

**REPORT FROM SELECTION COMMITTEE FOR
RFP FOR CONCESSION SERVICES
RFP 9379**

Introduction: The City of Fresno solicited proposals for food and beverage concession at Chukchansi Stadium. The scope of work consists of operation of the concession stands at this ballpark used by the Fresno Grizzlies Baseball Team, as well as capital improvement of the concession stands at the Stadium. The concession vendor would be responsible for general maintenance and repair of any damage during the normal operation of the concessions.

The price proposal section of the RFP consisted of:

- Three options for bidding consisting of a Management fee only, Management Fee/Revenue Sharing, or Revenue Sharing only. The contract could be for a three, five, seven or ten (3, 5, 7 or 10) year contract dependent upon the capital investment.

Proposals were evaluated on criteria listed on attached Summary Sheet. Selection was based on qualitative analysis and cost.

A Last, Best and Final proposal was solicited after all proposers were interviewed.

Committee Members:

Renena Smith, Assistant City Manager, Office of the City Manager
Michael Lima, Director, Finance Department
Manuel Mollinedo, Director, Department of Parks, Recreation, and Community Svcs
Derek Franks, General Manager, Fresno Grizzlies
Laura Rapp, Procurement Specialist, Finance Dept./Purchasing Unit

Recommendation:

The Committee recommends award of a ten-year contract to Professional Sports Catering.

Evaluation by Committee:

PROFESSIONAL SPORTS CATERING: Professional Sports Catering provides concession services exclusively to minor league baseball, thereby maintaining operational and resource allocation focus. Their capital improvement plan includes the use of food truck concepts and introducing a right field bar. However, they emphasized they are interested in working with the Fresno Baseball Club on what they think is important for concession options and concession capital improvement, including the installation of a new point-of-sale system. They also expressed flexibility in providing additional capital improvement funding should it be needed during the life of the contract, and they demonstrated a solid employee training program. The Committee felt that the financial proposal and flexibility that Professional Sports Catering offers is the best value for the City of Fresno and Fresno Baseball Club (FBC).

DIAMOND CONCESSIONS: Diamond Concessions offers a smaller, more hands-on approach. Their concession offerings are more unique to the region, with some specialty concepts to increase sales. They also feel strongly about customer service and employee training and emphasize keeping those elements consistent at all Diamond properties. Their capital improvement plan is pertinent to the needs of the stadium and well thought out. While the Committee was impressed with the concepts and approach taken by Diamond Concessions, they felt the operation is too small to successfully handle the challenges of Chukchansi Stadium.

SPECTRA: Spectra is the current contract holder for concessions at Chukchansi Stadium. They are an experienced vendor with over 400 venues serviced. Their proposed Capital Improvement Plan includes an outdoor cocktail bar, point of sale system and rebranding of concession stands. Their training plan includes

online and video training, meetings and recaps after large events. While there were some solid concepts offered in their proposal, those or similar concepts were not evident in the current contract held by Spectra. There was some concern that follow through with those concepts would be a challenge with over 400 venues to service. Finally, the Committee felt the financial commitment offered by other proposers was more beneficial to the City than what Spectra offered in their proposal.

PREMIER: Premier puts a huge emphasis on using local foods in the Fresno area for concessions to increase sales. However, none of the local foods were included as part of the concession ideas they proposed for Chukchansi Park. They have a solid training program in place and good leadership to administer this contract. They have real time customer communication that helps them to continually improve customer service and satisfaction. Their Capital Improvement Plan includes rebranding of the concession stands, promotions, and a new Point of Sale system. However, the Committee felt that other proposals had more flexibility, concepts that are more on-point, and offered a financial commitment that is more beneficial to the City.

PARDINI'S CATERING: Pardini's Catering is a very well- known local vendor in the Fresno area. They are known for great quality food offerings and good customer service. While they have an excellent reputation in the Fresno area, there is concern that they are unable to handle the volume of customers in Chukchansi Stadium, and they have had minimal stadium experience. Shortly after the Committee interviewed all of the proposers, Pardini's Catering respectfully withdrew their proposal.

Conclusion:

The proposal submitted by Professional Sports Catering has demonstrated, in the Committee's opinion, that they can provide the expected level of quality and service, while providing a financial proposal that is a good value for the City of Fresno and Fresno Baseball Club. The Committee recommends award of the contract to Professional Sports Catering.