

# FRESNO CONVENTION CENTER



THIRTIETH 30 ANNIVERSARY

July 18, 1996

## TO WHOM IT MAY CONCERN:

The Fresno Convention Center is a multi-purpose convention and entertainment facility consisting of the William Saroyan Theatre, Exhibit Hall and Selland Arena. The Center has had a concessions contract in place for a number of years for the sale of food, beverages, programs and novelties as well as to oversee food and beverage catering permits. As this contract expires in 1997, we began the request for proposals process with the intention of clarifying certain issues and improving our potential for generating revenue. We selected Concession Solutions as our consultant to assist us with this process based on letters of recommendation from facilities similar to ours as well as Theresa Traulsen's demonstrated expertise in the field gleaned through interviews. We also found the cost of services to be very competitive within the industry.

We have been very impressed with the work completed thus far. The RFP is now in the final stages of legal approval. Ms. Traulsen has been a thorough, knowledgeable and extremely responsive consultant. The onsite review was conducted efficiently and with great attention to detail and included an analysis of our current concession environment and ways it could be improved. Turnaround time has been exceptionally prompt, and she has impressed us with her productivity and ability to stay on schedule. She is adept in analyzing financial issues as well as potential product advertising revenues.

We feel that we have received excellent service as well as being cost effective. By contracting for their services we gained valuable insight and perspective regarding our specific concession opportunities. Consequently, we enthusiastically recommend Concession Solutions and welcome the opportunity to provide further information should it be helpful to your decision.

Sincerely,

A handwritten signature in black ink, appearing to read 'Michael J. Sweeney', written over a light blue horizontal line.

MICHAEL J. SWEENEY  
Administration Manager