

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Resolution No. 203

Authorizing and approving the concession menu price increases and introduction of new menu items for the Memorial Coliseum Complex and the Oregon Convention Center as per the attached documents effective October 25, 1992.


The Metropolitan Exposition-Recreation Commission finds:

1. That the Coliseum and Convention Center's concession prices were last increased in the fall of 1991.
2. That the increases proposed by Fine Host are in an effort to offset the cost of labor and product which have increased over the past year.
3. That a recent survey of NBA arenas shows the Portland Coliseum is below the norm on a number of menu items.


BE IT THEREFORE RESOLVED:

That the Metropolitan Exposition-Recreation Commission approves and authorizes the concession menu price increases and the introduction of new menu items for the Portland Memorial Coliseum Complex and the Oregon Convention Center as per the attached documents, effective October 20, 1992.

Passed by the Commission on this fourteenth day of October, 1992.

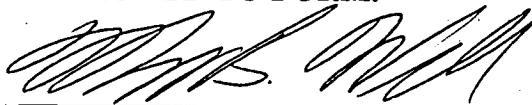


Chair



Secretary Treasurer

APPROVED TO FORM:



Metro General Counsel



Memorial Coliseum Complex

Civic Stadium

October 7, 1992

MEMORANDUM

TO: Metropolitan Exposition-Recreation Commission

FROM: *TJE* Timothy Fennell, Facility Director
Portland Memorial Coliseum/Civic Stadium

SUBJECT: Proposed Concession Menu Price Increases

Background:

Fine Host Corporation recently submitted a proposal to increase the prices of a number of concession menu items, as well as increase the price of the Blazer buffet and other Blazer game associated food rooms. In addition, they would like to introduce a number of new menu items (see attached).

Fine Host's proposal would impact the concession prices at the Coliseum, Stadium and the Oregon Convention Center. The Coliseum and the Convention Center's concession prices were last increased in the fall of 1991. Civic Stadium's concession prices were increased at the opening of the 1992 season.

The cost of living index is expected to top out at approximately 3.5% for 1992. Fine Host product and labor costs are running within acceptable levels. Fine Host has included in their proposal a concession menu price survey of fifteen NBA arenas. In addition, upon staff's request, they have provided a portion and price survey from Tacoma's Tiger Stadium, the Tacoma Dome and the Spokane Coliseum. The Tacoma Dome and the Spokane Coliseum are the home facilities of Western Hockey League franchises and Tacoma's Tiger Stadium is the home of Triple-A baseball franchise.

It would appear, after reviewing the NBA survey, that the Portland Coliseum is below the norm on some menu items. However, when considering a menu price increase, consideration should be given to the M.E.R.C. facilities other tenants and users. The Blazer fans, for the most part, are affluent and better able to afford a price increase. The Winter Hawk fans, on the other hand, are not as affluent, nor are the fans of Civic Stadium's Portland Beavers, or the majority of other Stadium users.

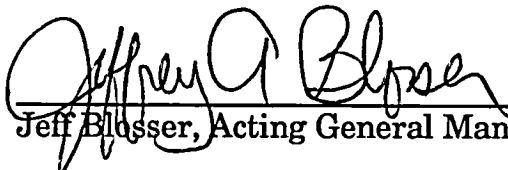
Staff met at length with the Coliseum/Stadium Liaison Commissioners (Ron Kawamoto and Cliff Carlsen) discussing Fine Host's proposal. Concerns were raised pertaining to customer service, efficient purchasing, proper staffing, fair profit margins and the justification of a price increase at this time.

Recommendation:

Staff recognizes that cost of labor and product have increased over the past year and will continue to do so. Staff also believes that the concession prices currently charged at the Civic Stadium are at the maximum range the Stadium market can bear. Therefore, it is staff's recommendation that an increase to a select number of menu items sold at the Coliseum and Convention Center (as outlined by the attached documents) be approved by the Commission effective October 20, 1992.

Staff is not recommending an increase in concession menu prices for the remainder of 1992 or for 1993 at the Civic Stadium.

