

Ordinance No. 200772

**Food & Beverage Concessions Agreement With
Aramark Sports & Entertainment Services**

Reason For Legislation

This Ordinance will authorize the Director of Convention and Entertainment Facilities to enter into a six (6) year agreement with Aramark Sports & Entertainment Services to provide Food & Beverage Concessions services at the Convention and Entertainment Facilities. This agreement may be extended for up to two (2) additional two (2) year terms at the City's option.

RFP Process

The Department issued an RFP on January 23, 2020. There were two (2) respondents, Aramark Sports & Entertainment Services and Brancato's Catering.

RFP Process *continued*

- Aramark Sports & Entertainment Services provided the best overall proposal. Listed below are the responses to the RFP from both companies:

Aramark Sports & Entertainment Services

Commission Rate/Food & Non-Alcoholic Beverages

- 29% Commission Payment, 0-\$1 Million of Gross Receipts.
- 31% Commission Payment, \$1 Million - \$2 Million of Gross Receipts.
- 33% Commission Payment, \$2 Million & Above of Gross Receipts.

Commission Rate/Alcoholic Beverages

- 27% Commission Payment of Gross Receipts.

Capital Investment

- \$750,000

Brancato's Catering

Commission Rate/Food & Non-Alcoholic Beverages

- 18% Commission Payment of Gross Receipts.

Commission Rate/Alcoholic Beverages

- 30% Commission Payment of Gross Receipts.

Capital Investment

- \$150,000

HRD Goals

Goals assigned for the project by HRD were 10% MBE & 5% WBE.

Aramark Sports & Entertainment Services

- 10% MBE
- 14% WBE

Brancato's Catering

- 1.5% MBE
- 5% WBE

Overview of Aramark

Aramark Sports & Entertainment Services manages Food & Beverage Concessions services at nineteen (19) other convention centers and thirty-five (35) stadiums and arenas throughout the country which includes Arrowhead Stadium and Kauffman Stadium. Aramark had the previous agreement at the Convention & Entertainment Facilities since 2008 and has provided outstanding customer service as measured by Post Event Surveys.