



Item: Park and Recreation Beverage Distribution Agreement

From: Park and Recreation Department

Initiated By: Park and Recreation Department

Presented By: Joseph Petrella, Park and Recreation Director

Action Requested: Award Beverage Distribution Agreement to Pepsi Cola

Suggested Motion:

1. Commissioner moves:

“I move that the City Commission award/reject the agreement for beverage distribution to Pepsi Cola, and authorize the City Manager to execute the agreement.”

2. Mayor calls for a second, discussion, public comment, and calls the vote.

Staff Recommendation: Staff recommends the City Commission award the agreement for beverage distribution to Pepsi Cola.

Summary:

The City of Great Falls Park and Recreation Department requested proposals for a five (5) year beverage distribution agreement at Park and Recreation facilities, including the concessions at the Electric City Water Park, and vending privileges at all Park and Recreation facilities. Current locations of vending machines include the Electric City Water Park, Morony Natatorium Pool, Jaycee Pool, Water Tower Pool, Community Recreation Center, Gibson Park, and Broadwater Bay. Also included in the agreement is the support from Pepsi for the Ice Breaker Road Race, providing post race lunches for 3,200-3,800 participants.

Background:

The Request for Proposals was advertised in the Great Falls Tribune on September 13 and 20 and was mailed to Pepsi Cola and Coca Cola. Proposals were submitted by Pepsi Cola and Coca Cola Bottling Company High Country. A committee consisting of the Park and Recreation Director, Deputy Park and Recreation Director, Aquatics Supervisor and a member of the Park and Recreation Advisory Board met on Tuesday, December 22. The proposals were rated individually by the Committee and total scores were tallied. It was the recommendation of the Committee to award the beverage distribution agreement to Pepsi Cola.

Pepsi's proposal included the best financial package in addition to an excellent promotional package benefiting the operations of Park and Recreation. The Request for Proposals (RFP) was divided into three separate areas, with the areas rated separately and an overall score for all three areas. The three areas included: 1) aquatics facilities, 2) Ice Breaker Road Race, and 3) beverage vending. A summary of the Pepsi Cola Bottling Company proposal is attached. Total value of the proposal is estimated at \$165,675 over five years. Park and Recreation continues to look towards alternate revenue sources and expense reductions to keep citizens' admission costs affordable.

Concurrences: The Park and Recreation Advisory Board voted unanimously to recommend that the City Commission approve the proposed agreement with Pepsi Cola at their January 11, 2016 Board Meeting

Fiscal Impact:

The estimated value of the proposal over the five year period is \$165,675. With the exception of the vending machines, the revenue goes to the Electric City Water Park fund. The revenue from the vending machines will go directly to the funds involved: Electric City Water Park, Neighborhood Pools, Natatorium, Community Recreation Center, and Parks.

Alternatives:

The alternative would be to deny award of the agreement and not take advantage of the benefits for entering into the agreement.

Attachments/Exhibits: Agreement
 Proposal Summary
 Score Sheet

**ADDENDUM A
FORM OF PROPOSAL**

PROPOSAL TITLE:

REQUEST FOR PROPOSALS – CITY OF GREAT FALLS PARK AND RECREATION
BEVERAGE/VENDING SERVICES

PROPOSALS DUE: By **5:00pm – December 4, 2015**, in the City of Great Falls Parks and Recreation Office
1700 River Drive North, Great Falls, Montana 59401. Proposals received after the designated time and date
will be returned unopened.

FROM: PEPSI COLA
Name: PEPSI COLA
Address: 1212 15th ST. N.
City, State, Zip: GREAT FALLS MT
59401

TO: Park and Recreation Department
Beverage Services RFP
P. O. Box 5021
1700 River Drive North
Great Falls, MT 59401

