

METROPOLITAN EXPOSITION-RECREATION COMMISSION

RESOLUTION 01-28

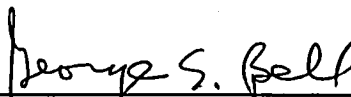
Approval of proposed concession food and beverage pricing schedule effective October 4, 2001 for the Portland Center for the Performing Arts.

The Metropolitan Exposition-Recreation Commission finds:

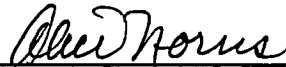
1. That the Metropolitan Exposition-Recreation Commission authorized Aramark/Giacometti Partners, Ltd., to provide catering/concession food and beverage services at the Portland Center for the Performing Arts;
2. That the current concession food and beverage pricing schedule was last established in February, 1997;
3. That the cost of providing goods and services has increased during the interim;
4. That the proposed concession food and beverage pricing schedule will produce a reasonable profit, yet be market-sensitive to patrons attending events at the Center.

BE IT THEREFORE RESOLVED that the Metropolitan Exposition-Recreation Commission directs staff and Aramark to implement recommended increases to food and beverage prices at the Portland Center for Performing Arts effective October 4, 2001.

Passed by the Commission on October 4, 2001.



Chairman



Secretary/Treasurer

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

By: 

Senior Assistant Counsel

MERC STAFF REPORT

Agenda Item/Issue: Approval of increase to Concession Food & Beverage Pricing Schedule for the Portland Center for the Performing Arts.

Resolution No: 01-28

Date: October 4, 2001

Presented by: Robyn Williams

Background and Analysis:

In 1997 PCPA concession food and beverage, prices were increased to produce a reasonable profit, yet be market-sensitive to patrons attending events at the Center.

Since 1997, costs for labor, food, beverages, deliveries and alcohol taxes have increased annually. In order to maintain a satisfactory return to MERC, continue to provide high quality product to PCPA's patrons and retain food service employees, Aramark has proposed revised concession food and beverage pricing accordingly.

Fiscal Impact:

These increases will have a positive impact on concession revenues with anticipated increase of 5-7% annually.

Recommendation:

Staff recommends that the Metropolitan Exposition-Recreation Commission approve Resolution No. 01-28; and, direct staff to implement the increases to concession food and beverage prices at the Portland Center for the Performing Arts effective October 4, 2001.

<u>Items</u>	<u>Current Price</u>	<u>Proposed</u>	<u>Area Average (Heathman, SouthPark, Higgins, etc.)</u>	
Cocktail-1 liquor	\$3.75	\$4.25	\$4.25	
Cocktail-2 liquors	\$4.50	\$5.00	\$6.30	
Premium cocktail-1	\$6.50	\$6.50	\$6.50	
Premium cocktail-2	\$7.25	\$8.00	\$8.35	
Liqueurs	\$3.75	\$6.50	\$8.35	*Currently selling far below market
Wine/champagne	\$4.25	\$5.00	\$5.65	
Wine/champagne (premium)	\$7.00	\$6.00-8.00*	\$7.00-14.00	*Pricing depending on varying wine costs.
Beer-bottled	\$3.50	\$4.25	\$4.50	
Beer-draft	\$4.25	\$4.50	\$4.50	
Beer-micro/import	NA	\$4.75	\$4.75	

<u>Concession Items</u>			<u>Area Average (Broadway Theater, Tower Theater, etc.)</u>	
Sodas-20oz	\$1.75	\$2.00	\$2.50	Cost of syrup has risen 7%
Sodas-12oz	\$1.25	\$1.50	NA	
Cookies, brownies, etc.	\$1.50	\$1.75	\$2.50	
Coffee-12oz	\$2.00	\$2.25	\$1.85 *	*Upgrade to Starbucks
Candy-kingsize	\$2.00	\$2.25	\$2.50	
Candy-regular	\$1.50	\$1.75	NA	
Juice	\$1.50	\$2.00	\$2.50	Cost up 33%
Water	\$2.25	\$2.25	\$1.50	
Pretzel	\$1.75	\$2.00	NA	