



# City Council Report

**Date:** May 8, 2017  
**To:** City Council  
**Through:** Mike Kennington, Chief Financial Officer  
**From:** Edward Quedens, MPA, C.P.M., CPPO, Business Services Director  
Matt Bauer, MBA, CPPO, CPPB, CPSM, Procurement Administrator  
**Subject:** One-Year Renewal Contract for Catering and Concession Services at the Mesa Convention Center for the Parks, Recreation and Community Facilities Department **(Citywide)**

## **Purpose and Recommendation**

Council is requested to approve the Renewal Contract for Catering and Concession Services at the Mesa Convention Center as recommended.

The Parks, Recreation and Community Facilities Department and Purchasing recommend authorizing the renewal contract with Personal Touch Catering, Inc.

## **Background / Discussion**

This contract provides a professional caterer to staff, manage, and operate food and beverage catering and concession services at the Mesa Convention Center (MCC). The vendor operates the facility in the best interest of the City and provides services consistent with industry standards for quality at competitive and affordable rates.

During the Parks, Recreation and Community Facilities (PRCF) Department budget presentation on April 6, 2017 a question was raised regarding the pricing for catering services at the MCC. Included as part of this report is a comparative analysis of catering costs of the MCC compared to a sample of convention centers and hotels that provide catering services. PRCF staff and the concessionaire routinely verify that rates for services at the Convention Center are comparable to other venues that offer similar services to ensure that our clients are receiving the best pricing possible.

On June 16, 2014, Council approved the initial three-year contract with two, one-year renewal options. This is the first, one-year renewal contract with a one-year renewal option remaining.

Personal Touch Catering offered to renew the contract maintaining the same pricing structure as last year. The vendor has established an excellent relationship with the City and our customers over the last three years. MCC books events up to 18 months and further in advance; the vendor has worked with clients on customized menus and provided tastings for future events. Clients have given us many compliments on the catering services provided by the vendor. Personal Touch Catering is flexible, accommodating and

easy to work with for both staff and clients. This contract continues to be advantageous to the City and it is in the City's best interest to renew the contract.

### **Alternatives**

Council may choose not to authorize the purchase and new responses will be solicited.

### **Fiscal Impact**

This contract provides revenue to the City based on the contracted vendor's sales for food and beverage catering and concession services for MCC clients. MCC bills clients for these services and reimburses the vendor for their portion of the revenue collected. The City receives a percentage commission (City Share) of the food and beverage catering and concession services based on the vendor's Pricing and Compensation offered by the vendor.

### **Coordinated With**

Parks, Recreation and Community Facilities, and Purchasing

### **PURCHASING INFORMATION**

Action: Renewal

Procurement Type: Request for Proposals

Solicitation Number: 2014221

Responses Received: 3

Initial Contract Term: Three

Renewal Term: One year

Renewal Terms Remaining: One-year renewal subject to future Council consideration

### **Proposals received on April 22, 2014**

Atlasta Catering Service, Inc. - Phoenix, AZ

Arizona Catering, Inc. - Mesa, AZ

Personal Touch Catering, Inc. - Phoenix, AZ

**Proposal Scoring Results (Mesa Convention Center)**

<b>Technical Criteria / Maximum Points</b>	<b>Personal Touch Catering, Inc. Phoenix, AZ (Awarded)</b>	<b>Arizona Catering, Inc. Mesa, AZ</b>	<b>Atlasta Catering Service, Inc. Phoenix, AZ</b>
Documented methods of proposed operation that will result in high levels of service and high quality products at competitively, reasonable prices. This will include a review of proposed services, food and beverage products, and menu appropriateness and variety / 250	240	200	100
Offeror's qualifications, experience and references, reputation of firm and its principles, operational experience and management ability / 150	150	150	125
Proposal's thoroughness in replying to Response Elements as outlined in the Detailed Specifications, and Proposal format (clarity, organization and presentation) / 100	100	100	100
<b>Total Technical Criteria Points / 500</b>	<b><u>490</u></b>	<b>450</b>	<b>325</b>
<b>Technical Compensation Criteria / Maximum Points</b>			
Proposed City's Commission Percentage / 200	200	141	n/a
Proposed Capital Investment in Facilities / 50	13	50	n/a
<b>Total Compensation Criteria Points / 250</b>	<b><u>213</u></b>	<b>191</b>	<b>n/a</b>
<b>Total Score / 750</b>	<b><u>703</u></b>	<b>641</b>	<b>n/a</b>

**RENEWAL RECOMMENDATION**

***Personal Touch Catering, Inc.***

**Phoenix, AZ**

Description		
Catering and Concession Services for Mesa Convention Center per Contract No. 2014221, Terms and Conditions, Specifications and Pricing (City Share) offered:		
	<u>City Share</u>	<u>Capital Investment</u>
		<b>\$5,000.00</b>
Event Catering	<b>21%</b>	
<u>Event Alcohol Service:</u>		
Cash Bar Sales	<b>25%</b>	
Hosted Bar Sales	<b>25%</b>	
Service Fees	<b>20%</b>	
<u>Concession Stands:</u>		
Food Sales	<b>25%</b>	
Alcohol Sales	<b>25%</b>	
An Equipment Replacement Fund has been established by the City for the event that a piece of equipment cannot adequately be repaired and, in the determination of the City and the Contractor, needs to be replaced. Out of Contractor's Share, the percentage will be allocated for this fund is: <b>1.5%</b>		

## Catering Price Comparison – April 2017

<i>Prices are per Person</i>	Mesa Convention Center/ Personal Touch Catering	Phoenix Convention Center/ Aventuracatering	Albuquerque Convention Center /SMG	Glendale Civic Center /Arizona Catering	Phoenix/Mesa Marriott	Mesa Sheraton
<b>A La Carte items -</b>						
Coffee, per gallon	\$32.00	\$66.00	\$40.00	not listed	\$47.00	\$48.00
Soft Drinks, each	\$2.50	\$3.50	\$3.00	not listed	\$2.00	\$3.00
Iced Tea, per gallon	\$25.00	\$44.00	\$40.00	not listed	\$30.00	\$36.00
Assorted Cookies, per dozen	\$22.00	\$30.00	\$36.00	not listed	\$36.00	\$35.00
<b>Continental Breakfast</b> - fruits, yogurt, granola, muffins/ danishes, juice/coffee	\$14.00	\$23.00	\$18.00	\$13.95	\$12.00	\$19.00
<b>Hot Breakfast Buffet</b> - fruit, danishes, bacon/sausage, scrambled eggs, juice, coffee	\$18.50	\$31.00	\$19.00	\$18.95 (no fruit)	\$18.00	\$21.00
<b>Deli Tray Lunch</b> - salad (varies by venue) sliced meats, cheeses, breads, dessert and beverage	\$18.75	\$33.00	\$26.00	\$17.95	\$24.00	\$26.00
<b>Boxed lunch</b> - veggie wrap or sandwich, chips, fruit, cookie, water or soda	\$13.75	\$25.00	\$18.00	\$14.75	\$17.00	\$24.00
<b>Lunch Buffet</b> (selections vary) - starts at	\$21.50	\$33.00	\$27.00	\$18.95	\$22.00	\$29.00
<b>Dinner Buffet</b> (selections vary) - starts at	\$30.25	\$53.00	\$37.00	\$28.95	\$24.00	\$40.00
Minimum # of guests (without surcharge)	25	50		75	30	30
Catering Service Fee	20%	21%	21%	20%	20%	22%