

Concession Agreement



GOODYEAR BALLPARK EXCLUSIVE CONCESSION CONTRACT



PROFESSIONAL
SPORTS
CATERING

POWERED BY *Levy Restaurants*



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PREVIOUS CONCESSION AGREEMENT

- July 2008 – Council authorized an exclusive concession contract with Ovations Food Services
- Initial five-year term, with two one-year options was fully exercised and expired on July 31, 2015
- Contract provided the City with a \$1.3 million capital investment
- \$2.7 million earned in commissions over term of contract

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SELECTION PROCESS

- January 2015 – Request for Proposal was issued
- Six companies attended mandatory site visit during Spring Training
- Three companies submitted proposals
- Evaluation Team – Cleveland Indians, Cincinnati Reds and City staff

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SELECTION PROCESS

- Evaluation Criteria
 - Experience and Qualifications 40%
 - Financial Proposal / Capital Investment 40%
 - Operational and Maintenance Plans 20%
- Unanimous decision to select Professional Sports Catering

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- More than 50 years experience on executive team
- Quality, innovative food concepts
- Powered by Levy Restaurants
- Core Values match Goodyear's vision for food service

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1 Baseball is all they do.

- Fastest growing brand in baseball
- Grown to 23 clients since 2007
- Exclusive focus on mid-size baseball venues
- 2014 – signed a 15 year contract with Peoria Sports Complex



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2 Focus on exciting food.

- Innovative food concepts
- Portable carts bringing smells and proprietary brands that take food from generic to extraordinary sights to the concourse
- Large network of food trucks
 - Queso Good
 - West Coast Noodles
 - Spice it Up
 - Grilled Cheese Truck
 - Tailgaters BBQ
 - Jamburritos

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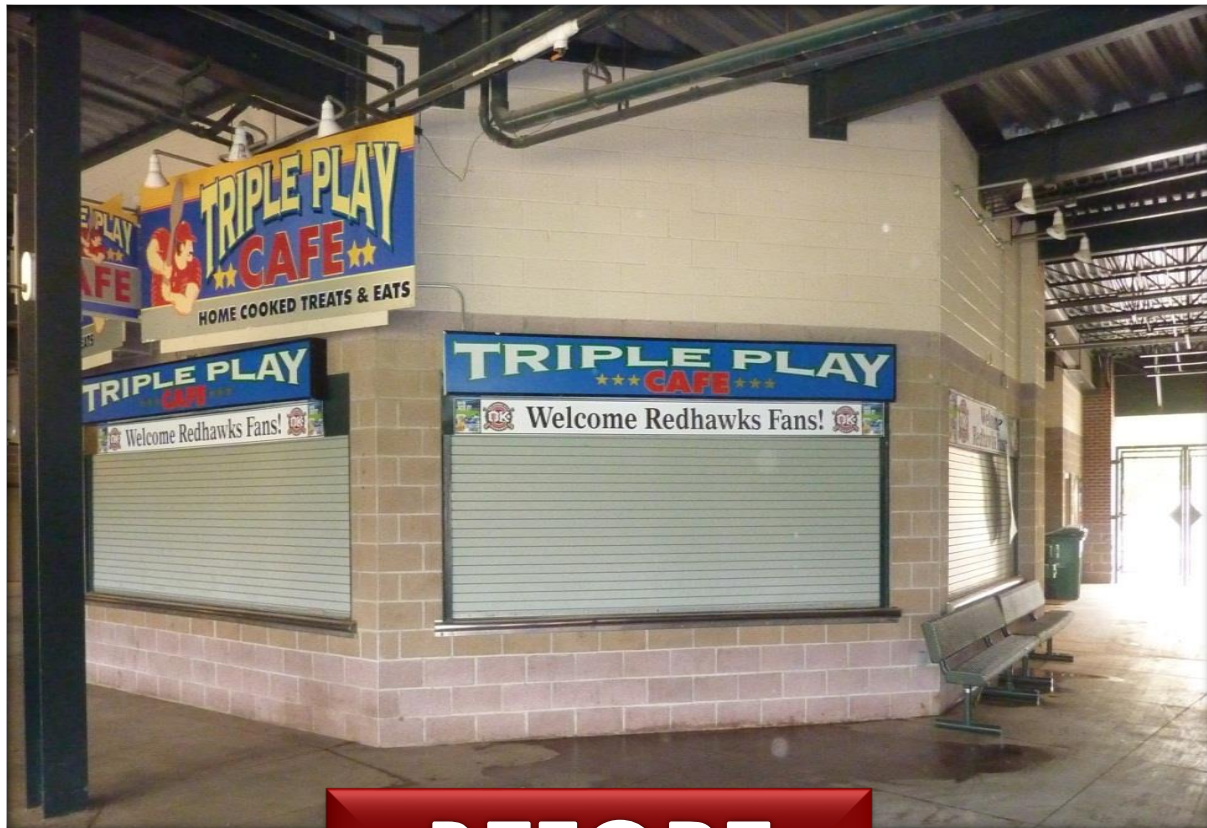
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BEFORE



AFTER

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CHEESY MAC



- 100% Beef Franx
- Pretzel Bun
- Homemade Mac & Cheese
- Bread Crumbs

FIRECRACKER



- 100% Beef Franx
- Pretzel Bun
- Shredded Spicy Chicken
- Pepper Jack Cheese
- Jalapeño Sauce
- Chipotle Mayonnaise

PORKER



- 100% Beef Franx
- Pretzel Bun
- Pulled Pork
- Coleslaw
- BBQ Sauce

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3 Focus on maximizing revenue.

- Delivering better top line revenue improves business more than cutting costs and corners
- Proven track record of growing business
 - Increased per caps for every client they have worked with from 10% to 45%

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4 Focus on guest service.

- Guest relations philosophies are unmatched by any other food service provider
 - *First Impression* employee training program is developed to optimize fans' experience
 - *Fan Food Feedback* quantifies what fans think and gives data and benchmarking to continually look for ways to improve

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5 Partners, not just clients.

- PSC is not just a food vendor; they look for true partnerships
- It's our brand; not theirs
 - PSC will not brand hats, aprons or napkin holders at the ballpark
- Their team will be integrated into our team
- Committed to building long standing relationships



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KEY ELEMENTS

- **Term:** seven year contract with five one-year options
- **Investment:** PSC to invest \$750,000 into enhancements, equipment and replacements (amortized over 10 years)
- **Replacement Fund:** PSC to establish a fund of .75% of net sales to be dedicated for replacement of city-owned capital equipment (projected \$11k annually)
- **Utility Fund:** PSC will contribute .25% of net sales to the City for utilities (projected \$4k annually)

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COMMISSIONS

Category	Annual Sales	Commission to City of Goodyear
Concessions Food	\$0 - \$500,000	33%
	\$500,001 and up	45%
Concession Alcohol	\$0 - \$500,000	34%
	\$500,001 and up	45%
Catering and Events	\$0 - \$250,000	25%
	\$250,001 and up	35%
Subcontractor Sales	All	50%

Projected annual commissions: \$515,000

Projected commissions over 12 years: \$6.2 million

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Jason Wilson

Vice President of Operations



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Questions?

