

PVC Customer Service Report

CY 2013



Below are the benchmark scores that a Concession must exceed in order to win the external points					
Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Bar	Cru Winebar	B-OUTER-E	score	100	92	92	88	100	96	96	92	100	85	94	88	93.6	
			int.	1	1	0	0	1	1	1	0	1	0	0	0	0	6
			ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0.5	2.5
	Lounge 5280	B-MEZZ	score	100	88	100	92	84	96	63	93	92	96	100	88	91.0	
			int.	1	0	1	1	0	1	0	1	0	1	1	0	0	7
			ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0.5	2.5
	Vino Volo	A-INNER-E	score	0	92	83	88	92	79	92	92	63	95	88	88	86.5	
			int.	0	1	0	0	0	0	0	0	0	0	0	0	0	1
			ex.	0	0	0	0	0	0	0	0.5	0	0.5	0.5	0.5	0.5	2
		C-INNER-E	score	0	88	96	92	88	96	92	90	87	96	83	96	91.3	
			int.	0	0	0	1	0	1	0	0	0	1	0	1	0	4
			ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0	0.5	0	2
Casual Dining Bar	Cantina Grill	B-MEZZ	score	92	100	80	96	92	88	96	97	93	93	96	100	93.6	
			int.	0	1	0	1	0	0	1	1	0	0	0	0	1	5
			ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0.5	2.5
	Colorado Sports Bar & Grille	B-INNER-W	score	96	92	100	88	96	96	88	93	94	96	100	100	94.9	
			int.	1	0	1	0	1	1	0	1	0	1	1	1	1	8
			ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0.5	2.5
	Denver Chop House & Brewery	A-CENTER-W	score	96	92	92	0	96	92	96	95	82	89	100	90	92.7	
			int.	1	0	0	0	1	0	1	1	0	0	1	0	5	
			ex.	0	0	0	0	0	0	0	0.5	0	0	0.5	0	1	
	Elway's	B-CENTER-W	score	0	0	0	0	0	0	96	89	90	92	96	96	93.2	
			int.	0	0	0	0	0	0	1	0	0	0	0	0	1	
			ex.	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	1
	Jimmy's Bistro	A-CENTER-W	score	88	96	100	96	92	96	100	91	97	93	94	96	94.9	
			int.	0	1	1	1	0	1	1	1	1	0	0	0	7	
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2	

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Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Casual Dining Bar	Lefty's Colorado Trail Grille	A-INNER-E	score	92	88	84	92	88	88	80	93	73	100	98	94	89.2	
			int.	0	0	0	0	0	0	0	0	1	0	1	1	0	3
			ex.	0	0	0	0	0	0	0	0	0.5	0	0.5	0.5	0.5	2
	Lefty's Front Range Grille	C-INNER-E	score	100	96	100	92	80	88	96	88	98	90	74	98	91.7	
			int.	1	1	1	0	0	0	1	0	1	0	0	1	6	
			ex.	0	0	0	0	0	0	0	0	0	0.5	0	0	0.5	1
	Lefty's Mile High Bar & Grille	B-INNER-E	score	96	96	92	88	100	88	76	89	93	92	93	94	91.4	
			int.	1	1	0	0	1	0	0	0	0	0	0	0	0	3
			ex.	0	0	0	0	0	0	0	0	0	0.5	0	0.5	0.5	1.5
	Mesa Verde Lounge	A-MEZZ	score	96	92	92	96	88	92	96	87	91	89	98	90	92.3	
			int.	1	0	0	1	0	0	1	0	0	0	1	0	4	
			ex.	0	0	0	0	0	0	0	0	0	0	0	0.5	0	0.5
	New Belgium Hub	B-RJF-E	score	68	96	92	92	100	92	83	91	97	97	98	100	92.2	
			int.	0	1	0	0	1	0	0	1	1	1	1	1	7	
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2
	Pour La France	B-CENTER-W	score	100	92	96	100	92	92	96	88	97	94	96	96	94.9	
			int.	1	0	0	1	0	0	1	0	1	0	0	0	4	
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2
Rockbottom Brewery	C-INNER-W	score	92	92	92	96	96	83	83	85	88	97	98	98	91.7		
		int.	0	0	0	1	1	0	0	0	0	1	1	1	5		
		ex.	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	1.5	
Root Down	C-CENTER-E	score	0	0	0	0	0	0	0	0	0	0	88	88	91	89.0	
		int.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
		ex.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Smokin' Bear / Timberline / Einstein's	C-CENTER-W	score	81.5	96	98	95.5	92	93	92	90	89	96.5	96	97	93.0		
		int.	0	1	1	0	0	1	0	0	0	1	0	0	0	4	
		ex.	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	1.5	

