

**OFFICE OF THE CITY MANAGER  
LITTLE ROCK, ARKANSAS**

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**BOARD OF DIRECTORS COMMUNICATION  
JANUARY 21, 2020 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>A resolution to accept PepsiCo as the most responsive bidder to the Parks and Recreation Department's Pouring Rights Request for Proposal.</p> <p><b>Submitted By:</b></p> <p>Parks &amp; Recreation Department</p>	<p>Ordinance √ <b>Resolution</b></p>	<p>Bruce T. Moore City Manager</p>
<b>SYNOPSIS</b>	<p>A resolution authorizing the City Manager to execute a contract with PepsiCo, Inc., to be the beverage provider for Parks and Recreation Facilities, for a period of five (5) years with an optional 6<sup>th</sup> year renewal.</p>	
<b>FISCAL IMPACT</b>	<p>As part of PepsiCo's pricing proposal, they have pledged cash support and marketing funds totaling \$206,870.00 spread over a six (6)-year period.</p>	
<b>RECOMMENDATION</b>	<p>Approval of the resolution.</p>	
<b>BACKGROUND</b>	<p>A Request for Proposal was issued requesting bidders provide submissions to service beverage needs at Parks &amp; Recreation Facilities. This service includes vending machine sales, as well as service for concessions operations.</p>	