

METROPOLITAN EXPOSITION-RECREATION COMMISSION

Resolution 96-30

Approval of Concession Menu for Civic Stadium.

The Metropolitan Exposition-Recreation Commission finds:

- 1. Civic Stadium has had a successful first year with the Portland Rockies and other Stadium users by which to gauge concession prices;**
- 2. Menu revisions 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 the 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 1, 1996 to May 31, 1998.

Passed by the Commission on May 8, 1996.


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 1, 1996 to May 30, 1998

Resolution No. 96-30

DATE: May 8, 1996

Presented by: Candy Cavanagh

Background and Analysis: With the first-year success of the Portland Rockies, Civic Stadium staff and Fine Host management have been able to evaluate the concessions menu and pricing structure approved by the Commission in June of last year. If you will recall, the goals in developing that menu were to broaden selections and, when pricing items, strive to generate a reasonable profit while keeping them family affordable.

Attached is a table showing the full menu, noting new items and price changes where applicable. Again, we have endeavored to remain family affordable. Since we are presenting a menu that will remain in place for two years, we feel we could raise some prices particularly on items where our costs have risen substantially. As a benchmark, the Stadium prices are similar to those at the EXPO and, in most cases, less than those of the Oregon Convention Center, keeping them in line with the demographics we serve. Following is a summary of the changes:

ALL-AMERICAN CONCESSION FARE:	No Change	24 items
	New	7 items
	Price Increase	11 items (one of which is a size increase)
VIP BOX SEATS:	No Change	12 items
	New	3 items
	Price Increase	2 items (one of which is on some items only)
BBQ AREAS	No Change	5 items
	New	7 items

Also attached is a list of specialty items which staff hopes to add at a later time. These items require specialized equipment which our budget does not allow us to purchase at this time. However, as reserve funds become available, staff will purchase the equipment and add the items at the suggested prices. Lastly, a sample selection of party selection menus also has been attached.

Fiscal Impact: Budget-wise price increases will now cover the additional product costs of the items affected. Additional and more efficient points-of-sale should result in a 2% increase in gross revenues.

Discussion with the Commission Liaisons and/or User Groups: Commissioner Middleton has expressed continued interest in seeing Civic Stadium concession prices remain family affordable. This philosophy is echoed by Rockies management and school system users. Fine Host staff has been working closely with the Rockies to develop and market group and VIP menus.

Recommendation: Staff recommends approval of the concessions menu to be effective June 1, 1996 through May 31, 1998.