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Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Casual Dining Bar	Wolfgang Puck	B-MEZZ	score	92	88	80	96	75	96	84	91	100	91	93	96	90.2	
			int.	0	0	0	1	0	1	0	1	1	0	0	0	0	4
			ex.	0	0	0	0	0	0	0	0	0	0.5	0	0.5	0.5	1.5
Food Court	Ben & Jerry's / Caribou Coffee	A-CENTER-E	score	95	95	95	91	95	95	95	94	90	96	94	96	94.3	
			int.	0	0	0	0	0	0	1	0	0	1	0	1	3	
			ex.	0	0	0	0	0	0	0	0	0.5	0	0.5	0.5	0.5	2
	Domino's Pizza	B-CENTER-E	score	95	100	100	100	95	100	95	88	86	91	90	90	94.5	
			int.	0	1	1	1	0	1	1	0	0	0	0	0	0	5
			ex.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	KFC / Pizza Hut	A-CENTER-E	score	100	100	86	95	100	100	100	94	76	92	98	94	94.6	
			int.	1	1	0	0	1	1	1	0	0	0	0	0	5	
			ex.	0	0	0	0	0	0	0	0.5	0	0	0.5	0.5	1.5	
	McDonald's	A-CENTER-E	score	86	82	91	95	100	95	100	96	93	98	96	84	93.0	
			int.	0	0	0	0	1	0	1	1	0	1	0	0	4	
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2	
		B-CENTER-E	score	95	86	77	100	100	95	95	94	92	96	90	84	92.0	
			int.	0	0	0	1	1	0	1	0	0	1	0	0	4	
			ex.	0	0	0	0	0	0	0	0.5	0	0.5	0	0	1	
	C-CENTER-W	score	100	95	95	95	100	91	91	93	88	96	92	94	94.2		
		int.	1	0	0	0	1	0	0	0	0	1	0	0	3		
		ex.	0	0	0	0	0	0	0	0.5	0	0.5	0	0.5	1.5		
	Panda Express	A-CENTER-E	score	95	95	95	100	100	95	91	96	98	94	96	94	95.8	
			int.	0	0	0	1	1	0	0	1	1	0	0	0	4	
			ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	2.5	
Steak Escape	B-CENTER-E	score	73	95	95	100	100	95	95	92	96	95	98	98	94.3		
		int.	0	0	0	1	1	0	1	0	1	0	0	1	5		
		ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2	

