University Bookstore	135ue Date 01/10/2024		
This Addendum is hereby made an official part of this So EXTENDED FROM 9/17/2024 AT 2:00 PM TO 10/1/202 and respondent inquiries and responses.	24 AT 2:00 PM CST. See attached for specification changes		
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#### Addendum 01

## RFQ-0000002305

This Addendum includes a revised Schedule of Events extending the offer due date.

# 2.2 Revised Schedule of Events

Event	Date	Time (CST)
SFO posted to the LaPAC	July 19, 2024	
Mandatory Pre-Offer Tour - Shreveport	August 14, 2024	
Mandatory Pre-Offer Tour - Alexandria	August 14, 2024	
Mandatory Pre-Offer Tour – Baton Rouge	August 15, 2024	
Deadline for Receiving Written Inquiries.	August 27, 2024	2:00 PM
Issue Responses to Written Inquiries	September 5, 2024	
OFFER DUE DATE AND TIME.	October 1, 2024	2:00 PM
Offers received late for whatever reason will not be considered.	, , , , , , , , , , , , , , , , , , , ,	
Written Clarifications/Presentations		
Please note that designated Respondents may be required to make oral presentations relative to their respective Offers prior to	TBD	
the final selection of the Supplier. Those Respondents selected to		
make such presentation will be notified.		
Best and Final Offer (BAFO)	TBD	
Notice of Intent to Award issued	TBD	
Contract start date (Proposed)	May 1, 2025	

# **Respondent Inquiries and Responses**

Q1) Section 3.13 Maintenance- This section describes "Additional Rent" for all costs of operation and maintenance attributable to the Bookstore Facility at the Baton Rouge campus. Please provide the Additional Rent sums that have been due for the past two years for costs of operation and maintenance attributable to the Bookstore Facility at Baton Rouge campus, so we can account for it in its financial response. For clarity purposes is this "Additional Rent" in addition to any commissions, additional cash payments, in-kind contributions, and capital investments as described in Section 7 of the RFP? If so, where should this sum be accounted for on the Excel spreadsheet as described in Section 7?

R1) LSU Baton Rouge: FY23: \$264,000 annual or \$22,000/monthly

FY24: \$172,320 annual or \$14,360/monthly

Yes, the additional rent is in addition to any commissions, additional cash payments, in-kind contributions, and capital investments. The additional rent fluctuates, and payments are pre-determined by LSU Auxiliary Services and provided to supplier on an annual basis prior to the start of a new fiscal year. This sum is not to be included on the Excel spreadsheet described in Section 7.

Q2) Section 3.21 Campus Debit: Please provide the annual sales generated by use of the Campus Debit Card that would be applicable to the 3% service fee transaction charge.

R2) LSU Baton Rouge: FY23 total: \$134,105.62

FY24 total: \$80,222.20

LSU Shreveport: Not currently set up for campus debit card purchases. LSU Alexandria: Not currently set up for campus debit card purchases.

Q3) Section 3.3 and Appendix B: Please provide autoCad of the current Campus Bookstore locations. The current plans as provided within the Solicitation for Offer (SFO) do not provide the level of detail necessary to provide appropriate design plans for the University's review. Of most importance is the Baton Rouge location due to its size and scope. The newness of this building should make autoCAD readily available.

R3) AutoCAD drawings are not available for LSU Shreveport or LSU Alexandria. For Baton Rouge bookstore location AutoCAD please use the following links:

Union Square record CAD file

https://filestogeaux.lsu.edu/public/download.php?FILE=wghebr2/32876KJuHDU

**Union Square Construction Documents** 

https://filestogeaux.lsu.edu/public/download.php?FILE=wghebr2/71971FFAM3I

- Q4) Please identify who owns the present fixtures within the respective Campus Store? If owned by the University would these be available for use by the selected contractor?
- R4) The current supplier owns the fixtures within the LSU Bookstore facilities.
- Q5) Are there any unamortized dollars that would be due from the University to the current contractor should you end your current partnership? If so, how much would be due, and would the University look to the new contractor to pay this sum?
- R5) There are no unamortized dollars due from the University to the current contractor at the end of the current agreements.
- Q6) Is the Campus Store integrated with the University for the use of financial aid funds? If so, what are the amount of sales attributable to the use of financial aid at the Campus Bookstores?

R6) Baton Rouge: Does not provide student financial aid for bookstore purchases.