1. The undersigned having carefully examined all conditions, sites and facilities, hereby offers and agrees that this proposal set forth in the Addendum C shall be irrevocable for sixty (60) calendar days after the proposal opening date and time, and if accepted will furnish all or a portion of the materials, labor, transportation, service, and other necessary items, FOB destination, in compliance with the other terms and conditions of the proposal documents, and per the accepted proposal.
2. The City of Great Falls Park and Recreation Department reserves the right to cancel this service, in whole or in part, should the quality of materials not conform to specified material or should the deliveries of same in any way delay the progress of the proposed program or project.
3. If this offer, or portion thereof, is accepted by the City of Great Falls Park and Recreation Department and award is made thereon, I agree to enter into a contract with City of Great Falls Park and Recreation Department substantially in the form of the Addendum C to provide products and/or services as specified for the process proposed.
4. I hereby certify that this proposal is genuine and that I have not entered into collusion with any other proposer(s) or any other person(s), and without any agreement, understanding, or planned common courses of action with any other vendor of materials, supplies, equipment or services described in the request for proposal, designed to limit independent proposals or competition.

Signed this Date: 12/2/15

By: [Signature]
Original signature of Authorized person
Title: ON PREMISE MANAGER

Name of Firm: PEPSI COLA
Street Address: 1212 15th ST N.
City, State, Zip: GREAT FALLS MT 59401

Phone: 406-727-8112

Type of Firm: X Corporation, or _____ LLC, or _____ Partnership, or _____ Other (describe): _____

If Incorporated or Limited Liability Company, Registered in the State of: MONTANA

Tax ID Number: 83-0210359

If a Partnership, list partners and addresses:

If Other, name and address of principal(s):

ADDENDUM B
Vendor Information Form

Vendor Name: PEPSI COLA
Address: 1212 15th ST N.
City/State/Zip Code: GREAT FALLS MT 59401
Telephone Number: 406-727-8112
E-mail Address: Sford@admiralbeverage.com

1. Vendor Established: 1984 Years in Business: 32
2. Business Structure () Partnership ☒ Corporation () Sole Proprietor () Other (describe) _____
3. Number of years in business as current company named above? Years: 32
4. Largest single contract this company has held \$ 77,000.00
With whom? MSU NORTHERN
5. How many employees does your company employ? 75
Full-time employees: 60 Part-time employees: 15
6. How many years have you provided beverage/snack vending ? Years: 32
7. How many companies are or have used your services within Cascade County within the last three (3) years. _____ How many of these have been municipalities and/or parks and recreation organizations. 1 Please list City of Great Falls

8. In addition to the client list you must provide at least three (3) references for companies you have provided the same service as in RFP.

Company Name	<u>MT EXPO PARK</u>	Contact Name	<u>Susan Shannon</u>
Phone Number	<u>727-8900</u>	Scope of Service	<u>Beverage at Fairgrounds</u>
Company Name	<u>M&K INC.</u>	Contact Name	<u>Michelle KuzDA</u>
Phone Number	<u>868-1136</u>	Scope of Service	<u>Golf course beverages</u>
Company Name	<u>GF Voyagers</u>	Contact Name	<u>Scott Reasoner</u>
Phone Number	<u>452-5311</u>	Scope of Service	<u>minor league baseball beverage</u>

ADDENDUM C

BEVERAGE DISTRIBUTION AGREEMENT

THIS AGREEMENT is made and entered into by and between the **CITY OF GREAT FALLS, MONTANA**, a municipal corporation organized and existing under the laws of the State of Montana, P.O. Box 5021, Great Falls, Montana 59403-5021, hereinafter referred to as "City," and _____ (name), _____ (address), hereinafter referred to as "Distributor."

In consideration of the mutual covenants and agreements herein contained, the receipt and sufficiency whereof being hereby acknowledged, the parties hereto agree as follows:

1. **Purpose:** City agrees to hire Distributor as an independent contractor to perform for City services described in the Scope of Services attached hereto as Exhibit "A" and by this reference made a part hereof.

2. **Term of Agreement:** This Agreement is effective upon the date of its execution through February 29, 2021. The parties may extend this agreement in writing prior to its termination.

3. **Scope of Work:** Distributor will perform the work and provide the services in accordance with the requirements of the Scope of Services.