Acting General Manager's Concurrence:



Jeff Blosser, Acting General Manager

10/7/92

Date

TF:jc
Enclosure

COLISEUM CONCESSIONAIRE MENU

Item	Size	New Size	Price	Proposed Price	% Increase	Staff's Recommendation
Hot Dog	7-1	6-1	\$1.75	\$2.00	14.3	8/1 - \$1.75
Polish Dog	5-1	4-1	\$2.50	\$2.75	10.0	Acceptable
Chili	2 oz.		\$.50			
Cheese Pizza	15" (8)		\$1.50	\$1.75	16.6	Acceptable
Pepperoni Pizza	15" (8)		\$2.00	\$2.25	12.5	Acceptable
Hawaiian Pizza	15" (8)		\$2.00	\$2.25	12.5	Acceptable
Garden Burger	2.5 oz.		\$2.25	\$2.50	11.1	Acceptable
Chicken	4 oz.		\$3.00	\$3.25	8.3	Not Acceptable
Ham & Cheese San.	4 oz.		\$2.75	\$3.00	9.0	Not Acceptable
Trky/Rstbeef/Ham San.	5 oz.		\$3.00			
Deli Sandwich	5 oz.		\$4.00			
Soup Cup	8 oz.		\$1.25	\$1.50	20.0	Not Acceptable
Soup Bowl	12 oz.		\$1.75	\$2.00	14.3	Not Acceptable
Clam Chowder	8 oz.		\$1.75			
Crab Burger	4 oz.		\$5.75			
Carmel Corn	2.34 oz.		\$1.00			
Popcorn	46 oz.		\$1.50	\$1.75	16.6	Acceptable
Popcorn	85 oz.		\$2.25	\$2.50	11.1	Not Acceptable
Popcorn	130 oz.		\$3.00	\$3.25	8.3	Not Acceptable
Butter Topping	2 oz.		\$.25	\$.50	20.0	Not Acceptable
Pretzel	5.5 oz.		\$1.50			
Chili	8 oz.		\$2.00			
Peanuts	2.5 oz.	3 oz.	\$1.25	\$1.50		Not Acceptable
Candy	3 oz.		\$1.75	\$2.00	14.2	Not Acceptable
Malts	12 oz.		\$1.75			
Nut Dip	5 oz.		\$1.50			
Yo Cream	5 oz.		\$1.50			
Licorice Rope	Ea.		\$1.25			
Cookie (lg)	4 oz.		\$1.75			
Cookie (bag)	10 ct.		\$2.00			
Donuts	Ea.		\$1.00			
Haagen-Dazs	3.67 oz.		\$3.00			
Brownie	4 oz.		\$1.75			
Ice Cream cone	#8		\$1.50	\$1.75	16.6	Acceptable

COLISEUM CONCESSIONAIRE MENU

<u>Item</u>	<u>Size</u>	<u>New Size Price</u>	<u>Proposed Price</u>	<u>% Increase</u>	<u>Staff's Recommendation</u>
Soft serve	#34	\$1.50	\$1.75	16.6	Not Acceptable
Waffle cone	5 oz.	\$2.00	\$2.25	12.5	Not Acceptable
Yogurt	#8	\$2.50			
Yogurt cup	5 oz.	\$2.50			
Topping	1 oz.	\$.75			
Sundae (yogurt)	5 oz.	\$3.75			
Waffle cone (yogurt)	5 oz.	\$2.00	\$2.25	12.5	Acceptable
Soda	14 oz.	\$1.25	\$1.50	20.0	16 oz. - \$1.50
Soda	20 oz.	\$2.00			
Soda	32 oz.	\$2.75			
Coffee	8 oz.	\$.75	\$1.00	33.3	Not Acceptable
Canned beer	12 oz.	\$2.75	\$3.00	9.0	Acceptable
Beer (draft)	16 oz.	\$3.00	\$3.25	8.3	Acceptable
Beer (draft)	20 oz.	\$3.50	\$3.75	7.1	Acceptable
Liquor	1 oz.	\$3.25	\$3.50	7.7	Not Acceptable
Wine Cooler	12 oz.	\$3.00	\$3.25	8.3	Acceptable
Wine glass	7 oz.	\$2.75	\$3.00	9.0	Not Acceptable
Import beer	12 oz.	\$3.75	\$4.00	6.6	Not Acceptable
Micro Beer	16 oz.	\$3.25	\$3.50	7.7	Not Acceptable
Micro Beer	20 oz.	\$4.00	\$4.25	6.25	Not Acceptable
Hamburger	3-1	\$4.25			
Burger Platter	3-1	\$5.00			
Chef Salad	32 oz. bowl	\$4.50			
Tuna Croissant	3.5 oz.	\$4.50			
Chicken Croissant	3.5 oz.	\$4.50			
Trky leg w/baked beans	12 oz.	\$3.75			
Turkey Pita Sand.	3 oz.	\$4.00			
Beneducci's Pizza to Your Seat	6" crust	\$4.25			
Breadsticks	2 ea.	\$3.50			
Cheeseburger	3-1	\$4.75			
Cheeseburger platter	3-1	\$5.75			
Espresso	8 oz.	\$1.75			
Cappucciono	8 oz.	\$2.50			
Caffe Latte	8 oz.	\$2.50			