LSU Shreveport: Provides student financial aid allotments which differ per student.

LSU Alexandria: Student financial allotment is 2K per year.

Q7) Please provide the current SIS and LMS used by the respective University campuses.

R7) LSU Baton Rouge: Mainframe but moving to Workday Student in 2025; Moodle

LSU Shreveport: Integrow, a homegrown system but potentially moving to Workday

Student in Fall 2026; Moodle

LSU Alexandria: Power Campus; Moodle

Q8) Please provide detail so of your current contractual partnership including the # of years, commission rates, capital investment, etc...

#### R8) LSU Baton Rouge:

- Effective date May 4, 2000, extended through April 30, 2025.
- Annual Rent Obligation greater of Guarantee Amount of \$1,700,000 or Calculated Commission of
  - o 14% of all Gross Sales up to \$13,000,000
  - 15% of all Gross Sales from 13,000,000 to \$15,000,000
  - o 16% of all Gross Sales over \$15,000,000
  - o AND 9% of all Gross Sales of Digital Products
  - Annual Other Rent of \$70,000.

#### LSU Shreveport

- 8 years commencing May 14, 2018 through June 30, 2026, with option to extended for 2 additional 5 year terms for a total of up to an 18 year agreement.
- Calculated Commission
  - o 12.5% of all Gross Sales up to \$1,000,000
  - o 13.5% of all Gross Sales from \$1,000,000 to \$1,500,000
  - o 15% of all Gross Sales over \$1,500,000
  - o AND 7.0% of all Gross Sales of First Day and eTextbooks.

#### LSU Alexandria:

- 5 years commencing 2014 with one five-year option to renew
- Rent for each year shall be the larger of Annual Base Rent or Annual Percentage Rent: Guaranteed Amount \$90,000 year 1 and Guaranteed Amount in all future years an amount equal to ninety percent of the calculated commission on gross sales of the immediately preceding year <u>OR</u> 9% of all gross sales up to \$1,000,000 or 10% of all gross sales over \$1,000,000.
- Annual donation of \$9,900 to be used at the discretion of LSUA.
- Scholarship of \$1,000 annually to be used at LSUA discretion.
- Minimum of \$600 in merchandise annually.
- Q9) Appendix A Sales Information Is any of the Sales data provided for the three campus stores reflective of any Inclusive Access programs? If it is reflective in Appendix A please identify which product category it is embedded in and how much is that sum. If Inclusive Access is a part of the respective campuses but not reflected in Appendix A please provide these sums for the past year by campus. If there is no Inclusive Access on the campuses please advise.
- R9) The sales data provided in Appendix A does not include any Inclusive Access programs. LSU does not have any Inclusive Access programs.
- Q10) In Appendix F several financial categories are listed that include "Other Cash Payments", "Capital Investment Schedule", "Bookstore Commission", "Guaranteed Bookstore Commission", and :In-Kind Contributions". Can you please describe in greater detail what Other Cash Payments and In-Kind Contributions consist of so we may complete this form accurately for each campus.
- R10) See Section 7.2 A. of the SFO which describes what Additional Cash Payments and In-Kind Contributions consist of.
- Q11) We respectfully requests an extension of an additional two weeks for the due date of this proposal to October 1, 2024. This request is due in part that responses to questions from the University will be provided by September 5. This response date only allows responders two weeks to create a proposal based upon receipt of answers from questions that includes the request for autoCAD drawings. We thank you for taking this into consideration.
- R11) The offer due date is extended to October 1, see revised Schedule of Events.
- Q12) In Section 2.5.1, The University has requested 10 hard copied and 2 electronic copes. Does the University wish to receive Attachment F, Financial Offer in electronic copy only or do you require 10 print versions of this as well?
- R12) Attachment F should be provided in the 10 hard copies as well.

Q13) What percentage of overall sales in the bookstore came from financial aid?

R13) Baton Rouge: Does not provide student financial aid for bookstore purchases.

LSU Shreveport: Provides student financial aid allotments which differ per student.

LSU Alexandria: Student financial aid allotment is 2K per year.

Q14) Are there any sales reflected in the historical sales numbers that were a result of a one-time grant or other funding that will not occur in the future?