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Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Food Court	Tamales by La Casita	C-CENTER-W	score	95	100	100	95	100	91	91	87	100	94	100	96	95.8	
			int.	0	1	1	0	1	0	0	0	0	1	0	1	1	6
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2
	TCBY Yogurt	B-CENTER-E	score	100	94	100	100	100	95	100	95	96	94	100	96	97.5	
			int.	1	0	1	1	1	0	1	1	1	1	0	1	1	9
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	2.5
		C-CENTER-W	score	100	100	100	95	91	100	86	100	90	94	100	100	100	96.3
			int.	1	1	1	0	0	1	0	1	0	0	0	1	1	7
			ex.	0	0	0	0	0	0	0	0	0.5	0	0.5	0.5	0.5	2
	Villa Pizza	C-CENTER-W	score	95	95	95	91	95	100	91	83	96	100	100	100	95.1	
			int.	0	0	0	0	0	1	0	0	1	1	1	1	5	
			ex.	0	0	0	0	0	0	0	0	0.5	0	0.5	0.5	0.5	2
Newsstand	Connections Made EZ	B-CENTER-E	score	93	100	100	67	80	95	90	85	87	93	85	87	88.5	
			int.	0	1	1	0	0	1	0	0	0	1	0	0	4	
			ex.	0	0	0	0	0	0	0	0	0	0	0.5	0	0	0.5
		B-INNER-E	score	95	95	100	90	95	90	65	98	84	83	87	88	89.2	
			int.	1	1	1	0	1	0	0	1	0	0	0	0	0	5
			ex.	0	0	0	0	0	0	0	0.5	0	0	0	0	0	0.5
		C-CENTER-W	score	85	95	100	80	75	85	84	80	83	91	73	88	84.9	
			int.	0	1	1	0	0	0	0	0	0	0	0	0	2	
			ex.	0	0	0	0	0	0	0	0	0	0	0	0	0	
	C-INNER-W	score	95	80	100	90	95	90	95	95	91	93	96	94	92.8		
		int.	1	0	1	0	1	0	1	1	1	1	1	1	9		
		ex.	0	0	0	0	0	0	0	0.5	0	0.5	0.5	0.5	2		
	Connections Newsstand	B-RJF-E	score	100	100	100	100	95	95	90	73	98	98	89	93	94.3	
			int.	1	1	1	1	1	1	0	0	1	1	0	1	9	
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0	0.5	1.5

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Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals		
Newsstand	Hudson Group News	A-INNER-E	score	73	100	100	93	100	95	95	96	85	76	85	93	90.9		
			int.	0	1	1	0	1	1	1	1	1	0	0	0	1	7	
			ex.	0	0	0	0	0	0	0	0	0.5	0	0	0	0	0.5	1
		B-OUTER-E	score	95	85	80	95	100	95	90	85	88	0	0	0	0	0	90.3
			int.	1	0	0	1	1	1	0	0	0	0	0	0	0	0	4
			ex.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
		B-OUTER-W	score	95	95	95	100	85	95	95	95	95	87	0	0	0	0	93.6
			int.	1	1	0	1	0	1	1	1	1	0	0	0	0	0	6
			ex.	0	0	0	0	0	0	0	0	0.5	0	0	0	0	0	0.5
	C-INNER-E	score	80	90	100	90	100	85	85	91	87	93	98	81	90.0			
		int.	0	0	1	0	1	0	0	0	0	1	1	0	4			
		ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0	1			
	News Travels	A-CENTER-W	score	85	95	90	95	95	90	95	88	89	91	93	98	92.0		
			int.	0	1	0	1	1	0	1	0	0	0	1	1	6		
			ex.	0	0	0	0	0	0	0	0	0	0	0.5	0.5	1		
	News/Magazines/Books/Travel	A-INNER-W	score	95	65	80	95	95	85	95	89	84	86	76	86.7			
			int.	1	0	0	1	1	0	1	1	0	0	0	0	5		
			ex.	0	0	0	0	0	0	0	0.5	0	0	0	0	0.5		
	Newsstand (Peak Concepts)	B-INNER-W	score	95	95	75	80	100	100	95	77	93	98	91	91	90.8		
			int.	1	1	0	0	1	1	1	0	1	1	0	0	7		
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0	0	1		
Peak News & Gifts	A-CENTER-E	score	85	80	90	90	95	95	95	89	0	0	0	0	89.9			
		int.	0	0	0	0	1	1	1	0	0	0	0	0	3			
		ex.	0	0	0	0	0	0	0	0	0	0	0	0	0			
	C-CENTER-E	score	85	95	95	100	95	75	95	73	0	0	0	0	89.1			
		int.	0	1	0	1	1	0	1	0	0	0	0	0	4			
		ex.	0	0	0	0	0	0	0	0	0	0	0	0	0			

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Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

