

The Dugout

The 2019 Concession Stand at USA Softball Complex

Concerns

- Lack of healthy options
- Prices
- Profit and Loss
- Contracts
- Staffing
- Cleanliness
- New concession stand

Lack of Healthy Options

- Brought in healthy options for the 2019 season
 - Gogurts (Wasted both cases)
 - Meat and Cheese (Sold at cost, before expiration)
 - Jerky (Loss)
 - Uncrustables (Wasted 4 cases total to expiration date)
 - Trail Mix (Had decent sales)
 - Teas (Sold well)
 - Juices (Expired)
 - Bai (Sold well)

Lack of Healthy Options

- What went wrong?
 - Healthier options tended to have a higher initial cost.
 - This led to higher cost to customers and led to low to no sales.
 - More research needed to determine the right products.
 - Items tended to have short expiration dates.
 - Only tournaments is an option, but not an every night option.

Lack of Healthy Options

- Highest selling items
 - Cheeseburgers
 - Brats/Hot Dogs
 - Popcorn
 - Pretzels
 - Nachos
 - Pickles
 - Candy
 - Ice cream
 - Hot Pockets

Prices

- One major issue the concession stand committee had to look at was pricing.
- The pricing was adjusted to reflect the cost of goods.
- Concession stands run a 100% price increase and that was not reflected in past pricing.
- Made combo pricing packages.

Profit and loss

- The concession stand averaged \$1000 a night when the main stand was open.
- The concession stand averaged \$1500 a night when both stands were open.
- Rainouts cost the league \$20,000 (16 games at \$1,250 avg.) Est.
- Average tournament was \$11,000 in sales
- Regular season sales, and Fall ball sales totaled \$82,087.94

Profit and Loss Expenses

• Cash-Wa food distribution	\$30,903.75
• Pepsi	\$17,830.10
• West River Beverage	\$ 1,121.00
• Sams Club	\$ 1357.54
• Wal-Mart (not all concession stand expenses)	\$ 1229.85
• Fall Ball school payouts	\$ 3,015.00
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• Total expense for 2019	\$55,961.62

Profit and Loss

• Total concession deposits	\$82,087.94
• Total concession stand expenses	\$55,961.62
• Total concession stand wages	\$ 8,200.00
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• Total profit in 2019	\$17,926.32
• Pepsi contract restructure payout	\$20,000.00
• Pepsi case reimbursement	\$ 0.00
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	\$37,926.32

Contracts

- Ended services with Farmer Bros., Food Service of America, Servall
- Started services with Cash-Wa
- Continued services with Pepsi, West River Beverage.
- Pepsi contract renegotiated
 - \$20,000 up front cash
 - Scoreboards fixed
 - Billboard advertising
 - Control over product
 - 3 years added onto current contract

Staffing

- Ran advertising to have outside company operate concession stand
 - No inquiries
- Ran advertising to have a manager run concession stands.
 - Hired a manager (changed managers in May to current manager)
- Parent/Team ran concession stands led to the chances for greater overall profit to the league to allow for reinvestment into the fields.

Cleanliness/ Repairs

- Purchased new equipment to replace aging equipment.
 - Roller grills
 - Popcorn machine
 - Warmers
 - Flat top grill
- Opened the 3rd window at main stand.
- Created opening and closing duties
 - Cleaning supplies
 - Cooking instructions
- Fixed ATM machine
- Removed excess cabinets in main stand.

New concession stand

- Purchased new equipment to furnish it
- Slow sales due to only servicing 2 fields.
- Staffing issues when it was open.
- Will take time to catch on.
- Open floor plan.

Staffing

- **Hired a concession stand manager**
 - Angela (released)
 - Charles (current manager)
- **Parent/team ran**
 - Scheduling based on coaches preference
 - Couple staffing issues
 - Will become clarified and expectations will be better communicated moving forward.
- **Tournaments**
 - 15% of total profits
 - Staffing issues due to schedule conflicts
 - Needs improvement for next season
 - Better commitment by groups

Conclusion

- The concession stand had some growing pains with the addition of the new stand.
- The concession stand had success after the initial start of the season.
- Communication will be improved to coaches and outside groups.
- Hiring a new manager for the 2020 season.
- Work on a better menu to serve the needs of consumers.
- Purchase upgraded equipment for 2020 season.