- R14) No, none of the sales include a one-time grant or other funding that would not occur in the future.
- Q15) Is the institution open to self-operating a spirit store (apparel, merchandise, sundry items, etc.) with an online bookstore vendor providing all student-purchased materials shipped directly to the campus bookstore for student pickup?
- R15) No, the institution is not open to self-operating a spirit store.
- Q16) Would the institution consider two separate vendors with two separate agreements to work in partnership to provide textbook operations and retail services if it deemed more beneficial to the institution as opposed to a single vendor?
- R16) No, the institution desires to enter into a single agreement with a single supplier.
- Q17) Does the institution have any Inclusive Access course material adoptions? If so, how many courses have inclusive access adoptions?
- R17) The institution does not have any inclusive access course material adoptions.
- Q18) Would the institution be interested in implementing an equitable access solution, an in-tuition solution where all course materials are automatically delivered to all students with the costs included as part of the cost of attendance?
- R18) LSU is not interested in implementing an equitable access solution.
- Q19) Will the LSU Sports Shop by Fanatics stay, or will the new vendor take over that location, as well?
- R19) The LSU Sports Shop by Fanatics will stay and is separate from this agreement.
- Q20) Is LSU open to receiving an RFP response for course materials only?
- R20) No, LSU is not open to receiving an SFO response for course materials only.
- Q21) Does your institution currently have an Equitable or Inclusive Access program for course materials, or are there plans to implement such a program in the future? We are interested in understanding your stance on this matter and whether you would entertain a proposal that includes pricing for such programs. We aim to reduce costs for students and enhance overall outcomes.
- R21) There are currently no plans to implement an Equitable or Inclusive Access program for course materials. We would not entertain a proposal that includes pricing for such programs.

- Q22) Is LSU open to a Hybrid model where it is permissible for companies to solely bid on the provision of course materials and partner with another company that will manage the General merchandise part of the business and operate the physical stores? We can provide two separate proposal or one cohesive one that would have the services we would provide in conjunction.
- R22) Respondents must provide a single cohesive bid response inclusive of provision of both course materials and general merchandise.
- Q23) Additionally, we would appreciate it if you could share the total credit hours utilized in Fall 2023 and Spring 2024. Understanding the usage patterns will enable us to propose solutions that seamlessly integrate with your academic calendar.
- R23) LSU does not have this information readily available.
- Q24) Why is LSU conducting this RFP?
- R24) The current agreement expires in 2025.
- Q25) What kind of parcel work is incorporated with the bookstore?
- R25) None.
- Q26) Is there any interest or opportunity to have offsite storage to allow more real estate in store?
- R26) There is no opportunity available to have offsite storage with this bookstore facility.
- Q27) Are all e-commerce jobs handled on-site of the bookstore?
- R27) Fulfillment of e-commerce takes place locally at all campus store locations with all customer service inquiries being handled by the local store teams.
- Q28) Is the current vendor the supplier of all retail items or does LSU have input on merchandise offered?
  - a. Does LSU have to source the merchandise or is it on the vendor to complete merchandising request?
- R28) The current supplier is the procurement vehicle and re-seller of all merchandise and retail items. The university does not procure merchandise on behalf of the bookstore. That is the supplier's responsibility.
- Q29) On the provided sales figures documents, line item (97 Prints, Frames, Museum Shop) is missing from LSU A&M sales in FY23; are those services no longer provided at the Baton Rouge location?
  - a. What are the detail services of "Print, Frames, Museum shop"?
- R29) These services are still provided. This category consists primarily of diploma frames and also includes poster and Standard Chair sales. The division number "97" is missing on the sales document but the stated sales of \$64,974 are listed.
- Q30) Each campus is unique in its needs, however is LSU looking to have more consistency in the logistics of running a bookstore between all 3 campuses?
- R30) LSU is open to each response for each store location to be tailored to that specific store's needs.

- Q31) What is the average daily volume of e-commerce orders and deliveries?
- R31) Daily records are not available. We can provide Total Yearly Web Sales-The total(s) are inclusive of the sales provided for each location for year FY23.