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Newsstand	Peak News & Gifts	B-CENTER-W	score	90	95	100	80	90	95	95	87	95	91	98	87	91.9	
			int.	0	1	1	0	0	1	1	0	1	0	1	0	0	6
			ex.	0	0	0	0	0	0	0	0	0	0.5	0	0.5	0	1
Quick Serve	Heidi's Brooklyn Deli	B-RJF-E	score	95	100	95	86	100	95	95	92	94	85	92	96	93.8	
			int.	0	1	0	0	1	1	0	0	0	0	0	0	0	3
			ex.	0	0	0	0	0	0	0	0	0	0.5	0	0	0.5	1
	Itza Wrap! Itza Bowl!	B-CENTER-E	score	100	95	95	100	100	100	95	77	94	98	100	100	96.2	
			int.	1	0	0	1	1	1	0	0	0	1	1	1	1	7
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2
	Pizza Hut Express/Haagen Daz	B-OUTER-W	score	95	95	95	100	90	95	100	98	96	90	100	98	96.0	
			int.	0	0	0	1	0	1	1	1	1	1	0	1	0	6
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0	0.5	0.5	2
Sara Lee / Colombo Frozen Yogurt	B-OUTER-E	score	95	95	95	100	95	95	95	93	92	96	92	100	95.3		
		int.	0	0	0	1	0	1	0	0	0	0	0	0	1	3	
		ex.	0	0	0	0	0	0	0	0	0	0.5	0	0.5	0.5	1	
Schlotzsky's	A-INNER-E	score	100	90	100	90	100	95	95	96	100	91	96	98	95.9		
		int.	1	0	1	0	1	1	0	1	1	0	0	0	0	6	
		ex.	0	0	0	0	0	0	0	0.5	0.5	0	0.5	0.5	0.5	2	
Woody Creek Bakery & Café	C-INNER-E	score	95	100	100	81	95	95	100	96	94	100	100	96	96.0		
		int.	0	1	1	0	0	1	1	1	1	0	1	1	0	7	
		ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0.5	2.5	
Quick Serve Alcohol	City Wok	B-MEZZ	score	0	0	86	90	95	95	95	94	91	96	100	96	93.8	
			int.	0	0	0	0	0	1	1	1	0	0	1	1	5	
			ex.	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	1.5
	Etai's Café	B-OUTER-W	score	0	0	0	100	100	95	100	81	98	98	100	93	96.1	
			int.	0	0	0	1	1	1	1	0	1	1	1	0	7	
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0	1.5	

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Below are the benchmark scores that a Concession must exceed in order to win the external points					
Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Quick Serve Alcohol	Que Bueno! Mexican Grille	B-OUTER-E	score	90	95	100	100	100	95	95	84	98	96	91	84	94.0	
			int.	0	1	1	1	1	1	1	0	1	0	0	0	0	7
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0	0	1
	Quizno's	B-OUTER-W	score	95	95	100	86	95	95	95	95	76	94	0	0	0	92.3
			int.	0	1	1	0	0	1	1	0	0	0	0	0	0	4
			ex.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Quizno's / Blue Sky Bar / Lavazza	A-INNER-W	score	97.5	88	73.5	95	97.5	81	90	97	91	98	96	89.5	91.2	
			int.	1	0	0	0	0	0	0	1	0	1	0	0	3	
			ex.	0	0	0	0	0	0	0	0.5	0	0.5	0.5	0	1.5	
	Woody Creek Bakery & Café	B-MEZZ	score	95	95	100	100	95	90	95	93	94	92	94	98	95.1	
			int.	0	1	1	1	0	0	1	0	0	0	0	1	5	
			ex.	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	
Snack	Ben & Jerry's	B-MEZZ	score	94	89	100	100	94	94	94	87	93	92	91	98	93.8	
			int.	1	0	1	1	1	1	0	0	0	0	0	1	6	
			ex.	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	
	Hope's Country Fresh Cookies	A-CENTER-E	score	100	100	94	100	100	100	100	95	98	100	95	98	98.3	
			int.	1	1	0	1	1	1	1	1	1	1	1	0	1	10
			ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	2.5	
	Jamba Juice	B-MEZZ	score	94	94	94	94	94	94	83	91	93	79	98	95	91.9	
			int.	1	0	0	0	1	1	0	0	0	0	1	0	4	
			ex.	0	0	0	0	0	0	0	0	0	0	0.5	0.5	1	
		C-INNER-W	score	0	0	0	0	0	0	0	81	95	95	91	93	91.0	
			int.	0	0	0	0	0	0	0	0	1	1	0	0	2	
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0	0	1	
Rocky Mountain Chocolate Factory (East)	B-OUTER-E	score	94	72	89	94	94	94	94	95	95	93	98	95	92.3		
		int.	1	0	0	0	1	1	0	1	1	0	1	0	6		
		ex.	0	0	0	0	0	0	0	0.5	0.5	0	0.5	0.5	2		