COLISEUM CONCESSIONAIRE MENU

Item	Size	New Size	Price	Proposed Price	% Increase	Staff's Recommendation
Caffe Mocha	8 oz.		\$2.75			
Gourmet Coffees	8 oz.		\$1.75			
Pickle	whole		\$.50	\$.75	.50	Acceptable
Salmon sandwich	3 oz.		\$3.00			
Hot fudge sundae	5 oz.		\$2.25	\$2.50	11.1	Acceptable
Blazer Buffet	All you can eat		\$13.75	\$15.75	14.5	\$14.75
Pasta Bar	All you can eat		\$8.00	\$9.50	18.75	\$8.75
Coliseum Club	All you can eat		\$11.25	\$15.75	40.0	\$12.50
Fajita Bar w/chips	1 trip		\$3.50	\$4.75	28.5	\$3.75
Buffalo Wings	6 ea.		\$3.00	\$3.25	8.3	Not Acceptable

PROPOSED NEW ITEMS

Vegetarian Pizza	15 " (8)		\$2.25			Acceptable
Calzone	7 oz.		\$5.00			\$4.50
Taco Salad	16 oz.		\$5.75			\$5.50
Turkey Tetrazzini Bkd.						
Potato	70 ct.		\$3.00			Acceptable
Nacho Grande	16 oz. bowl		\$4.75			\$4.25
Chinese Bar (IP Room)	All you can eat		\$9.50			\$8.50

ITEM	T-DOME	TIGER ST.	SPOKANE COL.
	SIZE/PRICE	SIZE/PRICE	SIZE/PRICE
HOT DOG	8-1/\$1.75	8-1/\$1.50	8-1/\$1.50
POLISH DOG	4-1/\$3.50	4-1/\$2.50	6-1/\$2.25
PEANUTS	30Z./\$1.25	30Z./\$1.00	30Z./\$1.00
CANDY	30Z./\$1.25	\$1.50	\$1.50
MALTS	\$1.75	\$1.25	\$1.50
LG. COOKIE	\$1.25	\$1.00	\$1.00
SODA	140Z./\$1.50	120Z./\$1.25	160Z./\$1.50
SODA	220Z./\$2.50	160Z./\$1.50	240Z./\$1.75
SODA	-	250Z./\$1.75	320Z./\$2.50
COFFEE	80Z./\$.75	-	80Z./\$.75
BEER	140Z./\$2.75	160Z./\$1.75	160Z./\$2.50
BEER	240Z./\$4.25	240Z./\$3.25	BTTL/\$2.50
PIZZA	PRSNL/\$4.50	SLICE/\$2.00	\$2.00
POPCORN	-	BOX/\$1.00	-
POPCORN	320Z./\$1.75	460Z./\$2.00	460Z./\$1.25
POPCORN	850Z./\$3.00	850Z./\$3.50	850Z./\$2.25
PRETZELS	\$1.50	8M./\$.75	\$1.50
NACHO	\$3.00/\$4.00	\$2.00	-