Baton Rouge: \$2,070,000 Shreveport: \$408,000 Alexandria: \$685,000

- Q32) Are there any plans to move or alter the current bookstore location?
- R32) There are no plans to move or alter the current bookstore locations.
- Q33) Are campus bookstores looking for more revenue driving solutions by offering services to their campus that they do not currently have? For example, smart lockers or a FedEx in the bookstore?
- R33) The university is open to discussing all proposals for additional revenue generation solutions.
- Q34) What is the highest priority item in the RFP?
- R34) Section 1.3 of the SFO lists the goals and objectives. The University's objective is to have an attractive and functional campus bookstore that draws the campus community, visitors and others to the bookstore and to maximize sales and customer service through the provision of goods and services that meet the needs of the campus community. LSU seeks a Supplier that will act as a true strategic and operational partner in ensuring that the University Bookstore fully aligns with the University's needs, culture, and standards of excellence.
- Q35) Who owns the current fixtures in the store?
- R35) The current supplier owns all the fixtures in the store.
- Q36) Will any of the shelving remain for staging online orders?
  - a. If the College does not own, is there a buyout amount remaining on the current contract, and if so, how much?
- R36) Fixtures and equipment are owned by the current supplier. Awarded supplier can reach out to incumbent for potential agreement.
- Q37) With a desire for OER material is LSU also looking for production support for their faculty to produce custom learning material in a JIT manner?
- R37) No, however all proposals would be considered.
- Q38) What are some of the challenges that LSU has with the current provider that you would like addressed with future bookstore operations? For Example, Does the current vendor sell apparel and merchandise at athletic events or within athletic venues?
- R38) The current supplier does not sell apparel and merchandise at athletic venues. See Section 1.4 of the SFO for Key Challenges and concerns.

Q39) Is the current provider responsible for producing any merchandise/supplies sold outside of the three bookstores? R39) No Q40) What is the current daily/weekly and/or monthly foot traffic for each location? R40) Specific foot traffic detail for each location is not available. Q41) What is the current enrollment for concurrent high school students (Dual Enrollment/Dual Credit)? a. Do LSU have a program in place to offer these students receive materials through the bookstore? i. How do these students receive their materials? R41) LSU does not have a formal program in place to offer these students materials through the bookstore. Q42) Does LSU currently own any inventory, or will all inventory remain with the supplier? R42) LSU does not currently own any inventory. All inventory will remain with supplier. Q43) What would be the perfect experience for faculty with the bookstore? R43) Section 3 Scope of Work of the SFO outlines the university's requirements for a successful Supplier. Q44) Would the District consider two separate vendors to work in partnership to provide textbook operations and retail services if it deemed more beneficial to the institution as opposed to a single vendor? R44) The university desires to enter into a single agreement with a single supplier. Respondents must provide a single cohesive bid response inclusive of provision of both course materials and general merchandise. Q45) Is each store inventory managed separately? For example, if a book is rented/purchased in Alexandria can it only be returned/refunded to Alexandria or to any LSU bookstore? R45) Yes, each store has its own independent inventory management and textbook adoption and portal system specific to the location. However, any LSU student will be accommodated on refunds and rental returns, along with purchases, regardless of location. Q46) Is LSU open to self-operating a spirit store with an online bookstore vendor providing all student purchased materials shipped directly to the campus bookstore or student address for student pick-up? R46) No, LSU is not open to self-operating a spirit store with an online bookstore supplier providing all student purchase materials shipped directly to the campus bookstore or student address for student pick up. Q47) Are there AutoCAD files that can be shared of each bookstore location? R47) See response to Question 3. Q48) Is there any other provider of campus store services or merchandise sales that the LSU works with? (Off campus

store, athletic website, publisher content provider etc.)

- Q49) Why are there discrepancies between "Sales" line items and the total sales figure?
- R49) The total sales number includes the "Total Course Materials" and "General Merchandise" sales totals. The categories under each of those represent the sub-categories of each of those two categories.