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Below are the benchmark scores that a Concession must exceed in order to win the external points					
Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Snack	Rocky Mountain Chocolate Factory (West)	B-OUTER-W	score	78	94	89	100	89	89	89	95	82	0	0	0	89.4	
			int.	0	0	0	1	0	0	0	1	0	0	0	0	0	2
			ex.	0	0	0	0	0	0	0	0.5	0	0	0	0	0	0.5
	The Candy Shoppe	B-INNER-W	score	94	100	100	94	94	72	100	82	82	91	93	98	91.7	
			int.	1	1	1	0	1	0	1	0	0	0	0	0	1	6
			ex.	0	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5
Specialty Coffee	Caribou Coffee	C-INNER-W	score	100	95	100	95	81	81	95	96	92	92	96	96	93.3	
			int.	1	0	1	0	0	0	1	1	0	0	0	1	5	
			ex.	0	0	0	0	0	0	0	0.5	0	0	0.5	0.5	0.5	1.5
		B-MEZZ	score	90	100	100	95	95	90	95	96	93	92	98	100	95.3	
			int.	0	1	1	0	1	0	1	1	0	0	1	1	7	
			ex.	0	0	0	0	0	0	0	0.5	0	0	0.5	0.5	0.5	1.5
	Coffee Beanery/Uno Pizza Express	B-OUTER-E	score	86	100	95	95	95	90	90	87	96	91	96	92	92.8	
			int.	0	1	0	0	1	0	0	0	0	0	0	0	2	
			ex.	0	0	0	0	0	0	0	0	0.5	0	0.5	0	1	
	Dazbog Coffee	C-INNER-E	score	90	100	95	90	95	95	86	94	98	98	98	94	94.4	
			int.	0	1	0	0	1	0	0	0	1	1	1	1	0	5
			ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	0.5	2.5
	Rocky Mountain Café	B-OUTER-W	score	100	90	95	76	81	95	100	87	92	91	94	94	91.3	
			int.	1	0	0	0	0	0	1	0	0	0	0	0	2	
			ex.	0	0	0	0	0	0	0	0	0	0	0.5	0.5	1	
	Starbuck's (in-line)	B-RJF-E	score	100	95	71	100	95	100	90	94	96	98	96	89	93.7	
			int.	1	0	0	1	1	1	0	0	0	1	0	0	5	
			ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0	2	
Starbuck's (kiosk)	B-RJF-E	score	90	95	95	100	95	100	90	100	100	96	98	94	96.1		
		int.	0	0	0	1	1	1	0	1	1	0	1	0	6		
		ex.	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	2.5		