4. **Payment:** City agrees to pay Distributor for services performed and allow Distributor to engage in beverage distribution as described in the Scope of Services. Any alteration or deviation from the described work that involves extra costs will be performed by Distributor after written request by the City, and will become an extra charge over and above the contract amount. The parties must agree upon any extra charges in writing.

5. **Independent Contractor Status:** The parties agree that Distributor is an independent contractor for purposes of this Agreement and is not to be considered an employee of the City for any purpose. Distributor is not subject to the terms and provisions of the City's personnel policies handbook and may not be considered a City employee for workers' compensation or any other purpose. Distributor is not authorized to represent the City or otherwise bind the City in any dealings between Distributor and any third parties.

Distributor shall comply with the applicable requirements of the Workers' Compensation Act, Title 39, Chapter 71, MCA, and the Occupational Disease Act of Montana, Title 39, Chapter 71, MCA. Distributor shall maintain workers' compensation coverage for all members and employees of Distributor's business, except for those members who are exempted by law.

Distributor shall furnish the City with copies showing one of the following: (1) a binder for workers' compensation coverage by an insurer licensed and authorized to provide workers'

compensation insurance in the State of Montana; or (2) proof of exemption from workers' compensation granted by law for independent contractors.

6. **Indemnification:** To the fullest extent permitted by law, Distributor shall fully indemnify, defend, and save City, its agents, representatives, employees, and officers harmless from and against any and all claims, actions, costs, fees, losses, liabilities or damages of whatever kind or nature arising from or related to Distributor's performance of this Agreement or work of any subcontractor or supplier to Distributor.

7. **Insurance:** Distributor shall purchase and maintain insurance coverage as set forth below. The insurance policy must name the City, (including its elected or appointed officers, officials, employees, or volunteers), as an additional insured and be written on a "primary—noncontributory basis." Distributor will provide the City with applicable additional insured endorsement documentation. Each coverage shall be obtained from an insurance company that is duly licensed and authorized to transact insurance business and write insurance within the state of Montana, with a minimum of "A.M. Best Rating" of A-, VI, as will protect the Distributor, the various acts of subcontractors, the City and its officers, employees, agents, and representatives from claims for bodily injury and/or property damage which may arise from operations and completed operations under this Agreement. All insurance coverage shall remain in effect throughout the life of this Agreement and for a minimum of one (1) year following the date of expiration of Distributor's warranties. All insurance policies must contain a provision or endorsement that the coverage afforded will not be canceled, materially changed, or renewal refused until at least thirty (30) days prior written notice has been given to Distributor, City, and all other additional insureds to whom a certificate of insurance has been issued. All insurance documentation shall be in a form acceptable to the City.

Insurance Coverage at least in the following amounts is required:

1.	Commercial General Liability (bodily injury and property damage)	\$1,000,000 per occurrence \$2,000,000 aggregate
2.	Products and Completed Operations	\$2,000,000
3.	Automobile Liability	\$1,000,000 combined single limit
4.	Workers' Compensation	Not less than statutory limits
5.	Employers' Liability	\$1,000,000

Distributor may provide applicable excess or umbrella coverage to supplement Distributor's existing insurance coverage, if Distributor's existing policy limits do not satisfy the coverage requirements as set forth above.

8. **Compliance with Laws:** Distributor agrees to comply with all federal, state and local laws, ordinances, rules and regulations, including the safety rules, codes, and provisions of the Montana Safety Act in Title 50, Chapter 71, MCA. As applicable, Distributor agrees to purchase a City safety inspection certificate or special business license.

9. **Nondiscrimination:** Distributor agrees that all hiring by Distributor of persons performing this Agreement will be on the basis of merit and qualification and will not discriminate on the basis of race, color, religion, creed, political ideas, sex, age, marital status, physical or mental disability, national origin, or other class protected by state and/or federal law.

10. **Default and Termination:** If either party fails to comply with any condition of this Agreement at the time or in the manner provided for, the other party, at its option, may terminate this Agreement and be released from all obligations if the default is not cured within ten (10) days after written notice is provided to the defaulting party. Said notice shall set forth the items to be cured. Additionally, the non-defaulting party may bring suit for damages, specific performance, and any other remedy provided by law. These remedies are cumulative and not exclusive. Use of one remedy does not preclude use of the others. Notices shall be provided in writing and hand-delivered or mailed to the parties at the addresses set forth in the first paragraph of this Agreement.