#### Q50) FINANCE (Last 5-Years)

- a) Can we get clarifications on sales by department as listed in the RFP? When reviewing the totals on the sales reports sent, they do not appear to total as listed.
- b) Org chart and headcount of current FTEs working on Retail & Ecommerce operations, noting that we will includes the RFP specified position: General Manager, Assistant Manager, and Textbook Manager.
- c) Outside of scholarship and marketing funds listed in the RFP, are there other current capex requirements? Please detail any recent and planned capital expenditures related to the merchandise operations (e.g. investments in stores, etc.).
- d) On Campus Historical Financials (Last 5-Years; noted that there are three years in the provided information, five will allow us to build a more accurate model and offer) Annual sales broken out by location and sales mix by product category:
  - i. Cost of Goods Sold, calling out any difference by category or campus location
  - ii. Personnel expenses (full-time employees, part-time employees, hourly employees, etc.)
  - iii. IT-related expenses (see further detail listed below)
  - iv. Other Operating expenses (please split out any major ones and denote spend)
  - v. Royalties / profit split (if applicable) outside of the minimum guarantees listed for each campus in the materials provided
  - vi. Discounted sales or programs for season ticket and/or seat members, student groups, faculty/staff, Alumni groups and/or Premium customers (# of transactions and value of discount) vii. Total transactions by location by year for past 5 years (peak/average/low day split pending events link back to school, events, etc.)
  - viii. Average transaction value by year by campus for past 5 years
  - ix. Historical foot traffic per campus store (if available)
  - x. Number of POS registers in each store across the campuses?
- e) Ecommerce Historical Financials (Last 5-Years)
  - i. Revenue by month
  - ii. Cost of Goods Sold
  - iii. Personnel expenses (full-time employees, part-time employees, hourly employees, etc.)
  - iv. IT & website related expenses
  - v. Marketing expenses and main channels devoted to marketing
  - vi. Digital marketing spend in % of net revenues
  - vii. Digital marketing spend in % of net revenues split by channels
  - viii. Other Operating expenses (please split out any major ones)
  - ix. Royalties / profit split (if applicable)
  - x. Average Spend per transaction
  - xi. Discounted sales or programs for season ticket and/or seat members, student groups,

faculty/staff, Alumni groups and/or Premium customers (# of transactions and value of discount)

- xii. Online store visits for each of past 5 years
- xiii. Conversion rate for each of past 5 years
- xiv. Average Order Value for each of past 5 years
- R50) a) See response to question 49.
  - b) Headcount of current FTEs working on Retail & Ecommerce operation is 75. See Attachment 1 for org chart.
  - c) There are none.
  - d) The 3 years of financials provided is sufficient to submit an offer.
  - e) Information not available as operations are outsourced and information is proprietary.

#### Q51) MERCHANDISE

- a) Can we be considered to obtain a license to create official goods as a part of our product offering?
- b) To best recommend optimal performance mix based on our known best practices, can you please advise on your current breakdown by top vendors and categories and denote if there are differences online or in campus store?
- c) What does the pre-book process look like? When can we be plugged into the process and when can we expect this to be to support the May 1, 2025 start date? June 30, 2026 start date for LSUS?
- d) Does the university need to approve all buys?
- e) Are there any restrictions on markdowns and promotions and if we are able to develop this strategy based on the buy and associated turn?
- f) Latest total inventory balance broken down by key product type by campus if applicable.
- g) Historical inventory balances at year end or successive point in time for the last 3 years by campus if applicable.
- h) Inventory amount deemed obsolete and non-sellable by campus if applicable.
- R51) a) This can be considered in an agreement that would be separate from the management of the bookstore.
  - b) Information not available as operations are outsourced and information is proprietary.
  - c) Information not available as operations are outsourced and information is proprietary.
  - d) No, the university does not need to approve all purchases.
  - e) There are no restrictions, however LSU will have the right to deny approval for a specific promotion.
  - f) Information not available as operations are outsourced and information is proprietary.
  - g) Information not available as operations are outsourced and information is proprietary.
  - h) Information not available as operations are outsourced and information is proprietary.

## Q52) MARKETING/OMNICHANNEL

- a) Will we be able store the customer data related to in store, online, and omnichannel purchases?
- b) Will LSU allow us to audit in store and omnichannel retail program support across your marketing programs and make recommendations to drive business? This would include but not be limited to your website, email, paid advertising, in-venue signage, etc. Ideally LSU and our team will agree upon a cadence of support ahead of the season to optimize sales together.
- c) Do the LSU properties have access to generic lifestyle imagery that can be used to support the website and/or vendor portals?
- d) Will LSU procurement team be able to introduce our team to other key departments across the Universities to recommend marketing and eCommerce best practices and associated campaigns to drive merchandise sales?
- R52) a) No, customer data cannot be stored.
  - b) No, supplier will not be allowed to audit in store and omnichannel retail program support across your marketing programs and make recommendations to drive business.
  - c) No, LSU properties do not have access to generic lifestyle imagery.
  - d) No, the LSU procurement team will not be able to introduce supplier to other key departments across the Universities to recommend marketing and eCommerce best practices and associated campaigns to drive merchandise sales.
- Q53) ECOMMERCE: We respectfully requests the following KPIs to strength our financial model
  - a) KPIs:
- i. University website visits (min. 3 years/past season)
- ii. Online Stores website visits (min. 3 years/past season)
- iii. App visits (min. 3 years/past season)
- iv. Webshop conversion rate
- v. AOV
- b) Digital Marketing:
  - i. Channels used for paid media
- c) CRM:
- i. Overview of current CRM stack / architecture
- ii. Current database size

