



**Concession Stand Handbook  
2016**

## Concession Stand Management

Those who volunteer to be "Concession Managers" may also hold the title of "Site Manager" and are responsible for all the tasks found in this Concessions Guidebook, **in addition to** those in the Site Management Handbook. This site manager designation is made on a site by site basis prior to the tournament and is based upon the number of NCHU teams playing at that site that may be able to be assigned to do site management and support the concession running team/teams.

We have put together some information that we believe will be beneficial to you in creating a successful fundraising opportunity to your team. All profits that are made will go directly to your team...so you can make it as complicated or as simple as you wish.

Good concession stands do not just happen. It will take the coordinated effort of your entire team(s) and organization is the key to success.

- **Appoint a leader a leader and build a team:** Find a parent volunteer to organize and oversee all concession activities: stocking, shopping, cash management, selling, setting up and breaking down.
- **Develop a budget and determine costs:** Carefully determine how much you will spend in startup costs (food, supplies, and equipment) to determine how much profit you can make.
- **Develop a menu:** Decide on the items you want to sell but keep it simple. Suggested items include: water, Gatorade, soda, chips, cookies, candy, healthy choices, and possibly hot food items. Make clear menu boards available for your customers.
- **Shop smart and sell smart:** Look to shop at the larger wholesale clubs (Costco, BJ's, Sam's Club, and Restaurant Depot). In general, price the items about 2x what you paid for it, but keep in mind that all menu items should be at the same price point at all concession locations. Consider bundling items together when selling. Consider bringing items to the spectators in coolers on wheels. Pay close attention to the weather forecast in days prior to the tournament: cold, rainy weather lends toward hot beverages and food and hot, sunny weather lends toward cold beverages.
- **Keep accurate records:** You will be provided with a spreadsheet to record items purchased, sold and left over inventory to help determine future buying decisions for the second day/future opportunities.
- **Choose a cash box supervisor:** Each team will have to provide their own cash box, and make sure it has enough small bills and coins for the early transactions. A cash box supervisor should be appointed whose duties will include: removal of excess cash throughout the day, reconcile cash and inventory, and make deposits into an agreed upon team account.
- **Organize your volunteers:** Be sure they know when and where to report. A volunteer form will be provided to each participating team, which will track important contact information, emergency numbers, and shift times. Provide the volunteers with concise rules with regards to "free stuff" and feeding referees, opposing teams, etc. Volunteers should arrive **15 minutes prior**

to their shift to allow for a smooth, organized transition.

- **Keep your stand attractive and neat:** Keep the counters clean. Decorate your stand with signage indicating profits benefit **YOUR** team. The size of your location will determine how you want to set up your stand. Your team may choose to set up a single stand around the highest traffic area or set up multiple stands throughout a larger location. Your team is **responsible** for providing your own equipment and supplies needed to form your stand.

Each team should think about what they need to make their concession stand successful. Be aware of products that may be sensitive to hot and cold, as proper storage must be maintained. Here are some suggestions to help you start your list:

**Must haves:**

- Table(s)
- Tent/Canopy
- Chair(s)
- Cash box (with a lock)
- Plenty of change (small bills and coins)
- Latex gloves
- Calculator
- Tape
- Markers
- Menu boards
- Paper towels
- Garbage bags/can
- Sanitizer/wipes
- Coolers
- Ice
- Napkins
- Utensils
- Saran Wrap
- Deli wrappers for handling food
- Hammer
- Screwdrivers

**Nice to haves:**

- Bug Spray
- Sunscreen
- Rope/Bungees

**Single stand location:** Tent/Canopy, tables and chairs

**Multiple stand locations:** Small tent/canopy, small table, chair(s), coolers with wheels, wagons.

**INVENTORY:** As mentioned before, items for sale may include but are not limited to: water, Gatorade, soda, granola bars, chips, cookies, candy (**non-choking items**), coffee, bagels, muffins and healthy choice items such as fruit and yogurt. Each team may determine the brands, flavors and types of products they would like to sell but price points must be comparable amongst all the concession sites. Each team is responsible to providing their **own power supply/generator** for items such as coffee, hotdogs, pretzels, etc. You will also be required to **sell T-shirts** for the club at your concession stand, but all proceeds from this sale must be returned to the club.