11. **Modification and Assignability:** This document contains the entire agreement between the parties and no statements, promises or inducements made by either party or agents of either party, which are not contained in this written Agreement or attachments, may be considered valid or binding. This Agreement may not be enlarged, modified or altered except by written agreement signed by both parties hereto. The Distributor may not subcontract or assign Distributor's rights, including the right to compensation or duties arising hereunder, without the prior written consent of City. Any approved subcontractor or assignee will be bound by all of the terms and conditions of this Agreement.

13. **Ownership and Publication of Materials:** All reports, information, data, and other materials prepared by the Distributor pursuant to this Agreement are the property of the City. The City has the exclusive and unrestricted authority to release, publish or otherwise use, in whole or part, information relating thereto. Any re-use without written verification or adaptation by the Distributor for the specific purpose intended will be at the City's sole risk and without liability or legal exposure to the Distributor. No material produced in whole or in part under this Agreement may be copyrighted or patented in the United States or in any other country without the prior written approval of the City.

14. **Liaison:** City's designated liaison with Distributor is Patty Rearden and Distributor's designated liaison with City is Steve Ford.

15. **Applicability:** This Agreement and any extensions hereof shall be governed and construed in accordance with the laws of the State of Montana.

16. **Binding:** This Agreement and all of the covenants hereof shall inure to the benefit and be binding upon the City of Great Falls and the Contractor respectively and their partners, successors, assigns and legal representatives. Neither the City nor the Contractor shall have the right to assign, transfer or sublet their interest or obligations hereunder without written consent of the other party.

17. **Amendments:** Any amendment or modification of this Agreement or any provisions herein shall be made in writing and executed in the same manner as this original document and shall after execution become a part of the Agreement.

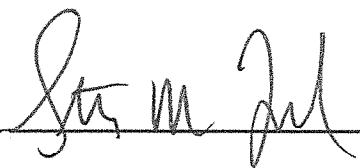
IN WITNESS WHEREOF, Distributor and City have caused this Agreement to be executed and intend to be legally bound thereby as of the date set forth below.

CITY OF GREAT FALLS, MONTANA

DISTRIBUTOR

By _____
Gregory T. Doyon, City Manager

Date _____

By  _____

Print Name Steve M. Ford

Title On Premise Manager

Date 12/4/15

ATTEST:

(Seal of the City)

Lisa Kunz, City Clerk

* APPROVED AS TO FORM:

By _____
Sara R. Sexe, City Attorney

* By law, the City Attorney may only advise or approve contract or legal document language on behalf of the City of Great Falls, and not on behalf of other parties. Review and approval of this document was conducted solely from the legal perspective, and for the benefit, of the City of Great Falls. Other parties should not rely on this approval and should seek review and approval by their own respective counsel.

EXHIBIT "A"
Scope of Services

The Distributor, at its cost, is responsible for procuring, supplying and posting all permits and licenses necessary to offer and sell beverages. The Distributor shall pay all taxes annexed or levied against the business or merchandise, and agrees to comply with all applicable laws, ordinances and City/County Health Department codes. Any questions on these policies should be made to the City/County Health Department at (406) 454-6950.

Additionally, the Distributor will provide:

