

**Concession Agreement for Food and Beverage Concession at City Venues  
Key Contract Terms**

**Vendor/Contractor Name:** Aramark Sports and Entertainment, LLC, a Delaware limited liability company

**Contract control number:** THTRS201205498

**City's contract manager:** Tad Bowman, AVD

**Was this contractor selected by competitive process? Briefly explain process:** Yes, William Caruso and Associates, a local food and beverage consultant, assisted AVD and Purchasing with the development of an RFP for this contract service. Purchasing solicited and received 5 proposals which were evaluated by a selection committee. The vendor was selected based on its financial and non-financial submittal.

**Term/Duration of contract/project:** November 1, 2012 – October 31, 2017 (5 years)

**Renewal terms:** none

**Purpose:** Contractor to manage the sales of food, beverage and merchandise at Red Rocks Amphitheatre and Denver Coliseum.

**Scope of services with performance bench marks:** Contractor shall provide all management, labor and supplies for the provision of the food, beverage and merchandise sales at Red Rocks and the Coliseum. This includes concession sales, premium sales, restaurant sales, Trading Post retail sales and consignment sales.

**Cost/value:** This is a management fee contract where contractor earns 1.5% of the gross receipts and contractor guarantees the city 50% of the gross receipts. The management fee and guarantee to city are paid on a monthly basis. The contractor also can earn 7% of the gross profit provided that contractor satisfies incentive criteria for financial performance, customer service standards and client service performance. This incentive compensation will be paid annually. The city retains any remaining profit. The city's projected revenue is \$31million over the course of the 5 year contract.

**Source of funds:** The expenses and revenues related to this contract come from the AVD special revenue fund (15815).

**Benefit:** High quality food and beverage service for the customers at Red Rocks and Denver Coliseum while providing significant revenues to the city.

**Termination provision for City and for contractor:** City may terminate the contract in the event of, among other things, uncured default by contractor, the bankruptcy or insolvency of contractor, or contractor loses its liquor license.

**WBE/MBE/DBE commitments (construction, design, and airport concession contracts):** No goals required for this contract, however contractor has proposed subcontracting with Alvarado (wbe/mbe) for the provision of specialty food products. In addition, the contract requires that if contractor provides construction services at the venues, contractor will be required to comply with, among other things, WBE/MBE/DBE.

**Location:** Red Rocks Amphitheatre and Denver Coliseum

**Affected Council District:** District 9