To determine the amount of inventory to purchase, the following formula can be useful. As the schedules are released, you will be able to generalize the amount of spectators that will be present at your location. Roster size will vary among age groups: **U7/U8 maximum roster=12, U9/U10 maximum roster=15, U11-U12 (small sided) maximum roster=15, and U12+ maximum roster=18.**

**For example:**

Number of teams playing:	10
Roster size:	<u>12</u>
=Total players	120

Parents/guardians per player:	2
Siblings, friends, family per player:	<u>2</u>
=Total spectators per player:	4

**Total people (120 x 4)      480**

**\*\*\*Remember any opened cases or packages of food or drinks cannot be returned and may detract from your team's profits.**

Depending on your **sales plan/inventory** additional equipment may be required:

- **Coffee Maker/hot water:** (NCHU has a few available on a first come, first serve basis)
  - Several gallons of water
  - Filters
  - Coffee (regular/Decaf)
  - Tea
  - Hot cups/lids
  - Milk, Skim, Half-half
  - Sweeteners
  - Stirrers
  - Something to keep the milk in and **cold** if you plan on leaving it out for customers to use.
- **Carafe** (NCHU has a few available on a first come, first serve basis)
- **Pretzel warmer** (NCHU has a few available on a first come, first

serve basis)

Depending on your team's menu, you may also need the following items. These **must be provided by your teams(s)**, and their proper storage and use is the team(s) responsibility:

- **BBQ:**
  - Propane (storage issues as well)
  - Grilling utensils and brush
  - Paper plates
  - Aluminum foil to wrap food
  - Condiments (Ketchup, mustard, etc)
  - Hot dogs, hamburgers, and rolls
- **Generator (if required):**
  - Extra gas
  - Extension cords

**\*\*\*Specific times for pick up and return of all borrowed equipment from NCHU will be determined by the concession stand coordinators.**

**Safety:** Based on the Suffolk County Board of Health Article 13, in relation to General Food Regulations, the following safety measures must be taken when operating a temporary food establishment. Please refer to Article 13, pages 108-172, using the following link:

<http://www.suffolkcountyny.gov/Portals/0/Documents%20and%20Forms/Health%20Services/sanitary%20code/Suffolk%20County%20Sanitary%20Code.pdf>

Below is a list of basic guidelines for operating a concession stand:

- Any person working in the concession stand that is handling food must **wash/sanitize** their hands prior to entering the stand.
- **Bare hands** cannot come in contact with food that is to be prepared or unwrapped.
- Latex gloves, napkins, clean sanitized utensils and/or deli wrappers must be used when handling food.
- Avoid cross contamination of foods.
- Tables/counters must be periodically **wiped** down with sanitizer/wipes.
- Items that will not stand up to hot temperatures must be stored on ice.
- Persons handling money/cash box may not handle food items, unless proper hand washing is done.
- Pre-filled single service containers must be provided for all condiments: milk, creamer, sugar, salt, pepper, mustard, ketchup, and relish.
- Garbage and refuse must be stored properly and removed often so as not to create a nuisance.
- The preparation of cream-filled pastries, custards, meat, poultry, eggs and

fish in the form of salads and sandwiches are **prohibited**.

- Hamburgers, hot dogs, and other food (ie pretzels) that require **limited preparation**, such as seasoning or cooking, are permitted, so long as they are stored to maintain food at safe temperatures prior to cooking. **Hamburgers** must be cooked to **158 degrees Fahrenheit (70 degrees Celsius)**.
- Ice chests, coolers and ice tables shall be equipped with an open drain.
- Wet storage of packaged food and beverages shall be prohibited.
- Food contact surfaces of food preparation equipment such as grills, stoves, and worktables shall be protected from contamination by consumers and other contaminating factors.
- All flammable liquids (ie gasoline) must be stored in a safe location away from any open flames.

**Staffing:** As stated previously, teams running their own concession stand are **also responsible for all the site management duties** at that location, and these duties supersede those of running the concession stand. It is imperative teams know where they are playing, referees are directed to correct fields, and games run on time, and scores are posted and reported to the tournament committee. Please refer to the **Site Management Handbook for duties, tasks and responsibilities**.

Depending upon the size of the site you are working, the Tournament Director will supply you with additional Site Management workers to perform Field Marshal duties, but these added workers are not to be considered part of your concession enterprise.

- Each team should appoint a **Site Manager** to oversee the site management duties at their location.
- It is recommended that 1 field marshal be assigned to 2 fields of play.
- Each team should appoint a **Concession Manager**, which is separate from a Site Manager, to oversee management of as aspects of running a successful fundraiser. He/she should work closely with the **Cashbox Supervisor**.
- Each team must plan and take complete ownership of tasks which include, but are not limited to:
  - Creating a budget for your team
  - Purchasing inventory
  - Restocking throughout the day: ice, paper goods, food items
  - Restocking inventory for second day
  - Initial set up of stand: this will be dictated by field permit times
    1. Food prep
    2. Coffee prep
    3. Stand prep
    4. Cash box prep
  - Breakdown and storage of items (Day 1)
  - Set up (Day 2): see above
  - Breakdown (Day2)
  - Clean up and removal of all garbage associated with concessions

- Each team should appoint a **Volunteer Supervisor** to ensure the stand is **adequately staffed** throughout the day. Volunteers should be appointed specific time slots for purchasing, stocking and selling and be directed to show up 15 minutes prior to their assigned shift to ensure a smooth transition. Make sure specific time slots are assigned to those who will be responsible for grilling/cooking (1-2 hours).