

The Ultimate Guide to running a successful Concession Stand



10 Basic Questions to consider

1. Location
2. Staffing
3. Hours
4. Menu
5. Pricing
6. Inventory
7. Storage
8. Equipment
9. Money
10. Safety

1. How many locations and where should they be?

- Need to decide between one central location or multiple locations
 - Each has their advantages and disadvantages
 - There is no right or wrong answer – use what works
 - for you and what you know you can manage
- Key locations to consider for your concession stand
 - Intersections between fields
 - Pedestrian entrances and exits in parking lots
- Near public facilities such as shelters or bathrooms

2. How will we staff our stand?

- Establish responsibilities before volunteers arrive
- Stocking and restocking Stand maintenance and upkeep
- Cash management Stand set up and tear down
- Inventory purchasing Selling
- Create instructions and/or checklist for each duty
- If you encounter resistance to volunteering, probe deeper to find the reasons why

3. What hours should the stand be open?

- Snack time can be any time. Someone will always be hungry or thirsty.
- To avoid waste and make clean-up easier consider making hot foods available only during limited hours.
- Remember your volunteers schedules as well.
- Make sure schedule is arranged around games so volunteers are free to watch their children play

4. What items will be on the menu?

- Children are your main consumers, but don't forget the adults
- Review menu at least once a season to determine which under-performing items to replace
- Consider adding healthy menu items such as salads, turkey wraps, or chicken sandwiches

5. How should items be priced?

- Purchase products that can be priced at same levels
- Generally price items 2X what you paid for them
- Value combos = increased sales
- Consider having a few higher priced items to make other prices seem more reasonable

6. How much inventory should we purchase?

- Last year's sales history is a good place to start League rosters will also be helpful to estimate the # of potential customers
 - Number of teams playing: 10
 - Players per team: 12
 - = Total Players 120
 - = Total Spectators per player 4
 - Total People (120 X 4) 480
- It is critical to maintain a log of what you purchased, sold, and what is left in inventory

7. What are our storage needs?

- Make sure person responsible for purchasing food has appropriate access to storage facility
- Allowing hazardous foods to remain unrefrigerated for too long is the number ONE cause of food borne illness.
- On-site storage can have advantages but be careful
- Maybe the volunteers willing to work the concession stand will not be the same people

8. What equipment will we need?

- **Basic equipment:**
 - Cash box Bug Spray Calculator
 - Tape Latex Gloves Markers
 - Menu Boards Garbage cans Sanitary Gel
 - Paper Towels Cleaning Supplies First Aid Kit
- **Menu specific:**
 - Hot dog roller/warmer Microwave Pretzel maker
 - Popcorn maker Refrigeration Nacho Chip/Cheese Warmer
 - Sno-cone machine Sandwich Grill Soda Machine
- **Consider used equipment – large trailers, table top equipment, signs etc. can all be found on-line at significantly reduced cost**

9. How will we handle money before, during and after the stand is open?

- Assigning the job of “Cashbox Supervisor” is critical.
- Specific responsibilities include:
 - 1. Having enough small bills and coins for early transactions
 - 2. Removing excess cash from the drawer during the day
 - 3. Reconciling incoming cash with remaining inventory
 - 4. Moving cash from the field to the bank

10. Have we considered Safety in every decision we make?

- Are volunteers properly trained?
- Has the menu been carefully selected?
- Is equipment in good working order?
- Do we have the proper storage procedures?

Contact List

Field Facility Contact List

Facility Name:

Location:

Name	Job Description	Home Phone	Work Phone	Cell Phone	Email
	Field Manager				
	Field Maintenance				
	League President				
	Rain-out number				
	Concession stand coordinator				

Notes:



Wrap Up

- Final points to remember:
 - Planning is critical for success
 - Make things clear and easy for Volunteers
 - A little paperwork goes a long way to solving headaches
- Have fun and Happy Selling!!