

METROPOLITAN
EXPOSITION-RECREATION COMMISSION

Portland Center for the Performing Arts
1111 SW Broadway
Portland, Oregon

RESOLUTION NO. 141


Approving proposal from Jake's Catering as per attached documents.

BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission approves the charges in the concession menu for Jake's Catering.

Passed by the Commission on August 7, 1991.




Chair



Secretary/Treasurer

APPROVED AS TO FORM:



Metro General Counsel

August 2, 1991

MEMORANDUM

TO: Metropolitan Exposition-Recreation Commission

FROM: Robert A. Freedman, Director-Portland Center for the Performing Arts MAF

SUBJECT: Jake's Catering Price/Menu Changes for the Portland Center for the Performing Arts, effective September 1, 1991

Background

Attached for your information and review is a proposal from Jake's Catering (new Corporate name--formally McCormick and Schmick's) for some price and menu changes for the concession operation at the Portland Center for the Performing Arts. As background information, the following are some of the highlights from the Concessionaire Agreement:

1. Term: September 1, 1984 through June 30, 1994 (9 years, 10 months)
2. Concessions (Rental):

	Guarantee, greater of:
9/1/84 - 6/30/85	\$ 90,000 vs. 13.75% of Gross Sales
7/1/85 - 6/30/86	95,000 vs. 13.75% of Gross Sales
7/1/86 - 6/30/87	95,000 vs. 13.75% of Gross Sales
7/1/87 - 6/30/94	110,000 vs. 14.50% of Gross Sales
3. Utilities: For the Cafe (Jake's Backstage) only, Concessionaire pays 1.5% of gross sales for utilities. MERC pays for all other areas.
4. Catering/Cafe (Jake's Backstage) Rental:

On Gross Sales up to \$300,000	MERC receives 5.0%
On Gross Sales of \$300,000 to \$400,000	MERC receives 5.5%
On Gross Sales of \$400,001 to \$500,000	MERC receives 6.0%
On Gross Sales of \$500,001 and above	MERC receives 6.5%

Note: Revenues generated from catering/cafe (Jake's Backstage) apply towards the minimum guarantee.
5. Price Increases:
 - a. Concessionaire will not make requests for pricing/portion adjustments more than two times per fiscal year (July 1 - June 30).
 - b. Price adjustments with proper justifications should be submitted to the Commission six to eight weeks prior to implementation.

Metropolitan Exposition-Recreation Commission
August 2, 1991
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Proposal

As noted in the attached memo from the Concessionaire, the proposed product and price changes reflect the Concessionaire's desire to improve service at the Performing Arts Center theatres. The price changes are minimal, however, combined with service changes, we estimate a potential increase in overall sales of approximately 8% or \$11,500. This would generate approximately \$1,700 additional revenue to the Commission.

Recommendation

The Performing Arts Center management and the Concessionaire are constantly exploring ways to improve service to the audiences attending events at the various theatres. The Concessionaire has received many requests to improve the quality of the wine, as well as a better quality in some food items such as sandwiches and cookies. The changes requested in items served will address these issues. The elimination of certain products we do not view as detrimental to the service being provided and the addition of a better quality sandwich and TCBY Yogurt will help improve both image and consumer service. The prices as proposed for new products and the price increase for the Sandwich item, we feel is appropriate to the market and the nature of the Performing Arts Center concession operations.

The attached letter from Jakes Catering containing the list of concession products reflects the changes as proposed. Staff recommends the Commission approve these changes.

Facility Director's Concurrence:


Robert A. Freedman, Director

General Manager's Concurrence:


Lee Fehrenkamp, General Manager

cc: Dick Arthur
Bob Adolfson

attachments



July 31, 1991

Robert A. Freedman
Director
1111 S.W. Broadway
Portland, Oregon 97205

The following proposed changes, additions and deletions are in response to requests from our patrons for higher quality selections in the concession stands of the Schnitzer Hall, Civic Auditorium and the new theatre building. We believe these changes to be a positive first step in the process of improving the overall product line, service and look of these stands. In the following months, we will propose new methods of queing patrons, more attractive lighting and signage, as well as improved service techniques. We are convinced that these changes will be well received by our patrons and will result in more satisfied customers as well as increased sales.

ADDITION: TCBY Yogurt

We propose to serve a 5.5 ounce serving of two flavors of TCBY Yogurt. The product would be served from an attractive cart in the lobby of the Civic and behind the main stands at the Arlene Schnitzer Hall as well as in the stand at the new theatre building. The price for this serving is proposed to be \$2.25. We feel that TCBY has a well established reputation as a high quality product and that it will be well received by our patrons.

ADDITION: Featured Oregon Wines

We propose to add to our existing house wine selections an assortment of premium Oregon wines. These wines could be selected seasonally and featured as specials. We would feature a Chardonnay, a Pinot Noir, and a Blush. The price would be \$3.75 per glass. We feel this option would be well received by our patrons as we have had comments in the past that a great many of them would like to have the option to purchase a varietal wine.

CHANGE: JANA'S Cookies

JANA'S Cookies is a high quality local product that is baked on site. Baking time is sufficiently short to ensure that all product is cooked for that days' show. We will serve three (3) flavors. The price will be 2 for \$1.75. Presentation will be a small blue cookie bag inside of a plexi-glass display case.

CHANGE: Croissant Sandwich

We have received numerous comments that our sandwich needs to be improved. We have switched from a standard sandwich to a Turkey Croissant with Lettuce and Tomato. It is garnished with a pickle spear and served on a more attractive black plate. Price has increased from \$2.25 to \$2.75.

CHANGE:

Dessert

Improvement in our dessert presentation is a crucial factor in our overall program. We would like to upgrade this selection to more visually appealing items of higher value.

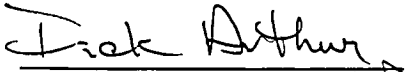
DELETIONS:

Quiche

We would like to eliminate this item because of poor sales.

If you have any questions concerning the above, please do not hesitate to call. Thank you for your attention to this matter.

Sincerely,



Dick Arthur
General Manager
Jake's Catering



_____ Bob Adolfson
Operations Manager
Jake's Catering

cc: file

CONCESSION PRODUCTS

	<u>CONCESSIONS</u> <u>COMPLETE MENU:</u>	<u>PORTION:</u>	<u>PRICE:</u>	<u>PRIOR</u> <u>PRICE:</u>	<u>PRICE</u> <u>CHANGE:</u>	<u>MARKET</u> <u>PRICE:</u>
Addition	TCBY Yogurt	5.5oz	2.25	n/a	-----	1.75-2.00
Addition	Featured Oregon Wines	6oz	3.75	n/a	-----	3.75
Change	JANA'S Cookies	2-2oz	1.75	1.00	-.125	1.00
Change	Croissant Sandwich	3oz	2.75	2.25	+.50	2.75
Change	Dessert Upgrade	same	2.50-2.75	2.50-2.75	-----	2.50
No Change	Candy		1.75	1.75	-----	1.75
No Change	Soft Drink	12oz	1.00	1.00	-----	1.00
No Change	Soft Drink	16oz	1.50	1.50	-----	1.50
No Change	Coffee	8oz	1.00	1.00	-----	1.00
No Change	Coffee	12oz	1.50	1.50	-----	1.50
No Change	Wine	6oz	2.75	2.75	-----	2.75
No Change	Champagne	6oz	2.75	2.75	-----	2.75
No Change	Liquor		3.25-4.75	3.25-4.75	-----	3.25
No Change	Peanuts	3oz	1.50	1.50	-----	n/a
Deletion	Quiche	Eliminate This Item				