

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Resolution 95-28

Approval of Concession Menu for Civic Stadium.

The Metropolitan Exposition-Recreation Commission finds:

1. MERC engaged in an RFP process to select a food and beverage management company for Civic Stadium/Expo and selected Fine Host Corporation as that management provider;
2. Menu development should produce a reasonable profit yet be market-sensitive to the patrons attending events at the facility;
3. Stadium and Fine Host staff have reviewed menus and put forth a recommendation;


BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission directs staff and Fine Host Corporation to implement recommended concession menu for Civic Stadium effective June 15, 1995 to March 31, 1996.

Passed by the Commission on June 14, 1995.


Chairman


Secretary-Treasurer

APPROVED AS TO FORM:
Daniel B. Cooper, General Counsel

By: 
Mark B. Williams
Senior Assistant Counsel

MERC STAFF REPORT

Agenda Item/Issue: Civic Stadium Concession Menu Pricing June 1995 - May 1996

DATE: June 14, 1995

Presented by: Candy Cavanagh

Background and Analysis: Recently, MERC conducted an RFP process to select a concessionaire to manage food and beverage service at Civic Stadium and Expo Center which resulted in Fine Host Corporation being chosen as the concessionaire for these two facilities. Staff has met with Fine Host Stadium/Expo General Manager, Chris Alaimo, to review menu items. The goal in selecting items and pricing them was to broaden the menu selections, keeping the facility demographics in mind, and to price items to generate a reasonable profit, yet be family affordable. The majority of the current menu prices remain unchanged, with a few price increases to meet production costs and a few price reductions to be market sensitive. New items are aimed at serving the child market and initiating in-seat service for the Rockies box seat holders. As a note, there have been no price increases, with the exception of alcohol, since 1992.

Fiscal Impact: Budget impact should be neutral in terms of price increases. However, better management of food/beverage service and additional points of sale should result in a 7 to 10 percent increase in gross revenues.

Discussions with Commission Liaisons and/or User Groups: Both Liaison Commissioners Middleton and Foster have expressed interest in Civic Stadium pricing remaining family affordable, and staff has tried to reflect that in this pricing structure. Commissioner Middleton was able to attend the "VIP taste testing" hosted by the Rockies and Fine Host so was able to get a first-hand look and taste at products which will be offered. Fine Host staff has been working very closely with Portland Rockies management to develop menus appropriate to their needs.

Recommendation: Staff recommends approval of the concessions menu to be effective June 15 1995 - May 31, 1996, allowing for review and adjustment, if needed, in 12 months.

**CONCESSIONS MENU - CIVIC STADIUM
JUNE 1995 - MAY 1996**

ITEM	SIZE	CURRENT APPROVED PRICE	REQUESTED CHANGE			COMMENTS
			SIZE	PRICE	DIFFERENCE	
Hot Dog (All Beef)	7/1	\$1.75	6/1			Larger size; high quality meat product ordered
Polish Sausage	5/1	\$2.50	4/1	\$2.75	+\$0.25	Size increase
Chicken Sandwich (Breaded)	4 OZ	\$3.00				
Garden Burger	3 OZ	\$2.25		\$2.50	+\$0.25	Cost of goods too high; Price reflects cost to produce.
BBQ Hamburger	4 OZ	\$4.25		\$3.75	-\$0.50	Change to a la carte; chips sold separately.
BBQ Chicken Breast Sandwich	4 OZ	\$5.25		\$4.50	-\$0.75	Change to a la carte; chips sold separately.
Kosher Style Hot Dog	4/1	\$3.50				
Pizza (Cheese)	SLICE	\$1.50				
Pizza (Pepperoni)	SLICE	\$2.00				
Pizza (Hawaiian)	SLICE	\$2.00				
Chili Bowl	8 OZ	\$2.00				
Chili Topping	1 OZ	\$0.50				
Popcorn	46 OZ	\$1.50				
Popcorn	85 OZ	\$2.25				
Peanuts	3 OZ	\$1.25				
Licorice Rope		\$1.25				
Candy		\$1.75				
Sunflower Seeds	3 OZ	\$1.50				
Cracker Jacks	1.5 OZ	\$1.25				