The only facility of the three that sold hard liquor was the Tacoma Dom, with drink prices as follows:

HOUSE DRINKS\$3.50
CALL DRINKS\$4.00
WINE\$3.00

NBA ARENA CONCESSION MENU/PRICE SURVEY

ITEM	PORTLAND	L.A.	SEATTLE	SALT LAKE
CANDY	3OZ./\$1.75	\$1.75	\$1.75	\$1.50
COFFEE	8OZ./\$.75	8OZ./\$1.00	8OZ./\$.75	10OZ./\$1.00
HOT CHOC.	8OZ./\$.75	-	8OZ./\$1.25	100A./\$1.00
POPCORN	46OZ./\$1.75 85OZ./\$2.25 130OZ./\$3.00	46OZ./\$2.00 - -	32OZ./\$1.75 85OZ./\$3.00 -	32OZ./\$1.00 - -
HAMBURGER	3-1/\$4.25	-	3-1/\$3.25	\$2.00
SODA	14OZ./\$1.25 20OZ./\$1.75 32OZ./\$2.00	14OZ./\$1.75 20OZ./\$2.25 -	14OZ./\$1.50 20OZ./\$2.25 20OZ./\$2.25	(BURG.ONLY) 8OZ./\$.75 16OZ./\$1.25 22OZ./\$1.50
HOT DOG	7-1/\$1.75	8-1/\$1.75	8-1/\$2.00	10-1/\$1.25
POLISH DOG	5-1/\$2.50	4-1/\$3.00	5-1/\$3.25	5-1/\$3.25
SOFT PRTZL	3OZ./\$1.50	2.5OZ./\$1.25	5.5OZ./\$1.50	5.5OZ./\$1.50
NACHOS	SM/\$2.25 LG/\$3.00	\$3.00	\$2.75 \$3.25	\$2.50
PEANUTS	3OZ./\$1.25	3OZ./\$1.25	2OZ./\$1.25	-
DRAFT BEER	16OZ./\$2.75 20OZ./\$3.75	14OZ./\$3.75 18OZ./\$4.75	16OZ./\$3.50 20OZ./\$4.50	16OZ./\$3.00 -
WINE	6OZ./\$2.75	9OZ./\$4.75	-	-
MALT	12OZ./\$1.75	-	8OZ./\$1.75	\$1.50
PIZZA	\$1.50/\$1.75 \$2.25/\$2.50	\$3.75	\$1.75/\$2.00	

CONTINUED

MIXED DRINKS

HOUSE	\$3.25	\$4.25	-	-
CALL	\$3.75	\$4.50	\$3.25	-
PREMIUM	\$4.25	\$5.00	-	-
CHICKEN BR. SANDWICH	4OZ./\$3.00	5OZ./\$4.75	-	4OZ./\$3.00
DELI SAND.	\$2.75/\$4.00	\$5.25	-	-
CHILI	8OZ./\$2.00	10OZ./\$2.50	-	-

