



PARK BOARD STUDY SESSION

3 p.m. Thursday, Feb. 4, 2021

Call in: 408-418-9388

Access code: 146 185 0768

Meeting password: JRu8iFbZ2q6

Park Board members:

Jennifer Ogden – President

Bob Anderson – Vice President

Garrett Jones – Secretary

Nick Sumner

Rick Chase

Greta Gilman

Sally Lodato

Gerry Sperling

Barb Richey

Hannah Kitz

Kevin Brownlee

Michael Cathcart – City Council liaison

Agenda

1. **Roll call:** *Jennifer Ogden*
2. **Special discussion/action items:**
 - A. *Food and beverage services at Riverfront Park, Manito Park and Dwight Merkel Sports Complex – Jonathan Moog and Amy Lindsey*
3. **Public comment:** *Jennifer Ogden*
4. **Adjournment:**

Agenda is subject to change

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2021 food service study session



overview and goals

Parks is currently under contract with Lancer Hospitality to provide food and beverage services at all sites including future concerts at the U.S. Pavilion. The 2020 Pandemic offered us the opportunity to support the Skate Ribbon and Manito Park Bench Café with small/local business when Lancer Hospitality postponed services.

1. Review past, current and future food service initiatives at Parks and Recreation owned and operated facilities.
2. Explore current and new solutions to incorporate additional community business.

food service locations & operations

1. Sky Ribbon Café
2. Looff Carousel Concessions
3. Pavilion Concessions
4. Manito Park Bench Café
5. Merkel Sports Complex Concessions
6. Park-wide Catering (Community engagement events, 4th of July beer garden, birthday parties, private/corporate/weddings events, backstage catering for artist/tours, etc.) May expand catering opportunities to outer parks.

why outsource?

1. Pavilion operations
2. Food service equipment needs (8+ new concert POS)
3. Continued labor challenges
4. Expertise, not our primary business / core service

Goals:

- Retain operational consistency and oversight given seasonal changes related to volume and labor (ramp up and down quickly, share staff between locations)
- Risk and Expertise – Additional resources to comply with industry best practices. Lowers our risk for food related problems
- Have a more robust food service safety and service training programs

food service program timeline



1978 - 1991	1974 – 80s: After EXPO – Pavilion restaurant, Fountain Café Pavilion, Loeff Carrousel, Manito Park Bench Café Private Operators
1991	Parks takes food service in-house, hires first food and beverage manager
Nov 2018	Parks issued an RFP for concessionaire services that included the following: <ol style="list-style-type: none">1. Exclusive concessions at the U.S. Pavilion2. Exclusive catering at U.S. Pavilion, Loeff Carrousel and Skate Ribbon3. Non-exclusive park-wide catering at Riverfront Park
Aug 2019	Re-issued RFP due to low response rate and feedback from local concessionaries who cited poor timing and tight turnaround time Spoke directly with and provided site visits with additional potential partners Outcome: Received one response from Lancer Hospitality
Mar 2020	Contract approved by Park Board
Mar 2020	COVID
	Attractions Closed - Events & Life Cancelled
	Lancer-Parks agree to postpone transition
June 2020	IRFP issued for concessionaire services Skate Ribbon & Manito Park Bench Café
July 2020	Entered into agreements with Eat Good Group (Sky Ribbon Café) and Udder Delight (Manito Park Bench Café)

lancer hospitality key deal points



- Exclusive Concessionaire – Pavilion, Numerica Skate Ribbon, Looff Carrousel, Merkel Sports Complex and Manito Park Bench Café
- Exclusive Caterer – Riverfront indoor event and meeting spaces
- Non-Exclusive Caterer – Riverfront outdoor venues and other venues as arranged
- 13 Blackout dates for annual community events
- 11% Commission – Concessions | 14% Commission – Catering
- 15% Commission – Pavilion Concerts (up to \$500K) / 20% Commission (over \$500K)
- \$175K investment to support concessions and catering services (\$125K Year 1, \$50K Year 3) | \$15,000 annual investment in marketing and sales initiatives
- Coordinate and fund city equipment repairs (up to \$5,000 per year)
- Procure/pay Liquor License Permits
- Fund alcohol enforcement agents for Pavilion concert series (50+ staff)
- Implement Mystery Shopping Program

2020 operational review



Manito Park Bench Café Revenue Comparison 2019-2020

	July	Aug	Sept	TOTAL
2019	\$ 45,792	\$ 40,995	\$ 3,400	\$ 90,187
2020	\$ 55,124	\$ 73,400	\$ 40,000	\$ 168,524

Sky Ribbon Café Revenue Comparison 2019-2020

	Aug	Sept	Oct	Nov	Dec	TOTAL
2019	\$25,415	\$8,916	\$3,988	\$9,409	\$34,548	\$84,295
2020	\$6,695	\$6,923	\$5,951	\$3,039	\$14,061	\$36,670

potential solutions



Solution: Cancel (or renegotiate) Lancer Hospitality Contract, Issue RFP for local operator at Manito Park Bench Café

Pros:

- Provides local economic impact in the wake of COVID
- Supports local businesses and great story to tell
- Community often prefers to support local, recognized brands, which could boost sales
- We had great success with Ben & Jerry's at Manito Park Bench Café

Cons:

- Jeopardizes operations of Looff Carousel Concession, Merkel Sports Complex and Sky Ribbon Café
- Loss of Pavilion operator – RFP and contracting timeline is very tight at this point in time
- Potential loss of \$175K capital investment, \$15K marketing funds, \$5K equipment repair
- City of Spokane is prohibited by state law to exclude firms from competition based on their location
- Damages Park's integrity from a business partner standpoint. Lancer's time and effort to date (e.g. travel, menu development, responded to RFP twice) and honoring our commitments.

potential solutions



Solution: Retain current Lancer Hospitality agreement, incorporate local business products and services into Lancer's portfolio

Pros:

- Maintains operational consistency and oversight: Structured to support seasonal changes related to volume and labor challenges (ramp up and down quickly, share staff between locations)
- Risk and Expertise: More resources to comply with industry best practices. Lowers our risk for food related problems
- Streamlines communication, billing/administration (e.g. contracts, procurement)
- Provides access to robust food service safety and service training programs
- Opportunity to incorporate local products/brands thought all parks and recreation locations

Cons:

- Takes operational opportunity away from community based operators
- Outside organizations lack in-depth understanding of local culture, food service landscape and community-based initiatives

lancer hospitality's local product plan

- Partnership with Greater Spokane Food Truck Association
- Exclusive local coffee provider
- Sell local baked good (Alpine Bakery, Thomas Hammer)
- Local ice cream organization
- Craft beer operations
- Additional partners TBD

next steps + estimated timelines

1. Status Quo – March 22 Initiate Lancer Transition
2. Explore Hybrid Option/Contract Amendment (1-2 Months)
3. Issue RFP (5+ Months)



thank you!