I. Aquatics Facilities Services of:

1. Annual cash investment payable to City;
 - a. \$ 5000.00 due on May 1, 2016;
 - b. \$ 5100.00 (2016 payment, plus 2% increase); due May 1, 2017;
 - c. \$ 5225.00 (2017 payment, plus 2% increase); due May1, 2018;
 - d. \$ 5350.00 (2018 payment, plus 2% increase); due May 1, 2019; and
 - e. \$ 5500.00 (2019 payment, plus 2% increase); due May 1, 2020
2. Beverage vending machines:
 - a) 30 Percent of gross sales (to be paid quarterly) from machines are currently located in the following locations:
 1. Electric City Water Park (3)
 2. Morony Natatorium Pool (2)
 3. Jaycee Pool and Spray Park (1)
 4. Water Tower Pool and Spray Park (1)
3. At the City's direction, at Distributor's cost, uniform signage for Electric City Water Park, Natatorium, Jaycee and Water Tower Pools (Painted signs of varying sizes. Beverage company logo highlighted on maximum of 20% on each sign.) Signage locations include:
 - Entrance signage (3 total – two inside, one exterior)
 - Water Park locker rooms (4)
 - Water slide sign
 - Wading pool sign
 - Concession sign
 - Entrance rules sign
 - Keep feet up (2)
 - Flow rider sign (2)
 - Height measurement sign
 - Water Park shed sign
 - Jaycee Pool (3 outside – facility, fence, gate; 1 inside; 4 total)

- Water Tower Pool (3 outside – facility, fence, gate; 1 inside; 4 total)
- Natatorium Pool (3 total – general sign in lobby, one at pool, one at slide)

Signage cost estimate \$2,500-\$3,500 (First year; updates and maintenance as needed) Pepsi agrees to the signage requirements

4. Other incentives/benefits provided by Distributor:

Pepsi will provide free soft drinks for city fund raising events. We will continue our support with the Lion's Park fund raiser which we have supported with soft drinks and \$500.00 in kind products annually.

5. Equipment service, repair and maintenance:

Pepsi Cola's service department has over 80 years of experience within our 4 person staff. They are proficient at working on vendors, fountains, ice makers, and slushy machines. We have a local number for service calls and we have someone on call 24/7.

6. Additional advertising/Marketing for Electric City Water Park:

- a. Purchase of aquatic amenities (tubes, balls, boards, lounge chairs, umbrellas).
Pepsi will purchase umbrellas and 10x10 pop up tents on an annual basis as needed.
- b. Staff apparel provided by beverage company (staff shirts/suits)
Pepsi will provide staff t shirts annually
- c. Financial considerations (product cost, rebate percentage/commissions, cash)
 1. List of products and prices:
See Attachment 6 -1
 2. Provide list of equipment to be provided:
See attachment 6-2
- d. Any special events/sales promotions associated with City aquatic facilities:
Pepsi will develop programs annually to cross promote into our retail outlets to promote the water park. We will include the waterpark logo on our point of sale and do weekly drawings for water park passes. We will budget \$500 annually for passes and prizes. We will also fund one live remote with the radio station from the waterpark annually. Pepsi will also provide Pepsi employees and their family's pool passes to attend the waterpark annually. Budget for this is \$1000.00 annually.

II. Ice Breaker Road Race Services of:

1. For each year of contract, provision of post-race lunch for the Ice Breaker Road Race attendees. Estimated attendance is 3,200-3,800. (Lunch is typically a "brown bag" lunch and a beverage.) Distributor will be on site in the Convention Center to distribute lunches during the Ice Breaker Road Race. The first race begins at 1:00 p.m. and the final race ends at approximately 4:00 p.m.
 - a) Lunch will include:

Wheat Bread turkey and cheese sandwich, sun chips, and fruit either an orange or apple. Will provide drinks, choice of Aquavista water or Gatorade. Also will have vegetarian lunches available for those who so desire.

b) Preparation and distribution plans:

Lunches will be prepared and distributed by Pepsi Cola employees and management staff.. Lunches will be prepared on site and the Civic center kitchen the morning of the event to ensure freshness. We will have staff at the awards ceremony to represent Pepsi Cola as an Ice Breaker Sponsor

