

U.S. Cellular Center Asheville

Volunteer Concession Staffing Program

Overview:

The following is a guideline detailing information surrounding the operation and goals of the volunteer concession staffing program at the U.S. Cellular Center Asheville.

Program Goals:

The Primary Goal: Supplement paid temporary/seasonal staffing for large events held at the facility.

Due to the infrequency of events requiring large numbers of staff, the center struggles to retain enough staff on payroll to fulfill all needs for a large arena concert or special event. In the case of these large events, the center offers the opportunity for volunteer groups to work in concession stands as a fundraising opportunity.

The Secondary Goal: Provide local volunteer groups with the opportunity to raise funds for their given organization.

Potential Earnings:

Volunteer groups working with the U.S. Cellular Center will earn percentages of sales on a commission basis while volunteering with the facility. Groups will earn 10% of Gross Food & Non-Alcoholic Beverage sales and 5% of Gross Alcoholic Beverage sales. Groups can expect annually, on average, that a given group will be requested to work approximately 8 event shifts, with average annual earnings of \$5,000. Note the quantity of available events and total earnings cannot be guaranteed as the program is reliant on the total number of booked events and total need for volunteer staff to work said events.

The U.S. Cellular Center sets a minimum commission on each location guaranteeing a group at least \$150 or \$250 per night dependant on the given assigned location.

As a group becomes more experienced it can be expected that earnings will increase as experience typically breeds efficiency which in turn breeds increased sales volume and therefore increases commission amounts.

The above earnings averages include cash donations. Groups working in concession stand locations or at portable bars may place donation jars on the counter tops. This jars must be plastic and must clearly state that all donated funds are to be given directly to the group.

Scheduling Expectations:

Groups can expect on average to be requested to work on average 10 event shifts annually dependant on event schedule. Total need for staffing levels in the facility is dictated by total ticket sales or expected sales leading into a given event. **There will be times that ticket sales in the last week prior to an event will require the addition of a volunteer group.** When this occurs groups may be asked to work an event with less that 5 days notice. U.S. Cellular Center Food & Beverage staff commits to

request volunteer groups for events with as much advance notice as possible, but short lead times prior to events may occur. Upon signing up for the program, a volunteer group agrees to be available to work at least one shift for each of the below events. Note however, that dependant on ticket sales the group may be needed for more than one shift for each event or potentially zero shifts.

Event Name	Typical Annual Time Frame
Warren Haynes Christmas Jam	Second Weekend in December
Southern Conference Basketball Championships	First full weekend in March (5 day event)
Concert(s)	Halloween Weekend
Concert(s)	New Years Eve & December 30
Concerts – Asheville Symphony	8 concerts annually – expected one specific group to be assigned to all Symphony Concerts

Scheduling will be handled by the facility’s Food & Beverage Manager or designee and will be handled over email and phone. Note that there is no guarantee of a minimum number of shifts or earnings that a given group will receive annually.

Recruitment:

Recruitment of volunteer groups will occur every two years, and as necessary throughout the year if groups are removed or drop out of the program. Recruitment will be an ‘Open Call’ format, meaning all interested groups; including groups currently working in the program must apply during each open call. Open calls will be advertised via press release from the City of Asheville Public Information Office, posts on the U.S. Cellular Center’s website and social media pages and via word of mouth.

Groups will have 30 days to apply. Applications will be reviewed by the U.S. Cellular Center Food & Beverage Department. Selections will be made based on groups past experience with live events, specifically those in which alcohol was served, relevant ties to events held at the center and reference checks. Interviews will be requested of volunteer group leader(s) and references will be checked prior to contract execution with any group. Groups must agree to all terms and conditions of the Volunteer Concession Contract in order to be accepted into the program. A copy of said contract can be found at www.USCellularCenterAsheville.com/contact

Applications for inclusion in the program will only be accepted during open call periods. Applications received outside of open call periods will not be retained.

Evaluation:

Performance of volunteer groups will be evaluated on an annual basis. Groups will be evaluated based on three main components

1. Over/Short: The U.S. Cellular Center tracks cash over/short amounts at all events. Consistency and accuracy in cash transitions is vital to efficient and profitable operations in the concessions department. Groups will be evaluated based on their over/short amounts at all events worked.
2. Staffing Levels: The venue tracks the total number of volunteers that show up to work a given shift. A group's ability to staff sufficient numbers per the contract will be evaluated.
3. Violations of program rules/expectations: Rules and regulations as related to the program are detailed throughout the Volunteer Concessions Contract. Violations are tracked and will be evaluated. Please note that violation of certain rules and regulations can lead to a group's removal from the program.

Summary:

The U.S. Cellular Center's volunteer concession staffing program is designed to enhance the facility's ability to serve the ticket-buying public more efficiently by utilizing local volunteer groups to supplement paid temporary/seasonal staff members. Additionally the program offers an opportunity for these local volunteer groups to fundraise for their given organization.