

**METROPOLITAN EXPOSITION-RECREATION COMMISSION**

**RESOLUTION NO. 00-36**


Approval of proposed concession food and beverage pricing schedule effective January 1, 2001 for the Portland Metropolitan Exposition Center.

The Metropolitan Exposition-Recreation Commission finds:

1. That the Metropolitan Exposition-Recreation Commission authorized Aramark/Giacometti Partners, Ltd., to provide catering/concession food and beverage services at the Portland Metropolitan Exposition Center;
2. That the current concession food and beverage pricing schedule was last established in June 1995;
3. That the cost of providing goods and services has increased during the interim;
4. That the proposed concession food and beverage pricing schedule is comparable with like facilities and event mix.

**BE IT THEREFORE RESOLVED** that the Metropolitan Exposition-Recreation Commission approves the proposed concession food and beverage pricing schedule effective January 1, 2001.

Passed by the Commission on October 18, 2000.


  
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Chair

  
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Secretary-Treasurer

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

  
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By: Kathleen Pool  
Senior Assistant Counsel

## **MERC STAFF REPORT**

**Agenda Item/Issue:** Approval of proposed concession food and beverage pricing schedule effective January 1, 2001 for the Portland Metropolitan Exposition Center.

**Resolution No:** 00-36

**Date:** October 18, 2000

**Presented by:** Chris Bailey

**Background:** The Commission last established a concession food and beverage pricing schedule in June 1995. Although the pricing schedule was initially aggressive, the cost of providing goods has increased approximately 15% during the interim and the minimum labor wage has increased as well.

In order to maintain a satisfactory return to MERC, continue to provide high quality product to the Expo's patrons as well as attract and retain food service employees, Aramark/Giacometti has proposed a revised concession food and beverage pricing schedule accordingly.

**Fiscal Impact:** Based upon application of the proposed pricing schedule to the most recently completed fiscal year's concession food and beverage sales, it is anticipated that the proposed pricing schedule will produce an approximate \$100,000 increase in net sales or 5.5%.

**Recommendation:** Staff recommends that the Metropolitan Exposition-Recreation Commission approve the proposed concession food and beverage pricing schedule effective January 1, 2000.



## Portland Expo Center Price Increase Justification

The current concession prices at the Portland Expo Center have been in place since the proposed Fine Host pricing accepted by the commission in June 1995. Since then cost of sales for food and beverages purchased from wholesalers has increased approximately 3% annually, or 15% totally. Also since 1995, there has been an increase to the minimum wage, which, in turn, raises the cost required to attract and keep qualified employees in the concession stands.

ARAMARK/Giacometti wants to continue to provide high quality products in our public foods operation at the Expo. The increases that we recommend reflect that commitment to quality while still keeping the price points reasonable so that patrons can continue to have a positive perception of value.

- |   |   |
|---|---|
| <input type="checkbox"/> Soda Large 32oz  | Increase only \$0.25 to push sales from 20oz to 32oz.                             |
| <input type="checkbox"/> Soda Medium 20oz | Increase \$0.50   |
| <input type="checkbox"/> Soda Small 12oz  | Increase \$0.50.  |
|   | <i>The cost of syrup has gone from \$29/BIB in 1995 to \$36.40/BIB currently.</i> |
- |  |   |
|--|---|
| <input type="checkbox"/> Bottled Soda 20oz | increase \$0.50, which is 20%.              |
|  | <i>The cost has risen 20.8% since 1995.</i> |
- Juice
- Bottled Water 1L
- Bottled Water 16.9oz
- Coffee XLarge 16oz
- Coffee Large 12oz
- Coffee Small 8oz
- Milk pint
- Milk 1/2 pint
- Premium Domestic Beer
- Micro/Import Beer
- Giant Muffin
- Muffin
- Giant Donut
- Donut
- Popcorn Large 85oz
- Popcorn Small 46oz
- Chips
- Cookie
- Candy