ALL-AMERICAN CONCESSIONS FARE	NEW PRICE	DESCRIPTION	CURRENT PRICE	REQUESTED CHANGE		COMMENTS
				SIZE	DIFFERENCE	
(N/C = NO CHANGE) (N/A = NOT CURRENTLY AVAILABLE ON MENU)						
Hot Dog	\$2.00	A premium freshly cooked all beef 6-1 hot dog w/ appropriate condiments	\$1.75	N/C	+ \$0.25	There has been no increase for 3 years, during this time the price per pound has increased 19.6% The quality & price of our current product exceed that in the past.
Cheddarwurst	\$3.00	A 5-1 Sausage filled with a delicious cheddar cheese blend	\$2.75	N/C	+ \$0.25	
Polish Sausage	\$3.00	Hillshire Farms 5-1 polish sausage on a french twist roll w/ appropriate condiments	\$2.75	N/C	+ \$0.25	
Southwestern Sausage	\$3.00	Spicy 5-1 sausage with a jalapeno zip	\$2.75	N/C	+ \$0.25	
Italian Sausage w/ Peppers & Onions	\$3.75	Great Italian sausage smothered with peppers & onions, served on fresh roll	N/A			Not currently available on menu.
Meatball Sandwich	\$3.75	Italian meatballs in marinara sauce on a sub roll	N/A			Not currently available on menu.
Pizza Slice	\$2.50	Choice of pepperoni, hawaiian, or veggie topped	\$2.00	N/C	+ \$0.50	Adding choice of higher cost veggie pizza
Cheese Pizza Slice	\$2.00	Our raised crust cheese pizza	\$1.75	N/C	+ \$0.25	Increased cost of pizza cheese
Extra Sauce	\$0.50	2oz portion cup filled with salsa or cheese sauce for dipping	\$0.50	N/C	N/C	
Super Nacho	\$3.00	Our crisp tortilla chips with a side of salsa and cheddar cheese sauce	\$3.00	N/C	N/C	
Nacho	\$2.50	Crisp tortilla chips with a side of cheddar cheese sauce	\$2.25	2 Lb tray	+ \$0.25	Switch to a larger boat
Jumbo Pretzel	\$1.75	Our giant pretzel served with or without salt- top it New York style if you like with mustard	\$1.50	N/C	+ \$0.25	Unit cost has increased 21.7% since 1994, this is one of our better selling products.
Humongo Pretzel	\$3.50	Twice the size of our regular pretzel served with or without salt	N/A			New item for additional up-sell variety
Pretzel Mit	\$2.00	A signature item baseball mit shaped pretzel served w/ cheese that looks like a ball	N/A			New item for additional up-sell variety
Flavored Pretzel	\$2.00	A specialty item for portables- pre packaged and locally made	N/A			New item for additional up-sell variety
Novelty Ice Cream	\$1.75	A creamy variety of ice cream bars and popsicles	\$1.50 - \$1.75	N/C	+ \$0.25 on some items	Adding Luigis Italian Ice, Butterfinger I.C., & Baby Ruth I.C., need constant price to keep service speed up with the wider variety.
Malt Cup	\$1.75	Chocolate Malt flavored ice cream	\$1.75	N/C	N/C	
Large Popcorn	\$3.00	Our 130oz tub of stadium popped corn	\$3.00	N/C	N/C	
Medium Popcorn	\$2.25	Our 85oz tub of stadium popped corn	\$2.25	N/C	N/C	
Small Popcorn	\$1.50	Our 46oz tub of stadium popped corn	\$1.50	N/C	N/C	
Crunch 'N Munch / Carmel Corn	\$3.00	A giant box of toffee coated popcorn with peanuts OR an 5oz bag of carmel corn	N/A	5oz		Drop 2oz carmel corn (did not sell) add 5oz better value for \$
Jumbo Peanuts	\$2.50	A monster sized bag of salted-in-shell peanuts twice the size of our small	N/A			Additional up-sell item
Peanuts	\$1.25	A 2.25 oz bag of salted-in-shell peanuts	\$1.25	N/C	N/C	
Licorice Ropes	\$1.00	Red rope licorice—childs favorite	\$1.00	N/C	N/C	
Candy	\$1.75	Variety of king sized candy	\$1.75	N/C	N/C	
Chicken Sandwich	\$3.00	A breaded Tyson chicken patty with a choice of lettuce, tomato, and mayo	\$3.00	N/C	N/C	
Garden Burger	\$2.50	Local favorite meatless burger offers a choice for the health conscious individual	\$2.50	N/C	N/C	
Rockies Kid's Meal	\$3.00	Kids sized hot dog, chips, a small beverage, and special prize	\$3.00	N/C	N/C	
Licorice Ropes	\$1.00	Red rope licorice—childs favorite	\$1.00	N/C	N/C	
Twizzlers 21" Licorice Ropes	\$0.75	Smaller version of the classic red rope	\$0.75	N/C	N/C	
Candy	\$2.00	Variety of king sized candy	\$1.75	N/C	+ \$0.25	Price of candy has increased 24.8% in last 3 yrs.
Cotton Candy	\$2.00	Large circus style cotton candy	\$2.00	N/C	N/C	
Fresh Squeezed Lemonade	\$4.00	Jumbo glass of fresh squeezed lemonade	\$4.00	N/C	N/C	
Large Soda	\$2.75	Your choice of our fine family of Pepsi products	\$2.75	N/C	N/C	
Medium Soda	\$2.00	Your choice of our fine family of Pepsi products	\$2.00	N/C	N/C	
Small Soda	\$1.25	Your choice of our fine family of Pepsi products	\$1.25	N/C	N/C	
Coffee / Hot Chocolate / Apple Cider / H	\$1.00	An 8oz cup of your favorite	\$0.75	N/C	+ \$0.25	Price of coffee has increased dramatically over past 3 yrs.
Domestic Beer	\$3.50	Choice of our 16oz premium domestic beers	\$3.50	N/C	N/C	
Small Domestic Beer	\$3.00	Choice of our 12oz premium domestic beers	\$3.00	N/C	N/C	
Microbrew Beer	\$4.00	Local favorite micro-brew beers	\$4.00	N/C	N/C	
Bottled Water	\$2.00	A bottle of clear, refreshing spring water	\$2.00	N/C	N/C	
Icee Style Drinks	\$2.00	Greneda & Slush Puppy / Thelma's flavored frozen drinks	\$2.00	N/C	N/C	