2. City will provide Ice Breaker Sponsorship Benefits to include the following:

- Sponsor banner at Convention Center during registration Saturday and Sunday, and during awards ceremony and lunch on Sunday.
- Sponsor banner (20'6" x 3') listing Ice Breaker Sponsors at finish line.
- Sponsor logo printed on 4,000 Ice Breaker long sleeved t-shirts.
- Sponsor logo printed on 4,000 Ice Breaker medals for race participants.
- Sponsor logo printed on 10,000 full color Ice Breaker brochures.
- Sponsor logo printed in all newspaper ads
- Sponsor logo printed on Ice Breaker Billboards (3).
- Sponsor logo printed on Ice Breaker Roadside Signs (7).
- Sponsor logo printed on Ice Breaker Posters.
- Sponsor logo on Ice Breaker web site.
- Booth space at the Convention Center during registration on Saturday prior to race.
- Special recognition of Sponsor in all Ice Breaker press releases.
- Special recognition of Sponsor in TV and radio promotions and interviews.
- Special recognition of Sponsor at all Ice Breaker related events including announcements at the kickoff of each race and at the finish line of each race, and special recognition at the Awards Ceremony in the Convention Center following the race.
- Reduced cost on race registration for Sponsor's employees.
- City of Great Falls/Park and Recreation reserves the right to modify sponsor benefits with written notification.

III. Beverage Vending Services:

1. 30 Percent of gross sales (to be paid quarterly) from machines are currently located in the following locations:

- a) Community Recreation Center (2)
- b) Gibson Park (2)
- c) Broadwater Bay (1)

2. Other incentives/benefits provided by Distributor:

Pepsi will run vending incentives to spark vending sales at city properties. Pepsi will run free t shirt incentives and also waterpark pass incentives through vending by seeding winning bottles in vendors throughout the properties involved. We will create point of sale signs for the vendors and run programs throughout the summer.

3. Equipment service, repair and maintenance:

Pepsi Cola's service department has over 80 years of experience within our 4 person staff. They are proficient at working on vendors, fountains, ice makers, and slushy machines. We have a local number for service calls and we have someone on call 24/7.

Addendum 6.1**Pricing**

<u>Package</u>	<u>case count</u>	<u>price</u>
Aquavista Water 1.69oz	24	\$8.00
Aquavista 20oz water	24	\$12.00
Gatorade 20oz	24	\$24.00
Rockstar/Amp	24	\$36.00
Hog Wash Fruit Juice	12	\$14.00
Ocean Spray Juice	12	\$14.00
Lipton Tea 18.5 oz	12	\$14.00
Sobe Life Water	12	\$14.00
Gatorade protein Bar	12	\$18.00
Bai 5 18oz	12	\$18.00
5 Gallon post Mix	1	\$70.00
3 Gallon post mix	1	\$43.44
Siberian Chill Slushy	1	\$86.58
CO2	1	\$25.00
16oz cups	1200	\$70.00
24oz cups	1000	\$75.00
16/24 lids	2400	\$53.00
32oz Cups	480	\$62.00
32oz lids	960	\$46.00
20oz bottles pop	24	\$24.00
12oz can pop	24	\$9.00

Addendum 6.2

Equipment

<u>Equipment</u>	<u>Location</u>
3 vendors	Water park
2 soda fountains	Waterpark
Ice machine	Waterpark
2 Door Cooler	Waterpark
1 vendor	Watertower
1 vendor	Jaycee
2 vendors	Natatorium
2 vendors	GF Rec center
2 vendors	Gibson park
1 vendor	Broadwater bay
Event Trailers	as needed

Proposed equipment, 2 slushy machines, and four flavors for the waterpark that run off of bag in the box system. Pepsi would finance any electrical updates needed.

Park and Recreation Beverage Distribution Agreement Proposal Summary

Electric City Water Park

Annual Cash Payment

2016	\$ 5,000
2017	\$ 5,100
2018	\$ 5,225
2019	\$ 5,350
2020	<u>\$ 5,500</u>
	\$26,175

Payment due May 1st of each year.

