

**CITY COUNCIL  
COMMUNICATION:**

**ITEM \_\_\_\_\_**

**OFFICE OF THE CITY MANAGER  
CITY OF DES MOINES, IOWA**

**99-082**

**SYNOPSIS -**

**AGENDA:**

Approval to award single beverage Request For Proposals (RFP) Bid G99-133 to Pepsi-Cola General Bottlers, Inc.

MARCH 1, 1999

**SUBJECT:**

Approval to authorize the City Manager or his designee to sign an agreement outlining the terms and conditions of the RFP and bid response from Pepsi-Cola General Bottlers, Inc.

BID AWARD TO  
PEPSI-COLA  
GENERAL  
BOTTLERS, INC. AS  
THE SINGLE  
BEVERAGE  
PROVIDER IN PARK  
AND RECREATION  
FACILITIES

**FISCAL IMPACT -**

Total financial/equipment benefit of \$270,000 over a three-year period. Annual financial benefit of approximately \$79,000.

**TYPE:**

**RECOMMENDATION -**

**To approve awarding RFP Bid G99-133 to Pepsi-Cola General Bottlers, Inc.**

**RESOLUTION**  
ORDINANCE  
RECEIVE/FILE

**To authorize the City Manager or his designee to sign an agreement outlining the terms and conditions of the RFP and bid response from Pepsi-Cola General Bottlers, Inc.**

**SUBMITTED BY:**

**BACKGROUND -**

DONALD M. TRIPP  
PARK AND  
RECREATION  
DIRECTOR

Over the past several years the Park and Recreation Department has positioned itself for the opportunity to consolidate its beverage operation opportunities to package an RFP to retain a single beverage provider throughout the facilities managed by the Park and Recreation Department. Concessionaire contracts were amended allowing the City to competitively bid for a single beverage provider.

Park and Recreation Department staff worked with each contracted concessionaire in the development and review of the

RFP. The consolidation of the Blank Park Zoo, Botanical Center, Aquatic Facilities, Athletic Facilities, Parks, Community Centers, and Golf Courses allowed the Park and Recreation Department to offer multiple vendor locations and sponsorship opportunities to over one million visitors a year.

The Purchasing Division solicited bids by advertisement and mailed Invitation to Bid G99-133 to four potential bidders with three bids received. Park and Recreation Department staff compared product cost, sponsorships, percentages returned to the City, and donated equipment in determining the best benefit bid response. Pepsi-Cola General Bottlers, Inc. is offering the best overall bid package to the City and the individual concessionaires.