- iii. Growth of database (min. 3 years/past season)
- iv. Country breakdown of current database
- v. Active database size (3 month engagement)
- vi. Do you have any in depth customer data metrics?

(Demographic, students-non-student-alumni-staff-faculty breakdown, purchasers etc.)

- R53) a) Information not available as operations are outsourced and information is proprietary.
  - b) Information not available as operations are outsourced and information is proprietary.
  - c) Information not available as operations are outsourced and information is proprietary.

## Q54) LOGISTICS/PLATFORMS

- a) Which platform do the websites currently sit on?
- b) Who is your current Logistics provider?
- c) Do you have your own warehouse?
- d) Annual Logistics costs for ecommerce (min. 3 years/past season)
- R54) a) Information not available as operations are outsourced and information is proprietary.
  - b) Information not available as operations are outsourced and information is proprietary.
  - c) See response to question 26, there is no opportunity available to have offsite storage.
  - d) Information not available as operations are outsourced and information is proprietary.

#### Q55) GIFT CARDS/LOYALTY

- a) Please specify gift card requirements digital or physical gift cards or both?
- b) Who is the existing loyalty/gift card partner?
- R55) a) There are no gift card requirements.
  - b) There is no existing partner.

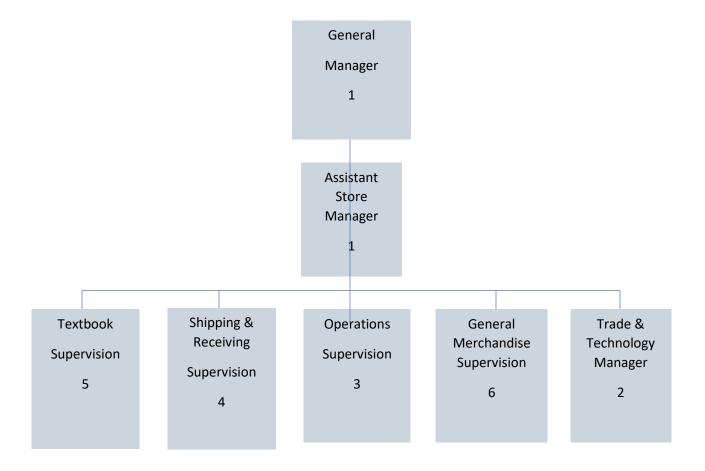
Q56) IT: We will assume the following in our bid, can you please advise if any do not apply or should contain more factors? Please provide any costs associated if you are able.

- a) Assumes we will provide system to support loyalty, inventory management, POS, and innovation
- b) Assumes Retail Pro-based POS Server
- c) Assumes adding on to existing phone system and service.
- d) Assumes all merchandise locations network cabling is sufficient and fit for purpose and is responsibility of client to provide. However, if we are providing, this will be an additional cost.
- e) Assumes Client is providing all internet connectivity, with the exception of redundant our circuit which existing circuit will be utilized. However, if our teams are expected to procure/provide, this will be a significant additional cost.
- f) Assumes CASHLESS if accepting cash, would need to consider additional costs (e.g. cashdrawers, etc.).

# R56) a) Correct.

- b) Transact API required, see SFO section 3.21 Campus Debit.
- c) In the SFO, Section 3.15 Telecommunications and Technology: The Supplier shall be responsible for coordinating with University for installation, maintenance, and expenses incurred for telephone service, network lines, computers, alarms, on the premises. Supplier is responsible for expenses of these services.
- d) Correct, as is, anything additional would be at Supplier cost.
- e) SFO section 3.15 Telecommunications and Technology states that the Supplier shall be responsible for coordinating with University for installation, maintenance, and expenses incurred for telephone service, network lines, computers, alarms, on the premises. Supplier is responsible for expenses of these services.
- f) Supplier must have the ability to accept cash.

# Barnes & Noble @ LSU



PT CST's 75-100