

**To the Mayor and Members of the City Council****May 3, 2011**

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**SUBJECT: UPDATE ON THE WILL ROGERS MEMORIAL CENTER  
CONCESSION AND ALCOHOLIC BEVERAGE SERVICES**

The purpose of this Informal Report is to provide City Council with an update on the Concession and Alcoholic Beverage Services at the Will Rogers Memorial Center (WRMC).

The agreement with Aramark Sports and Entertainment, Inc. (Aramark) to provide concession and alcoholic beverage services at the WRMC expired on December 31, 2010.

In order to allow staff an opportunity to continue to research and develop a business model to address the food and beverage operation, the City contracted with Coburn's Catering Service, Inc. (Coburn's) as the exclusive concession and alcoholic beverage provider for an initial period of six months, with an additional seven-month option period. The initial term will expire on June 20, 2011. Staff recommends extending the term to expire at the conclusion of the 2012 Stock Show.

Staff will make some modifications to the Coburn agreement to allow the City to retain the food, beverage and alcohol rights in certain areas of the campus. This will allow new outlets to be established in the Centennial Room and Backstage Club. Staff is currently in discussions with Reata Restaurants to operate the Centennial Room and Backstage Club during certain events.

In November of 2010, a focus group was established with representatives from the local catering community. Based on the feedback provided by this group and further research, the following business model is being proposed.

A Request for Proposals (RFP) is anticipated to be issued by June 1, 2011, that will continue the current business model for an exclusive concession and alcoholic beverage provider. The key elements of the RFP are:

- City will continue with the same exclusive concessions/alcoholic beverage services model that has existed at the WRMC.
- City will retain rights for all food, beverage and alcohol services in the Backstage Club and Centennial Room plus other spaces that may be considered appropriate for restaurant type operations.
- Catering at the facility will remain open to approved caterers that meet the established criteria, have the capacity to provide health permits, liability insurance, have the ability to contract with the City and agree to pay the established commission based on gross receipts less sales tax.
- Caterers will be required to remit the established commission on sales, as defined by the Public Events Department in the executed catering agreement. If the caterer reduces its catering prices as part of a donation to a group or organization, the City will receive its commission based upon the fair market value of said catering as determined by the Public Events Department.



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This proposed business model was presented to the same focus group at a follow up meeting held on April 20, 2011.

If you have any questions, please contact Kirk Slaughter, Director of Facilities and Public Events at 817-392-2501.

A handwritten signature in cursive script, appearing to read "Tom Higgins".

*for* **Tom Higgins**  
**Interim City Manager**