VIP BOX SEATS	NEW PRICE	DESCRIPTION	CURRENT PRICE	REQUESTED CHANG		COMMENTS
				SIZE	DIFFERENCE	
(N/C = NO CHANGE) (N/A = NOT CURRENTLY AVAILABLE ON MENU)						
Jumbo Hot Dog	\$2.50	A premium freshly grilled all beef 4-1 hot dog w/ appropriate condiments	\$3.00	N/C	N/C	Still all beef but will replace kosher dog. Kosher dog not kosher after it hits the grill.
Italian Sausage w/ Peppers & Onions	\$3.75	Great italian sausage smothered with peppers & onions, served on fresh roll	N/A			Not currently available on menu.
Humonganachos	\$4.75	A huge boat of chips loaded with beef, beans, cheese, and all the fixin's	\$4.75	N/C	N/C	Change in the name only.
Personal Pizza	\$4.50	Fresh baked 6 inch pizza, choice of cheese, pepperoni, or veggie topped	\$4.50	N/C	N/C	
BBQ Chicken Sandwich	\$4.50	A chicken breast basted with our tangy bbq sauce served on a fresh roll	\$4.50	N/C	N/C	Addition of bbq sauce
Meatball Sandwich	\$3.75	Italian meatballs in marinara sauce on a sub roll	N/A			Not currently available on menu.
Garden Burger	\$2.50	Local favorite meatless burger offers a choice for the health conscious individual	\$2.50	N/C	N/C	
Jumbo Pretzel	\$1.75	Our giant pretzel served with or without salt- top it New York style if you like with mustard	\$1.50	N/C	+ \$0.25	Unit cost has increased 21.7% since 1994, this is one of our better selling products.
Medium Popcorn	\$2.25	Tasty, fresh, buttery flavored popcorn in an 85oz tub	\$2.25	N/C	N/C	
Jumbo Peanuts	\$2.50	A monster sized bag of salted-in-shell peanuts twice the size of our small	N/A			Additional up-sell item
Peanuts	\$1.25	A 2.25 oz bag of salted-in-shell peanuts	\$1.25	N/C	N/C	
Novelty Ice Cream	\$1.75	A creamy variety of ice cream bars and popsicles	\$1.50 - \$1.75	N/C	+ \$0.25 on some items	Adding Luigis Italian Ice, Butterfinger I.C., & Baby Ruth I.C., need constant price to keep service speed up with the wider variety.
Malt Cup	\$1.75	Chocolate Malt flavored ice cream	\$1.75	N/C	N/C	
Large Soda	\$2.75	Souvenir cup filled with choice of soft drinks.	\$2.75	N/C	N/C	
Domestic Beer	\$3.50	12oz can of choice premium domestic beers	\$3.50	N/C	N/C	
Micro-Brew Beer	\$4.25	12oz bottle of choice micro-brew beers	\$4.25	N/C	N/C	
Varietal Wine	\$3.25	Our house brands offered for your pleasure.	\$3.25	N/C	N/C	

BBQ AREAS	NEW PRICE	DESCRIPTION	CURRENT PRICE	REQUESTED CHANG		COMMENTS
				SIZE	DIFFERENCE	
(N/C = NO CHANGE) (N/A = NOT CURRENTLY AVAILABLE ON MENU)						
Jumbo Hot Dog	\$2.50	A premium freshly grilled all beef 4-1 hot dog w/ appropriate condiments	\$3.00	N/C	N/C	Still all beef but will replace kosher dog. Kosher dog not kosher after it hits the grill.
Italian Sausage w/ Peppers & Onions	\$3.75	Great italian sausage smothered with peppers & onions, served on fresh roll	N/A			Not currently available on menu.
BBQ Chicken Sandwich	\$4.50	A chicken breast basted with our tangy bbq sauce served on a fresh roll	\$4.50	N/C	N/C	Addition of bbq sauce
Cheeseburger	\$3.75	Flamebroiled 3-1 cheeseburger with that special grill taste	\$3.75	N/C	N/C	
Steak Tips Sandwich	\$5.50	Marinated beef tips on a french roll	N/A			New item added for variety and up-sell
Add Peppers & Onions	\$0.75	Add peppers & onions to any sandwich	N/A			Already have peppers & onions- use to up-sell other items
Baked Beans	\$1.00	A wonderfully flavored side of baked beans	N/A			New item added for variety and up-sell
Potato Salad / Cole Slaw	\$1.00	Potato Salad or Cole Slaw served on the side	N/A			New item added for variety and up-sell
Corn Cobbettes	\$2.50	Two juicy corn cobbettes served with plenty of butter	N/A			New item added for variety and up-sell
Monster Cookie Sandwich	\$3.00	Two jumbo cookies stuffed with filling to make a wonderful dessert treat	N/A			New item added for variety and up-sell
Medium Soda	\$2.00	Your choice of our fine family of Pepsi products	\$2.00	N/C	N/C	
Domestic Beer	\$3.50	choice of our premium domestic beers	\$3.50	N/C	N/C	