**CONCESSIONS MENU - CIVIC STADIUM
JUNE 1995 - MAY 1996**

ITEM	SIZE	CURRENT APPROVED PRICE	REQUESTED CHANGE			COMMENTS
			SIZE	PRICE	DIFFERENCE	
Super Pretzel	5 OZ	\$1.50				
Regular Nacho		\$2.25				
Super Nacho		\$3.00				
Cheese (Side Order)	3 OZ	\$.50				
Chocolate Malt		\$1.75				
Nut Dip Sundae Bar		\$1.50				
Popsicle		\$1.00				
Soda	12 OZ	\$1.25				
Soda	20 OZ	\$2.00				
Soda (Souvenir Cup)	32 OZ	\$2.75				
Coffee (Small)	8 OZ	\$.75				
Coffee (Large)	16 OZ	\$1.50				
Beer (Small)	16 OZ	\$3.25	12 OZ	\$3.00	-\$0.25	ALCOHOLIC BEVERAGE SIZES AND PRICES HAVE BEEN REVIEWED AS PART OF OUR "ALCOHOL MANAGEMENT POLICY" REVIEW. THE NEW PRICES REFLECT OUR RENEWED COMMITMENT TO MANAGE ALCOHOL SALES EFFECTIVELY AND RESPONSIVELY.
Beer (Large)	20 OZ	\$3.75	16 OZ	\$3.50	-\$0.25	
Beer (Vended)	12 OZ Can	\$3.25		\$3.50	+\$0.25	
Beer (Microbrew - Small)	16 OZ	\$3.25	DISCONTINUED			
Beer (Microbrew - Large)	20 OZ	\$4.00	16 OZ	\$4.00		
Wine	7 OZ	\$2.75				
Wine Coolers	12 OZ	\$3.25		\$3.50	+\$0.25	

NEW MENU ITEMS

ITEM	SIZE	PRICE	COMMENTS
Family Size Popcorn	130 OZ	\$2.75	Larger size accommodates family-shared purchase and is best value.
Gyro Sandwich	4 OZ	\$3.50	Adds variety
Italian Sausage	5/1	\$2.75	Variety to typical ballpark, hot dog faire.
Southwestern Sausage	5/1	\$2.75	
Cheddarwurst Sausage	5/1	\$2.75	
Kielbasa Sausage	5/1	\$2.75	
Coffee (medium)	12 OZ	\$1.25	Addition of a medium size
Koala Natural Juice Beverage	20 OZ	\$2.50	Alternative to soda and is a Rockies sponsor.
Mineral Water	16 OZ	\$2.00	Alternative to soda and is a Rockies sponsor.
Garden Salad	12 OZ Bowl	\$3.00	Variety to menu
Twizzler 21" Licorice		\$.75	New item for kids; under a dollar
Supercicle ice pop		\$.75	Like a popcicle; new item for kids; under a dollar.

NEW JR. ROCKIES MENU

Jr. Rockies Stadium Meal (Special Baseball Themed Meal Box) <ul style="list-style-type: none"> • Kid-size Hot Dog • Chips • Juice Box • Baseball Surprise 		\$3.00	Boxed meal similar to "Happy Meal" gives parent a way to buy a contained meal for kids at a reasonable price and appealing to kid appetites.
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FUTURE MENU ADDITIONS (PLANNED FOR FALL 1995)

Coffee Specialty Drinks <ul style="list-style-type: none"> • Latte • Mocha • Cappuccino 	12 OZ 16 OZ	\$1.75 \$2.50	Addition of cool weather drinks pending purchase of equipment.
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NEW PORTLAND ROCKIES VIP IN-SEAT SERVICE (BOX SEATS)