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Below are the benchmark scores that a Concession must exceed in order to win the external points					
Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Specialty Retail	Bella - Tugals	B-CENTER-W	score	100	100	100	100	100	100	100	95	72	61	90	0	92.5	
			int.	1	1	1	1	1	1	1	1	1	0	0	0	0	8
			ex.	0	0	0	0	0	0	0	0	0.5	0	0	0.5	0	1
	Body Shop	C-CENTER-E	score	100	100	100	100	100	100	100	100	98	67	86	72	81	92.0
			int.	1	1	1	1	1	1	1	1	1	0	0	0	0	8
			ex.	0	0	0	0	0	0	0	0	0.5	0	0	0	0	0.5
	Brookstone	B-CENTER-E	score	93	93	100	100	100	100	100	100	95	86	84	84	73	92.3
			int.	0	0	1	1	1	1	1	1	1	0	0	0	0	6
			ex.	0	0	0	0	0	0	0	0	0.5	0	0	0	0	0.5
	Colorado Collection	B-INNER-E	score	93	93	100	93	100	100	100	100	86	78	98	89	94	93.7
			int.	0	0	1	0	1	1	1	1	0	0	1	0	1	6
			ex.	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	1.5
	Colorado Crossroads (Gift Shop)	A-INNER-W	score	100	80	100	100	93	73	80	64	73	72	72	61	80.7	
			int.	1	0	1	1	0	0	0	0	0	0	0	0	0	3
			ex.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Crocs	B-MEZZ	score	80	100	100	100	100	80	93	84	75	94	89	89	90.3	
			int.	0	1	1	1	1	0	0	0	0	0	1	0	0	5
			ex.	0	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	1.5
	Gifts in Flight	C-CENTER-E	score	100	93	87	100	100	67	100	89	76	80	98	81	89.3	
			int.	1	0	0	1	1	0	1	0	0	0	1	0	5	
			ex.	0	0	0	0	0	0	0	0.5	0	0	0.5	0	1	
B-INNER-E		score	87	87	80	100	100	80	87	72	84	72	84	92	85.4		
		int.	0	0	0	1	1	0	0	0	0	0	0	1	3		
		ex.	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5		
Greetings from Colorful Colorado	A-CENTER-W	score	73	80	87	100	93	100	100	75	94	64	98	56	85.0		
		int.	0	0	0	1	0	1	1	0	1	0	1	0	5		
		ex.	0	0	0	0	0	0	0	0	0	0.5	0	0.5	1		

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Below are the benchmark scores that a Concession must exceed in order to win the external points					
Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Specialty Retail	Harley Davidson	B-MEZZ	score	93	100	100	87	100	100	100	75	80	94	82	90	91.8	
			int.	0	1	1	0	1	1	1	0	0	1	0	0	0	6
			ex.	0	0	0	0	0	0	0	0	0	0	0	0.5	0	0.5
	Hudson Booksellers	A-CENTER-E	score	80	100	87	100	93	87	100	89	61	72	81	0	0	86.4
			int.	0	1	0	1	0	0	1	0	0	0	0	0	0	3
			ex.	0	0	0	0	0	0	0	0	0.5	0	0	0	0	0.5
		B-CENTER-W	score	100	80	100	100	93	73	93	75	65	0	0	0	0	86.6
			int.	1	0	1	1	0	0	0	0	0	0	0	0	0	3
			ex.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	C-CENTER-E	score	73	80	93	80	100	80	100	81	78	74	84	53	0	81.3	
		int.	0	0	0	0	1	0	1	0	0	0	0	0	0	2	
		ex.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	In Motion Entertainment	A-CENTER-W	score	100	100	100	100	100	100	100	98	92	86	95	81	96.0	
			int.	1	1	1	1	1	1	1	1	1	1	0	1	10	
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0	0.5	0	1.5
		B-CENTER-W	score	100	100	100	100	100	100	100	84	95	88	92	92	95.9	
			int.	1	1	1	1	1	1	1	0	1	0	0	1	9	
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2
	I-Tech retail store	B-MEZZ	score	87	87	100	100	100	100	100	78	80	92	86	91	91.8	
			int.	0	0	1	1	1	1	1	0	0	1	0	0	6	
			ex.	0	0	0	0	0	0	0	0	0	0	0.5	0	0.5	1
	Jet Pets	B-MEZZ	score	100	80	87	73	67	87	87	100	92	59	95	61	82.3	
			int.	1	0	0	0	0	0	0	1	1	0	1	0	4	
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0	0.5	0	1.5
Johnston & Murphy	B-CENTER-E	score	100	87	93	100	100	100	73	95	92	80	95	92	92.3		
		int.	1	0	0	1	1	1	0	1	1	0	1	1	1	8	
		ex.	0	0	0	0	0	0	0	0	0.5	0.5	0	0.5	0.5	2	

