

BOARD OF REGENTS  
OF THE UNIVERSITY OF WISCONSIN SYSTEM  
EXECUTIVE COMMITTEE

Monday, March 25, 2019  
3:00 p.m.  
To be held by telephone conference

1820 Van Hise Hall  
1220 Linden Drive  
Madison, Wisconsin

AGENDA

1. Calling of the roll
2. UW-Madison contractual agreement – Learfield Levy Foodservice, LLC  
[Resolution 2.]
3. Adjourn

Individuals who wish to attend this meeting should contact the Board of Regents Office at 608-262-2324 to schedule a time to access the meeting room starting at 2:30 p.m. on March 25, 2019. (Access to the 15<sup>th</sup> through 19<sup>th</sup> floors of Van Hise Hall is generally limited to employees and approved visitors.) A UW System staff member will meet individuals at the scheduled time, inside the front entrance on the first floor of Van Hise Hall (on the Linden Drive side of the building) to provide access to the designated meeting room.

UW-Madison Contractual Agreement with  
Learfield Levy Foodservice LLC

BUSINESS AND FINANCE COMMITTEE

Resolution 2:

That, upon the recommendation of the Chancellor of the University of Wisconsin-Madison and the President of the University of Wisconsin System, the Board of Regents approves the contractual agreement between the Board of Regents of the University of Wisconsin System, doing business as UW-Madison, and Learfield Levy Foodservice LLC.

**UW-MADISON CONTRACTUAL AGREEMENT  
WITH LEARFIELD LEVY FOODSERVICE LLC  
EXECUTIVE SUMMARY**

**BACKGROUND**

UW System Board of Regents policy requires any grant or contract with private profit-making organizations in excess of \$1,000,000 be presented to the Board for formal approval prior to execution.

**REQUESTED ACTION**

Adoption of Resolution 2., approving the contractual agreement between the Board of Regents and Learfield Levy Foodservice LLC.

**DISCUSSION AND RECOMMENDATIONS**

An Invitation to Submit Plans (ISP) was issued through UW-Madison Purchasing Services requesting plans for the purchase of food and beverage concessions services, Catering and Premium Seating services at all athletic venues and Athletics Team Meals services. Plan submitters were asked to provide revenue sharing opportunities and additional information regarding their experience and operations, design concepts, customer experience, menus and branded product options, staffing levels, approaches to sustainability concepts, and a transition plan to meet the University's schedule.

Multiple plans were received from large scale commercial providers, and an evaluation committee considered these plans, resulting in the recommendation herein.

Contract highlights include:

- A term of five years, with five optional one-year extensions
- Continued fundraising opportunities for local non-profit organizations
- Projected increases in sales revenue across all event types
- Additional menu choices for both fans and athletes
- Projected commissions of \$19.1 million over a five-year period
- Capital improvement contribution of \$750,000

**RELATED REGENT POLICIES**

Regent Policy Document 13-1, General Contract Signature Authority, Approval, and Reporting