



Memorandum

Date: January 18, 2023

To: Mayor Craft, City Council

From: Grant Brown

Cc: Steve Griffin

Subject: Award Bid to Coca-Cola United for Pouring Contract and Soft Drink Purchases Contract.

ISSUE: Award Bid to Coca-Cola United for Pouring Contract and Soft Drink Purchases.

BACKGROUND: (UPDATE) This item was previously presented at the November 21st COW meeting and returned to staff to negotiate the contract details with Coca-Cola. During negotiations, Dr. Matt Aiken and I met with Coca-Cola to discuss long-term and short-term relationships. One concrete change to their proposal replaced the \$15,000 scoreboard upgrades from Electro-mech to NEVCO who is the City of Gulf Shores scoreboard provider.

The City of Gulf Shores Department of Recreation and Cultural Affairs annually purchases concession and vending soft drinks for resale during City league sports programs and sponsored sporting events. The current contract with Coca-Cola United terminated on January 16, 2023.

RECOMMENDATIONS: Award the only bid received for the Pouring and Soft Drink Purchases Contract to Coca-Cola United for 36 months with two additional 12-month options to renew.

BUDGET IMPLICATIONS: Bid amount received is within the approved 2023 operational budget for concession purchases. In addition, Coca-Cola United will provide \$20,000 each year for capital improvements or special events and an initial \$15,000 for scoreboard upgrades with NEVCO.

RELATED ISSUES: None

ATTACHMENTS: Coca-Cola United Request for Proposals

DEPARTMENT: Recreation and Cultural Affairs

STAFF CONTACT: Grant Brown