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Below are the benchmark scores that a Concession must exceed in order to win the external points					
Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Specialty Retail	Kazoo Toys	B-MEZZ	score	87	80	100	87	100	100	100	98	98	100	100	100	95.8	
			int.	0	0	1	0	1	1	1	1	1	1	1	1	1	9
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	2.5
	Liberty Duty Free	A-CENTER-W	score	100	100	100	100	100	100	94	100	95	92	78	75	79	92.8
			int.	1	1	1	1	1	0	1	1	1	1	0	0	0	8
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0	0	0	1
		B-CENTER-E	score	100	100	100	100	100	93	73	84	53	59	89	93	93	87.0
			int.	1	1	1	1	1	0	0	0	0	0	0	0	1	6
			ex.	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	1
	Mosaic Gallery	B-CENTER-W	score	100	100	100	100	93	100	100	89	95	98	95	100	97.5	
			int.	1	1	1	1	0	1	1	0	1	1	1	1	10	
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	0.5	2.5
	Radio Road/Fly Babies	A-CENTER-W	score	100	93	100	100	100	100	100	100	86	72	86	95	92	93.7
			int.	1	0	1	1	1	1	1	1	0	0	0	1	1	8
			ex.	0	0	0	0	0	0	0	0	0	0	0	0.5	0.5	1
	Spirit of the Red Horse	A-CENTER-E	score	93	100	73	93	100	100	100	98	89	72	84	81	90.3	
			int.	0	1	0	0	1	1	1	1	1	1	0	0	0	6
			ex.	0	0	0	0	0	0	0	0	0.5	0.5	0	0	0	1
		B-CENTER-E	score	100	100	100	100	100	100	100	100	75	86	92	94	95	95.2
			int.	1	1	1	1	1	1	1	1	0	0	1	0	1	9
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	1.5
Sunglass Hut	B-MEZZ	score	100	100	100	100	100	100	93	88	78	94	98	89	95.0		
		int.	1	1	1	1	1	1	0	0	0	1	1	0	8		
		ex.	0	0	0	0	0	0	0	0.5	0	0.5	0.5	0.5	2		
Tags Evolution	B-INNER-W	score	0	0	0	0	0	0	0	100	94	69	92	94	93	90.3	
		int.	0	0	0	0	0	0	1	1	1	0	1	0	1	4	
		ex.	0	0	0	0	0	0	0	0	0.5	0	0.5	0.5	0.5	2	

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Below are the benchmark scores that a Concession must exceed in order to win the external points

Bar	84.3	84.3	84.3	84.3	84.3
Casual Dining Bar	92.1	92.1	92.1	92.1	92.1
Food Court	92.7	92.7	92.7	92.7	92.7
Newsstand	91	91	91	91	91
Quick Serve	93.3	93.3	93.3	93.3	93.3
Quick Serve Alcohol	95.2	95.2	95.2	95.2	95.2
Snack	93.5	93.5	93.5	93.5	93.5
Specialty Coffee	93.2	93.2	93.2	93.2	93.2
Specialty Retail	87.3	87.3	87.3	87.3	87.3
Convenience Retail	87.3	87.3	87.3	87.3	87.3

Old Category	Reporting Name	Merchant Zone	Score	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13	Jul-13	Aug-13	Sep-13	Oct-13	Nov-13	Dec-13	2013 Average & Totals	
Specialty Retail	Toy Chest	A-INNER-W	score	97.5	72.5	90	97.5	94	79	87.5	79.5	81	78	79	68.5	83.7	
			int.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
			ex.	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Tuleh Ruche	B-CENTER-E	score	0	0	0	0	0	0	100	84	89	92	95	92	92.0	
			int.	0	0	0	0	0	0	1	0	1	1	1	1	5	
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2
	Way Out West	C-CENTER-E	score	93	80	100	93	93	100	100	80	89	92	90	96	92.2	
			int.	0	0	1	0	0	1	1	0	1	1	0	1	6	
			ex.	0	0	0	0	0	0	0	0	0	0.5	0.5	0.5	0.5	2

DRAFT