SPECIALTIES TO BE ADDED LATER DATE	NEW PRICE	DESCRIPTION	CURRENT PRICE	REQUESTED CHANG		COMMENTS
				SIZE	DIFFERENCE	

(N/C = NO CHANGE) (N/A = NOT CURRENTLY AVAILABLE ON MENU)

Monster Burrito	\$4.50	A monster sized burrito loaded with all our fixin's	N/A			New items to be added for variety and up-sell. Current budgetary constraints require us to value rate our most needed equipment, however, we would like to add these items when our budget would allow.
Tamales	\$3.50	3 tamales topped with mexican gravy and cheese	N/A			
Beef & Bean Burrito	\$2.50	A burrito stuffed with beef, beans, and cheese	N/A			
Bean Burrito	\$2.00	A meatless burrito filled with beef, beans, and cheese	N/A			
Make-a-meal (Rice, Beans, & Tortillas)	\$2.50	Complete any entree with Rice, Beans, & Tortillas	N/A			
Rice	\$1.25	Our own blend of specially seasoned rice	N/A			
Beans	\$1.25	A nice portion of refried beans topped with cheese and great for dipping	N/A			
Side of Tortillas	\$1.25	Enough tortillas to round off any entree	N/A			
Funnel Cake	\$3.50	A freshly fried dough sprinkled with cinnamon or powdered sugar				
Cherry Funnel Cake	\$3.50	Our own elephant ear topped with cherries in sauce				
Chocolate Funnel Cake	\$4.00	An elephant ear blanketed with chocolate topping				
Sweet Dough Flavored Pretzel	\$3.00	Our giant pretzel served with a side of cherry or chocolate sauce meant for dipping				
Flavored Churros	\$1.75	Choice of this mexican dessert item includes Bavarian Cream, Apple, and Cinnamon Sugar				

Picnic Packages 1996 Season

Designated Hitter: \$6.75+ per person

A premium ballpark frank *grilled to perfection*
your choice of potato chips, potato salad, or peanuts
novelty ice cream
and
your choice of a large soft drink

Pinch Hitter: \$8.00+ per person

Your choice of
(entire group must have same main entree)
a premium ballpark superdog, a cheeseburger grilled to perfection,
or a local favorite sausage
your choice of two:
baked beans, potato salad, potato chips, or peanuts
novelty ice cream
and
a large soft drink

On Deck Hitter: \$9.75+ per person

a grilled boneless BBQ chicken breast sandwich
baked beans, potato salad, potato chips, or peanuts
a corn cobbette
novelty ice cream
and
a large soft drink

Cleanup Hitter: \$12.75+ per person

All you can eat
(for the hour prior to game time)
Premium ballpark franks, hamburgers, and sausages
Baked beans, potato salad, potato chips, and peanuts
and
soft drinks

Home Run Hitter: \$14.75+ per person

A delectable combination of BBQ chicken and BBQ beef ribs
a corn cobbette
a dinner roll with butter
your choice of two:
baked beans, potato salad, potato chips, or peanuts
and
a large soft drink

Grand Slam Hitter: \$20.75+ per person

A generous all you can eat combination of BBQ chicken and BBQ beef ribs
corn cobbettes
dinner rolls with butter
your choice of :
baked beans, potato salad, potato chips, or peanuts
and
soft drinks

M.V.P.: \$24.75+ per person

A tempting combination of BBQ chicken breast and a skewer of BBQ Shrimp
or
A sumptuous combination of BBQ Shrimp and slow roasted BBQ beef
(entire group must have same main entree)
a corn cobbette
two dinner rolls with butter
your choice of three:
baked beans, potato salad, garden salad, new potatoes, large fresh baked cookie
and
a large soft drink

**These menu items are merely suggestions.
We would be happy to work with you on developing a menu to suit your needs.**