Other Considerations (Proposal Approach)

Annual Program to Cross Promote Electric City Water Park:

1. Water Park Logo on all point of sale items in all retail outlets:
 - a. Market area: From Great Falls to Hobson, St. Mary's, Babb, Harlem, Browning, Cut Bank, Shelby
 - b. Value: \$2,600-\$5,200 annually (based on industry standard of 3-6 cents per impression; 86,000 in Cascade County, 170,000 in market area)
2. Weekly drawings for Electric City Water Park Passes and other prizes; \$500 annually for passes and prizes
3. Fund one live radio remote at the Electric City Water Park annually, \$800 value
4. Purchase \$1,000 in Electric City Water Park Passes; distributed to Pepsi employees and their families
5. Lions Family FunFest: \$500.00/product

Aquatics Amenities (\$1,250 annually plus umbrellas)

1. \$500 per year for purchase of aquatic amenities such as tubes, balls, boards, and lounge chairs
2. Patio umbrellas per year and popup tents, \$600 Value
3. \$750 per year for employee t-shirts

Equipment Provided:

1. Post mix fountain equipment
2. Frozen beverage machines
3. Coolers for bottled product
4. Ice machine
5. Event trailers and portable fountain units provided for any special events, sales promotions or radio remotes.
6. Provide additional equipment as needed

Signs (\$5,500 value)

1. Will provide uniform signage for the Electric City Water Park, Natatorium, Jaycee and Water Tower Pools (estimated first year cost of \$2,500-3,500).

2. Will provide updates and maintenance as needed. Will budget \$250 per year for sign repair upkeep and new signage.

Service:

1. Service (80 years of experience)
 - a. Local number for service calls
 - b. Service provided locally. 7 days a week, 24 hours per day
 - c. Cell numbers of managers and salesman provided

Products and Prices

1. List of products and prices provided; prices to be reviewed annually, estimated \$2,000 in savings

Ice Breaker Road Race

Lunch Provided for Ice Breaker (\$14,400 value annually)

1. 3,200-3,800 lunches provided
 - a. Sandwich with meat and cheese, fruit, chips, drink
 - i. Vegetarian lunches also provided.
 - b. Prepared and distributed by Pepsi staff

Vending Proposal

1. 30%, paid quarterly/5% increase over competitor and current contract, \$2,100 annually
2. Equipment provided, serviced and maintained.
3. Respond to issues within 24 hours
4. Pepsi will run vending incentives to spark vending sales. Pepsi will give away t-shirts and Water Park passes through vending machines by seeding winning bottles in machines throughout the properties involved. Will create point of sale signs for the vendors and run programs throughout the summer. Value: \$600-1,200 annually (250 vending machines included in promotion, 20,000 bottles sold; industry standard of 3-6 cents per impression)

Currently located:

Electric City Water Park (3)
Morony Natatorium (2)
Jaycee Pool (1)
Water Tower Pool (1)
Community Recreation Center (2)
Gibson Park (2)
Broadwater Bay (1)

Total Value: \$165,675

Park and Recreation Beverage Rights
(Received December 4, 2015, by 5:00 p.m.)
Total Scores

TOTAL OVERALL:	Pepsi	Coke
1. Minimum Requirements (Meets minimum requirements)	<u>300</u>	<u>290</u>
2. Proposal Approach (Additional proposal characteristics)	<u>408</u>	<u>373</u>
3. Financial Considerations (Financial aspects to proposal)	<u>391</u>	<u>364</u>
Total	<u>1,099</u>	<u>1,027</u>

Main Proposal (Aquatics Facilities):	Pepsi	Coke
4. Minimum Requirements (Meets minimum requirements)	<u>100</u>	<u>95</u>
5. Proposal Approach (Additional proposal characteristics)	<u>135</u>	<u>113</u>
6. Financial Considerations	<u>158</u>	<u>139</u>
Total	<u>393</u>	<u>347</u>

Park and Recreation Beverage Rights

(Continued)

Ice Breaker Road Race Proposal:	Pepsi	Coke
1. Minimum Requirements (Meets minimum requirements)	<u>100</u>	<u>95</u>
2. Proposal Approach (Additional proposal characteristics)	<u>138</u>	<u>130</u>
3. Financial Considerations	<u>80</u>	<u>80</u>
Total	<u>318</u>	<u>305</u>

Beverage Vending Proposal:	Pepsi	Coke
1. Minimum Requirements (Meets minimum requirements)	<u>100</u>	<u>100</u>
2. Proposal Approach (Additional proposal characteristics)	<u>135</u>	<u>130</u>
3. Financial Considerations	<u>153</u>	<u>145</u>
Total	<u>388</u>	<u>375</u>