

# MEMO

**To:** Park Board

**From:** Greg Vitale, Director of Parks and Recreation

**Date:** April 19, 2016

**Re:** Billy Casper Golf Management – Community Park and Community Pool Concessions

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Now that Billy Casper Golf Management has absorbed the Food and Beverage Manager position and is expanding it into a Centennial-specific position, the Parks and Recreation Department is deciding how to operate the increasingly busy concession stands without an administrative supervisor. The concession stands already have an on-site supervisor, but no one to oversee the ordering, the payroll, the inventory oversight and the overall administration of the concession stands. Considering that well over \$100,000 in revenue is on the line and that the concessions stands will be in full-swing within weeks, the topic is a dire one. Considerations have been made to hire a seasonal supervisor, to train the on-site supervisor or to assign the concession stands to an administrator from the department. None of these options are ideal at this time because of the added workload and expense during what is already the busiest time of the year.

Billy Casper Golf manages concession stands for a number of their owners. They believe that the business model is very similar to that of their restaurants; focus on the customer service, the cost of goods and services and the product. After reviewing the financials, B.C.G. believes that the concession stands can be a slightly profitable venture. Specifically, the cost of goods and services and the inventory controls leave little to be desired.

The Town has negotiated a contract that allows B.C.G. to manage all concession stands at Community Park (including the new concession stand) and at Community Pool for one year. Babe Ruth will still operate the new stand during their tournaments in July. There are no management fees whatsoever. However, there is a profit-share of 50% to B.C.G. and to the Parks and Recreation Department. If the stands are not profitable, B.C.G. will be paid nothing. Considering that the concession stands have never been profitable yet, this is an unbelievable opportunity. The agreement is similar to the one at Centennial, but less detailed. The employees and all of the expenses will be absorbed by B.C.G. and will no longer be paid by the Town. The starting operating balance will only be \$5,000, which will be transferred from the existing concession stand budget. The Town will have the opportunity to renew at the end of the contract to coincide with the dates of the Centennial agreement.

## **Recommendation**

It is recommended that the Park Board approve the 1-year agreement with Billy Casper Golf to manage the Community Park and Community Pool concession stands at a starting capital transfer of \$5,000 from the existing concession stand budget.