

**METROPOLITAN EXPOSITION-RECREATION COMMISSION**

**RESOLUTION NO. 95-35**

Approval of Concession Menu for PCPA.

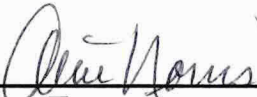
**The Metropolitan Exposition-Recreation Commission finds:**

1. The Agreement for the official concessionaire at PCPA facilities, including the Backstage Cafe has been concluded with Fine Host, Inc. for services to begin July, 1995 for a term of four (4) years;
2. The buffet supper format at the Backstage Cafe was approved and instituted in June 1992, and has proven to be a financial and popular success with audiences of the New Theatre Building and Arlene Schnitzer Concert Hall so that it is proposed to continue under the Fine Host agreement;
3. PCPA and Fine Host staff have evaluated menu offerings and prices at all PCPA locations and developed a recommendation.

**BE IT THEREFORE RESOLVED** that the Metropolitan Exposition Recreation Commission directs staff and Fine Host, Inc. to implement recommended PCPA concessions menu including the price of \$11.95 per serving for the Backstage buffet supper (Vegetarian Buffet \$7.95, Dessert Buffet \$4.95) effective with new operations, July, 1995.

Passed by the Commission on June 14, 1995.

  
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Chairman

  
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Secretary/Treasurer

Approved As to Form:  
Daniel B. Cooper, General Counsel

By:   
\_\_\_\_\_  
Mark B. Williams  
Senior Assistant Counsel

## **MERC STAFF REPORT**

**Agenda Item/Issue:**            **Approval of Concessions Menu & Price List for PCPA**

**Resolution No. 95-35**

**Date: June 14, 1995**            **Presented By: Harriet Sherburne**

**Background and Analysis:** In April of 1995, the Metropolitan Exposition-Recreation Commission passed Resolution 95-15 authorizing extension and addendum to the existing contract with Fine Host, Inc., to provide concessions services and operation of The Backstage Cafe at PCPA for four years, beginning July, 1995. The general terms and conditions for such concessions services were outlined and agreed at that time. In the succeeding interval, Fine Host, Inc. and PCPA staff have worked together to define improvements to be made at PCPA facilities, under terms of the Concessions Agreement, and to refine menu and pricing details. Fine Host has evaluated the selection and pricing in place at PCPA, as approved by MERC under the Extension Agreement with McCormick & Schmick Group. They have also evaluated the list and prices in relation to their experience at the Oregon Convention Center, which serves a similar clientele. The attached price list has been recommended to PCPA as cost effective for the new operation of concessions and The Backstage Cafe, and approved by the Facilities Director. Note that Fine Host and PCPA staff expect to continue market research and testing of products which provide opportunity to expand sales and earnings; as new recommendations are developed, they will be brought to MERC for approval.

**Fiscal Impact:** The terms and conditions for the addendum to the Concessions Agreement with Fine Host have been developed to provide capital (\$350,000) for updating PCPA concessions and cafe facilities, and to increase earnings on expanded sales in all facilities. The concessions and cafe offerings and pricing as proposed in the attached listing are consistent with the increased earnings and amortization of capital projected in the 1995-96 budget for PCPA.

**Recommendation:** Staff recommends that the Metropolitan Exposition-Recreation Commission approve the list of products and prices as attached, including The Backstage Cafe Buffet Supper (full) at \$11.95 per serving, Vegetarian Buffet at \$7.95, and Dessert Buffet at \$4.95, effective with commencement of Fine Host services, July, 1995.



FINE HOST  
CORPORATION

Menus  
Arlene Schnitzer / New Theater / Civic

<u>ITEM</u>	<u>PROPOSED FHC PRICE</u>	<u>CURRENT JAKES PRICE</u>
<u>Beverages</u>		
Pepsi - Diet Pepsi - Slice		RC Cola - 7 Up
Regular (12 oz)	1.25	1.25 (12 oz)
Large (14 oz)	1.75	1.75 (16 oz)
Coffee and Decaf ( 8 oz)	1.00	1.25 (8 oz)
		1.75 (12 oz)
Cafe Ristretto, Cappuccino	1.50	2.00
Cafe Ristretto, Cafe Mocha	1.50	2.00
Cafe Ristretto, Cafe Latte	1.50	2.00
<u>Wines and Champagnes</u>		
Chardonnay (7 oz)	3.75	2.75 (Chablis)
		3.75 (Chardonnay)
Pinot Noir (7 oz)	3.75	2.75 (Beaujolais)
		3.75 (Pinot Noir)
Domestic Champagne	2.75	2.75 (Maison Blanc)
Korbel Champagne	3.75	3.75 (Korbel)
<u>Domestic and Imported Beers</u>		
Domestic Draft Beer		
Regular (16 oz)	3.25	N/A
Large (20 oz)	3.75	N/A
Bottled Beer (12 oz)	3.00	N/A
Local Micros and Imports	3.50	3.00 (Full Sail)
<u>Cocktails</u>		
Cocktails		3.25 (well)
(call)	3.75	3.75 (call)
(premium)	4.25 - 4.75	4.25 - 4.75 (premium)
Specialty Coffees	4.00	4.00
(i.e., Irish Coffee)		
<u>Sweet Street</u>		
Fresh Baked Cookies	1.25	1.25
Biscotti, Assorted Flavors	1.50	N/A
Muffins	1.50	N/A
Brownies	1.25	1.25
Fresh Baked Cinnamon Rolls	2.75	N/A
Assorted Cakes	2.75	2.50 - 2.75

OREGON CONVENTION CENTER



FINE HOST  
CORPORATION

Menus  
Arlene Schnitzer / New Theater / Civic

<u>ITEM</u>	<u>PROPOSED FHC PRICE</u>	<u>CURRENT JAKES PRICE</u>
<u>Candies and More...</u>		
Assorted Candies (M & M's, Reeses, Peanut Butter, Twix, Starburst, Jr. Mints) Theater Pack	1.75	1.00 (4 oz bags)
Assorted Gourmet Chocolate Bars	3.00	N/A
English Toffee	3.00	N/A
English Butterscotch	3.00	N/A
Licorice	3.00	N/A
Aunt Hazel's Brittle	3.00	N/A
Filberts	3.00	N/A
Fresh Baked Pretzels	1.75	N/A
Fresh Baked Pizza	2.50	N/A
<u>Espresso Bar</u>		
Cappuccino	2.00	N/A
Cafe Latte	2.00	N/A
Cafe Mocha	2.00	N/A
Fresh Baked Cookies	1.25	1.25
Brownies	1.25	1.25
Biscotti	1.50	N/A
<u>The Lighter Side</u>		
Fruit and Cheese Tray	4.50	N/A
Smoked Salmon Bagels	4.50	N/A
Pate Plate with Crackers	4.50	N/A
Croissant Sandwiches	4.50	N/A
Turkey Sandwich	N/A	2.75
NY Seltzers	2.25	N/A

\* We are working with local small business owners to purchase locally made products for sale in our food areas.

Backstage Cafe

Propose to continue with current structure with an overall increase price of \$ 1.00 per person. The menu structure will remain the same, with all items changing on a daily basis. We will also continue the vegetarian option with an increased cost of \$ 1.00 per person. The dessert option will remain at the same price.