- Licorice Rope Price has increased 12.9%
- Novelty Ice Cream Switch to nationally branded items that are higher quality and higher cost
- Pretzel Increase price by \$0.50. *Cost has risen 63.9%*
- CheeseSteak Sandwich Increase price by \$0.50. *Cost of beef has risen 27.1%*
- Deli Sandwich No increase
- Garden Burger No increase
- Personal Pizza New item with "event special" gourmet toppings
- Nachos Increase price by \$0.50. *Cost has risen 17.3%*
- Super Nachos Increase price by \$0.50. *Cost has risen 16.5%*
- Jumbo Hot Dog Quarter Pounder. *Cost of beef has risen 27.1%*
- Hot Dog Increase price by \$0.25. *Cost of beef has risen 27.1%*
- Sausages Raise price \$0.50. *Cost of premium sausage increased 27.9%*
- Chili & Soup Chili con carne and our new scratch soups increase bowl size 50% to 12oz and add only \$0.50
- Corn Dog Raise price \$0.75. *Cost has risen 25.9%*
- Cheeseburger No increase
- Chicken Breast Sand No increase
- Chicken Tenders No increase
- Fish n' Chips No increase
- French Fries Basket New item size \$4.50
- Biscuits & Gravy Increase to \$4.00. *Cost has risen 24.3%*
- Breakfast Sand. Change to \$4.50 add side of breakfast potatoes

These conclude our recommendations for price increases. We believe these proposed increases are the most prudent way to re-capture the lost profits dwindled by ever increasing wholesale costs of goods. Attached, please find, a competitive analysis with other similar facilities.

**PROPOSED CONCESSION FOOD & BEVERAGE PRICING SCHEDULE  
PORTLAND EXPO CENTER  
& COMPETITIVE ANALYSIS - PUBLIC EVENT VENUES**