ITEM	SIZE	PRICE	COMMENTS
PERSONAL PIZZA: Your Choice Cheese or Pepperoni	6 INCH	\$4.50	This menu will be offered as an in-seat service menu to box seat holders as part of the VIP ticket package sold by the Rockies.
NACHO GRANDE: Platter of Tortilla Chips Covered with a Spicy Cheese Sauce topped with Taco Meat, Diced Tomatoes & Chili Pepper, and Sour Cream		\$4.75	
KOSHER STYLE HOT DOG: Vienna All-beef Hot Dog Served on a Poppy Seed Bun	1/4 POUND	\$3.00	
POLISH SAUSAGE: Hillshire Farms Polish Sausage Served on a Hoagie Roll	1/4 POUND	\$3.00	
CHICKEN SANDWICH: Boneless, Skinless Chicken Breast Served on a Whole Wheat Bun, Topped with Lettuce, Tomato and our Special Honey Mustard Mayonnaise		\$4.50	
GARDEN BURGER: Meatless patty on Whole Wheat Bun; Lettuce/Tomato/Mayo		\$2.50	
SUPER PRETZEL		\$1.50	
JUMBO POPCORN	130 OZ	\$2.75	
PEANUTS		\$1.25	
CHOCOLATE MALT		\$1.75	
NUT DIP SUNDAE BAR		\$1.50	
SOFT DRINKS Pepsi, Diet Pepsi, Slice, Lipton Tea	20 OZ Bottle	\$2.50	
BEER Domestic	12 OZ Can	\$3.50	
Microbrew	12 OZ Bottle	\$4.25	
WINE COOLER Bacardi Breezer	12 OZ Bottle	\$3.25	
VARIETAL WINE	7 OZ Glass	\$3.25	

**PORTLAND ROCKIES
CATERING MENUS**

TAKE ME OUT TO THE BALLGAME

KOSHER STYLE HOT DOGS

POLISH SAUSAGES

ALL OF YOUR FAVORITE BALLPARK TOPPINGS

Chili, Cheese, Saurkraut, Diced Onions, Sweet Relish, Ketchup

French's Yellow and Bold & Spicy Mustards

COUNTRY STYLE POTATO SALAD

BAKED BEANS

FRESH POPCORN

STADIUM STYLE PEANUTS

\$7.95 per Person

M V P (Most Valuable Pasta)

SPAGHETTI MARINARA

100% Semolina pasta served with our own special sauce

FETTUCCINI PRIMAVERA

Fettuccini Alfredo with garden fresh vegetables

Both dishes prepared fresh by our Chef in the presence of your guests.

ITALIAN SAUSAGE

Seasoned pork sausage serve with sauteed peppers and onions

FRESHLY BAKED GARLIC BREAD

FRESHLY TOSSED CEASAR SALAD

\$8.95 per Person

HOT SUMMER NIGHTS

SIZZLING CHICKEN & BEEF FAJITAS (Marinated in our own special sauce)

Sauteed with fresh onions and peppers

served with fresh condiments - Guacamole, Salsa, & Sour Cream

NACHO BAR (fresh tortilla chips with all of your favorite toppings)

SPANISH RICE

REFRIED BEANS

FRESH GARDEN SALAD (choice of dressings)

\$9.95 per Person

PORTLAND ROCKIES CATERING MENUS

STEP UP TO THE PLATE

BBQ BEEF RIBS (Slow cooked to Perfection)

BBQ 1/2 CHICKENS

WESTERN STYLE BAKED BEANS

CORN ON THE COB

HOMEMADE COLE SLAW

CORN BREAD MUFFINS

\$10.95 per Person

DREAM TEAM

PACIFIC NORTHWEST SALMON

Grilled to perfection served with a Lemon Herb Butter

NEW YORK STRIP SIRLOIN

BAKED POTATO (served with fresh toppings)

SAUTEED FRESH VEGETABLES

GARDEN FRESH SALAD (Served with choice of dressings)

\$21.95 per Person

BEVERAGE SELECTIONS

SOFT DRINKS **\$1.50 EACH**
Pepsi, Diet Pepsi, Slice, and Lipton Ice Teas

SPRING WATER 16oz **\$2.00 EACH**
Sports Top Plastic Bottle

COFFEE SERVICE **\$19.00 PER GAL**
Includes Specialty Teas, and all Condiments

DOMESTIC BEER **\$3.75 EACH**
MICRO BEER **\$4.50 EACH**
IMPORTED BEER **\$4.50 EACH**
VARIETAL WINES **\$4.00 PER GLASS**

All catered functions are subject to a 17% Service Charge.