TEAM	AVERAGE TICKET	DRAFT BEER	SOFT DRINK	HOT DOG	PARKING	PROGRAM	CAP	FAN COST INDEX	PCT. CHANGE FROM 1990-91
Los Angeles Lakers	\$47.11	\$3.75 (b)	\$1.75 (b)	\$1.75	\$8	\$5	\$16	\$257.94	Up 15.6%
New York Knicks	\$30.50	\$3.75 (c)	\$1.25 (a)	\$1.75	\$18.75	\$4	\$11	\$190.25	Unavailable
Chicago Bulls	\$29.40	\$3.25 (c)	\$2 (c)	\$2.50	\$8	\$4	\$12	\$183.10	Up 12%
Detroit Pistons	\$27.07	\$3.50 (c)	\$1.50 (a)	\$1.75	\$5	\$4	\$12	\$185.29	Up 2.5%
San Antonio Spurs	\$26	\$2.50 (c)	\$1.50 (c)	\$1.50	\$4	\$4	\$12	\$157	Up 9.6%
Boston Celtics	\$24.80	\$3.50 (a)	\$1.50 (a)	\$2	\$15	\$3	\$5	\$151.20	Up 9.6%
Houston Rockets	\$22.71	\$3.25 (c)	\$1.75 (c)	\$1.50	Included in ticket price	\$3	\$14	\$145.01	Up 20.6%
Portland Trail Blazers	\$24.38	\$2.75 (c)	\$1.25 (b)	\$1.75	\$4	\$3	\$10	\$144.93	Up 3.7%
New Jersey Nets	\$21.50	\$2.50 (a)	\$1.50 (a)	\$1.55	\$5	\$3	\$13	\$143.80	Up 6.6%
Phoenix Suns	\$21.67	\$3 (c)	\$1.50 (c)	\$2	\$3	\$3	\$12	\$138.67	Up 5.2%
Golden State Warriors	\$22.25	\$3 (b)	\$1.25 (a)	\$2	\$5	\$3	\$10	\$138	Up 6.6%
Atlanta Hawks	\$20	\$2.50 (b)	\$1.75 (c)	\$1.50	\$8	\$5	\$12.15	\$136.30	Up 11.1%
Los Angeles Clippers	\$20.40	\$3.50 (a)	\$2 (c)	\$2.25	\$8	\$3	\$10	\$137.80	Up 1.9%
Cleveland Cavaliers	\$21.43	\$3.25 (c)	\$1.75 (c)	\$1.75	\$5	\$3	\$8	\$133.21	Up 9.6%
Philadelphia 76ers	\$19.67	\$3 (c)	\$1.50 (b)	\$1.75	\$4	\$2.50	\$13	\$132.67	Unavailable
Seattle SuperSonics	\$19.57	\$3.50 (c)	\$1.50 (b)	\$2	\$4.50	\$2	\$12	\$131.79	Up 5%
Sacramento Kings	\$19.67	\$2.75 (b)	\$1.50 (a)	\$2	\$4	\$3	\$10	\$128.17	No change
Charlotte (N.C.) Hornets	\$22.44	\$2.75 (c)	\$1 (c)	\$1.50	\$3	\$4	\$5	\$125.28	Up 1.4%
Dallas Mavericks	\$19.38	\$2.75 (c)	\$1.50 (c)	\$1.50	\$4	\$3	\$10	\$125	Up 0.6%
***Utah Jazz	\$22.57	\$3 (c)	75 cents (8 oz.) (c)	\$1.50	\$3	\$3	\$5	\$124.29	Down 0.5%
Washington Bullets	\$19.75	\$3 (b)	\$1.50 (c)	\$1.55	\$5	\$2.25	\$8	\$123.50	Up 15.9%
Minnesota Timberwolves	\$17.56	\$3 (d)	\$1.50 (b)	\$2	\$1.50	\$3	\$12	\$121.75	No change
Denver Nuggets	\$17.43	\$3 (e)	\$1.50 (c)	\$1.75	\$3	\$3	\$12	\$121.71	No change
Milwaukee Bucks	\$18.14	\$3 (c)	\$1.50 (c)	\$1.75	\$8	\$2	\$10	\$121.57	Up 5.6%
Orlando Magic	\$17.80	\$2.75 (b)	\$1.50 (c)	\$2	\$4	\$3	\$9.95	\$118.80	Up 1.4%
Indiana Pacers	\$19.50	\$2.75 (c)	\$1.50 (c)	\$2	\$4	\$3	\$5.50	\$118.50	Up 18.2%
Miami Heat	\$18.25	\$3.25 (c)	\$1.50 (b)	\$2.95	\$5.30	\$3	\$8	\$118.20	Up 12.4%

*Fan Cost Index is determined by adding the average cost of game tickets, concessions and souvenir items a family of four might buy at a game, including four game tickets, two draft beers, four hot dogs, four soft drinks, two souvenir caps, two game programs and parking. Premium-price seating areas of less than 200 seats were not included in average ticket price.

**Drink Sizes: (a) 12-oz.; (b) 14-oz.; (c) 16-oz.; (d) 18-oz.; (e) 20-oz.
 ***First year in Delta Center. Moved from Salt Palace.
 SOURCE: Team Marketing Report, Chicago