<b>2000-2001 Item Costs</b>	<b>Portion Size</b>	<b>ROSE GARDEN</b>	<b>TACOMA DOME</b>	<b>COW PALACE</b>	<b>RENO EXPO CENTER</b>	<b>ARAMARK EXPO CURRENT</b>	<b>ARAMARK EXPO PROPOSED</b>	<b>PRICE INCREASE</b>
<b>DRINKS</b>								
Large Fountain Soda	32oz	\$ 3.75	\$ 2.75	\$ 3.00	\$ 2.50	\$ 3.00	\$ 3.25	\$ 0.25
Medium Fountain Soda	20oz	\$ 3.25	\$ 2.25	\$ 2.50	24oz - \$2.25	\$ 2.25	\$ 2.75	\$ 0.50
Small Fountain Soda	12oz	\$ 2.25	\$ 1.75	\$ 2.00		\$ 1.50	\$ 2.00	\$ 0.50
Bottled Soda (contour)	20oz			\$ 3.00	\$ 2.00	\$ 2.50	\$ 3.00	\$ 0.50
Juice - Small	10oz			\$ 2.50	\$ 2.25	\$ 1.50	\$ 1.50	\$ -
Bottled Water Large	1L						\$ 3.50	NEW
Bottled Water Small	16.9oz	\$ 3.00	\$ 2.75	\$ 3.00	16.9oz-\$2.25	20oz-\$2.50	16.9oz-\$2.50	CHANGE
Coffee-XLarge	16oz						\$ 2.00	NEW
Coffee-Large	12oz	\$ 2.50	\$ 1.75	\$ 2.00		\$ 1.50	\$ 1.75	\$ 0.25
Coffee-Small	8oz	\$ 1.50	\$ 1.25	\$ 1.50	\$ 1.25	\$ 1.00	\$ 1.50	\$ 0.50
Hot Chocolate	8oz		\$ 1.25	\$ 1.50		\$ 1.00	\$ 1.50	\$ 0.50
Milk Sm	1/2 pint		\$ 1.25	\$ 1.50	\$ 1.25	\$ 1.00	\$ 1.25	\$ 0.25
Milk Lg	1 pint		\$ 1.75			\$ 1.50	\$ 1.75	\$ 0.25
Domestic Beer	16oz	12oz-\$4.50	\$ 4.00	\$ 4.25	\$ 3.00	\$ 3.75	\$ 4.25	\$ 0.50
Imported Beer	16oz	12oz-\$5.50	\$ 4.75	\$ 5.00	\$ 4.00	\$ 4.50	\$ 4.75	\$ 0.25
Premium Beer Btl	12oz		\$ 4.75	\$ 4.75	\$ 4.00	\$ 4.50	\$ 4.75	\$ 0.25
								\$ -
<b>Snacks</b>								
Giant Muffin	1 each						\$ 2.50	CHANGE
Muffin	1 each	\$ 2.00		\$ 2.00	\$ 1.75	\$ 1.75	\$ 1.75	\$ -
Donut	1 each					\$ 1.50	\$ 1.50	\$ -
Giant Donut	1 each						\$ 2.00	NEW
Popcorn Lg	85oz	\$ 3.50	\$ 3.50	\$ 3.25		\$ 3.00	\$ 3.50	\$ 0.50
Popcorn Sm	46oz	\$ 2.50	\$ 2.00	\$ 2.25		\$ 2.00	\$ 2.50	\$ 0.50
Chips	1.5-2.5oz		\$ 2.00	\$ 2.00	\$ 1.25	\$ 1.75	\$ 2.00	\$ 0.25
Cookies	4oz			\$ 1.75	\$ 1.25	\$ 1.75	\$ 2.00	\$ 0.25
Candy	King Size		\$ 2.25	\$ 2.00		\$ 2.00	\$ 2.50	\$ 0.50
Licorice	21"					\$ 1.75	\$ 2.00	\$ 0.25
Ice cream	1 each		\$ 2.25	\$ 2.25	\$ 1.50	\$ 2.00	\$ 2.25	\$ 0.25
Pretzel	5.5oz		\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.50	\$ 0.50
								\$ -
<b>Meal Items</b>								
Cheese Steak Sandwich	6oz					\$ 5.50	\$ 6.00	\$ 0.50
Deli Sandwich		\$ 6.50				\$ 6.50	\$ 6.50	\$ -
Garden Burger	1/4	\$ 4.50	\$ 4.50	\$ 5.00		\$ 4.50	\$ 4.50	\$ -
Pizza *Personal Size	8" mini				Mini - \$6.00	\$ 2.50	* \$6.00	CHANGE
Pizza	1/8 - 16"	\$ 4.00	\$ 2.50	\$ 2.75	Mini - \$6.00	\$ 2.50	\$ 2.50	\$ -
Nachos	1/3		\$ 3.25	\$ 3.50	\$ 2.50	\$ 2.50	\$ 3.00	\$ 0.50
Super Nachos	1/2		\$ 3.75	\$ 4.00		\$ 3.25	\$ 3.75	\$ 0.50
Jumbo Hot Dog	1/4	\$ 4.00	\$ 3.25	\$ 4.00	\$ 4.00	\$ 2.75	\$ 3.25	\$ 0.50
Hot Dog	1/6	1/8-\$2.75	\$ 2.25	\$ 2.75		\$ 2.25	\$ 2.50	\$ 0.25
Sausage w/peppers & onions	1/5					\$ 3.50	\$ 4.00	\$ 0.50
Sausage	1/5		\$ 3.75	\$ 4.50	\$ 4.00	\$ 3.25	\$ 3.75	\$ 0.50
Chili	10oz					\$ 2.50	\$ 3.00	\$ 0.50
Corn Dog	1 each		\$ 2.50	\$ 2.50		\$ 2.25	\$ 3.00	\$ 0.75
Cheese Burger	1/4	\$ 4.50	\$ 4.75	\$ 5.00	\$ 5.00	\$ 4.50	\$ 4.50	\$ -
Chicken Breast Sandwich	4oz	\$ 5.50	\$ 4.75	\$ 5.50	\$ 7.50	\$ 4.50	\$ 4.50	\$ -
Chicken Finger Basket	4 each		\$ 7.50			\$ 7.50	\$ 7.50	\$ -
Fish n Chips	3 each		\$ 7.50			\$ 7.50	\$ 7.50	\$ -
French Fries Basket	16oz						\$ 4.50	NEW
French Fries Sm	12oz	8oz-\$4.00	\$ 3.25	\$ 3.00	\$ 1.75	\$ 3.00	\$ 3.00	\$ -
Soup	8oz			\$ 3.00	\$ 3.50	\$ 2.50	\$ 3.00	\$ 0.50
Biscuits & Gravy						\$ 3.00	\$ 4.00	\$ 1.00
Breakfast Sandwich						\$ 2.50	\$ 4.50	CHANGE

**COMPONENT NAME: PORTLAND EXPO CENTER  
PUBLIC FOODS  
COMPETITIVE ANALYSIS - LOCAL COMPETITION**

HIDE

2000-2001 Item Costs	Portion Size	ARAMARK	MEMORIAL COLISEUM					
<b>DRINKS</b>								
Large Fountain Soda	32oz	\$ 2.50	\$ 3.75					
Medium Fountain Soda	20oz	\$ 2.00	\$ 2.75					
Small Fountain Soda	12oz	\$ 1.50	\$ 1.75					
Jumbo Fountain Soda	44oz	\$ 3.00						
Bottled Soda (contour)	20oz	\$ 2.50						
Juice - Small	10oz	\$ 2.00	16.9oz-\$2.50					
Bottled Water Large	20oz	\$ 2.50	\$ 2.50					
Coffee-Large	12oz	\$ 1.50	\$ 1.75					
Coffee-Small	8oz	\$ 1.00	\$ 1.25					
Hot Chocolate	8oz	\$ 1.00	\$ 1.25					
Milk Sm	1/2 pint	\$ 1.00	\$ 1.25					
Milk Lg	1 pint	\$ 1.50						
Domestic Beer	16oz	\$ 3.75	\$ 4.00					
Imported Beer	16oz	\$ 4.50	\$ 4.75					
Premium Beer Btl	12oz	\$ 4.50	\$ 4.75					
<b>Snacks</b>								
Muffin	1 each	\$ 1.75						
Donuts	1 each	\$ 1.75						
Popcorn Lg	85oz	\$ 3.25	\$ 3.00					
Popcorn Sm	46oz	\$ 1.75	\$ 2.25					
Chips	1.5-2.5oz	\$ 1.75	\$ 2.00					
Cookies	4oz	\$ 1.75						
Candy	King Size	\$ 2.00	\$ 2.50					
Ice cream	1 each	\$ 2.00	\$ 2.50					
Pretzel	5.5oz	\$ 1.75	\$ 2.25					
<b>Meal Items</b>								
Cheese Steak Sandwich	6oz	\$ 6.00						
Garden Burger	1/4	\$ 4.50	\$ 4.50					
Pizza	1/8 - 16"	\$ 2.50	\$ 2.75					
Nachos	1/3	\$ 3.25	\$ 3.00					
Super Nachos	1/2	\$ 3.75	\$ 3.50					
Jumbo Hot Dog	1/4	\$ 3.25						
Hot Dog	1/6	\$ 2.25	\$ 2.50					
Sausage	1/5	\$ 3.75	\$ 3.75					
Chili	10oz	\$ 2.50						
Corn Dog	1 each	\$ 2.25	\$ 2.50					
Cheese Burger	1/4	\$ 4.50	\$ 4.50					
Chicken Breast Sandwich	4oz	\$ 4.50	\$ 5.00					
Chicken Finger Basket	4 each	\$ 7.50	2 each-\$7.50					
Fish n Chips	3 each	\$ 7.50	2 each-\$7.50					
French Fries Sm	12oz	\$ 3.00	1lb Boat-\$3					
Soup	8oz	\$ 2.50						