

CITY OF CROSSVILLE
REQUEST FOR QUOTATION

IMPORTANT: Read Instructions Carefully

THIS IS NOT AN ORDER
RETURN QUOTATION TO:

Page 1 of 2 pages

City Clerk

CRO#1344 Date Issued 04/13/15

Delivery required immediately upon award of bid

City of Crossville
392 North Main Street
Crossville, TN 38555

For more information call To be opened date/hour
Tammie French 931-456-6632 04/28/15 2:00 pm (est)

Prices to be F.O.B
City of Crossville

NOTICE TO BIDDER

THIS IS NOT AN ORDER. Please enter unit prices, extensions, and amount for the items listed herein specified. Be sure the specifications are followed. If you are unable to supply any of the items, please quote on the nearest substitute either on this form, or attach a letter containing such description and it will be considered as part of your quotation. Prices quoted must include all delivery charges to points of delivery indicated hereon. **We reserve the right to accept or reject any or all bids.**

Bidder's Name

Coca-Cola Bottling Co. Consolidated

Bidder's Address

434 West Springs St.

Cookeville, TN 38501

Please submit a bid for beverage service. See attached specifications.

For further information, contact Tammie French at 931-456-6632.

PLEASE SEE REVERSE SIDE FOR INSTRUCTIONS

IMPORTANT INSTRUCTIONS TO BIDDERS

1. Each Request for Quote should be in a **SEPARATE ENVELOPE** and have typed/noted on the envelope the **CRO#, ITEM, OPENING DATE, AND TIME.**
2. Specifications used in this request for proposal are intended to be open and non-restrictive. Reference to brand names, catalogs, etc., is to establish minimum standards of quality and does not preclude BUYER'S consideration of proposals on comparable quality. All bidders state brand name and catalog number of product proposed.
3. All prices quoted should be on a delivered prepaid basis to the F.O.B. destination shown in the shipping instructions.
4. Insert time discount terms, if any, in space provided. Discounts are computed from date of delivery at destination or date of receipt of properly executed vendor's invoice at agency indicated above, whichever is later.
5. The City of Crossville, a municipality, is exempt from sales tax with respect to materials that it purchases for municipal projects; however, the contractor who installs, applies or otherwise uses such materials, is liable for the use tax on those materials.
6. Unless otherwise indicated, quotations should be submitted on this form indicating unit price, total extension of each item, and grand total of quotation. In case of error in the extension prices, the unit price will govern.

TIME DISCOUNT ALL ITEMS 48 hours
DELIVERY: We submit the prices and agree to make delivery within 2 days after the receipt of order.
This offer is for 365 calendar days from the date this bid is opened.

NOTICE: PROPOSAL WILL BE REJECTED
UNLESS SIGNED IN INK.

SIGNED BY: Michael J. Taylor
Print name Michael J. Taylor
FIRM: Coca-Cola Bottling Co. Consolidated
ADDRESS: 434 West Springs St.
City Cookeville State TN Zip 38501
Date: 5/4/15 Telephone 865-898-8484

In submitting this bid, it is expressly agreed that upon proper acceptance by the City of Crossville of any or all items proposed, a contract shall thereby be created with respect to the items accepted.

INVITATION TO BID

**CITY OF CROSSVILLE
PARKS & RECREATION DEPARTMENT
837 Industrial Boulevard
Crossville, TN 38555**

Beverage Service Bid

The City of Crossville Parks & Recreation Department (hereinafter called the City) will receive sealed bids for the sale and marketing of the beverages on its premises. You are invited to submit a sealed bid, subject to terms and conditions of this invitation to bid. Please read the instructions and specifications carefully. Failure to comply with these instructions may disqualify your bid.

The City is currently distributing a wide variety of beverages at The Palace Theatre and Crossville Centennial Park, as well as various meetings, golf tournaments, events and vending machines. We are soliciting bids from companies that want to secure an exclusive marketing agreement for providing its brand of beverage products.

Period of Contract:

- The period of the contract shall be for the period July 1, 2015 through June 30, 2017, with the City retaining the option to renew for 3 years thereafter.

Bid Specifications:

Beverages shall meet the following requirements:

- 20 oz. carbonated beverages of various flavors
- 20 oz. brand water
- 12 oz. brand water
- 12 oz. can carbonated beverages of various flavors
- 20 oz. sports drink of various flavors
- Specialty drinks such as juices and other non-carbonated beverages

Vendor shall provide:

- Beverage coolers for all outlets, double and single door, including maintenance and upkeep (currently 5 double and 1 single)
- Beverage barrels (currently 4)
- Menu boards for all outlets (currently 3)
- Brand advertisement clock (currently 3)
- Insulated portable coolers of larger size (request 6)
- Brand advertisement patio umbrellas (request 4)
- Scoreboards for all softball/baseball and soccer fields (currently 12 but will possibly be expanded for Duer)
 - Scoreboards are to have cordless, touchpad controllers
 - Scoreboards are to include complete installation

- Scoreboards are to include all necessary maintenance and repairs
- Full Service Vending machines with bill changer (currently 3)
 - Vending machines are to include complete installation
 - Vending machines are to include all necessary maintenance and repairs
- Use of brand portable concession-type trailers for various events
- No-charge beverage product for specified City sponsored events

Bid shall include:

- Price increase of no more than 5% per year

The award of this bid will result in a contract between the brand and The City of Crossville allowing the City to purchase as much or as little of the product as needed. The award does not guarantee a specific amount of product to be purchased, but also does not limit the amount allowable for purchase following the terms of the contract.

CITY OF CROSSVILLE
392 N. MAIN ST.
CROSSVILLE, TN 38555

NOTICE OF AWARD OF PRICE CONTRACT

VENDOR: Coca-Cola Bottling Co. Consolidated
ADDRESS: 434 West Springs St.
Cookeville, TN 38501

PRICE CONTRACT # 813
DATE: 06/05/2015
INVITATION CRO #1344

CONTRACT PERIOD: **July 1, 2015-June
30, 2017**
EFFECTIVE DATE: 07/01/2015
EXPIRES: 06/30/17

VENDOR REP: Kim Potter
TELEPHONE # 931-200-9831

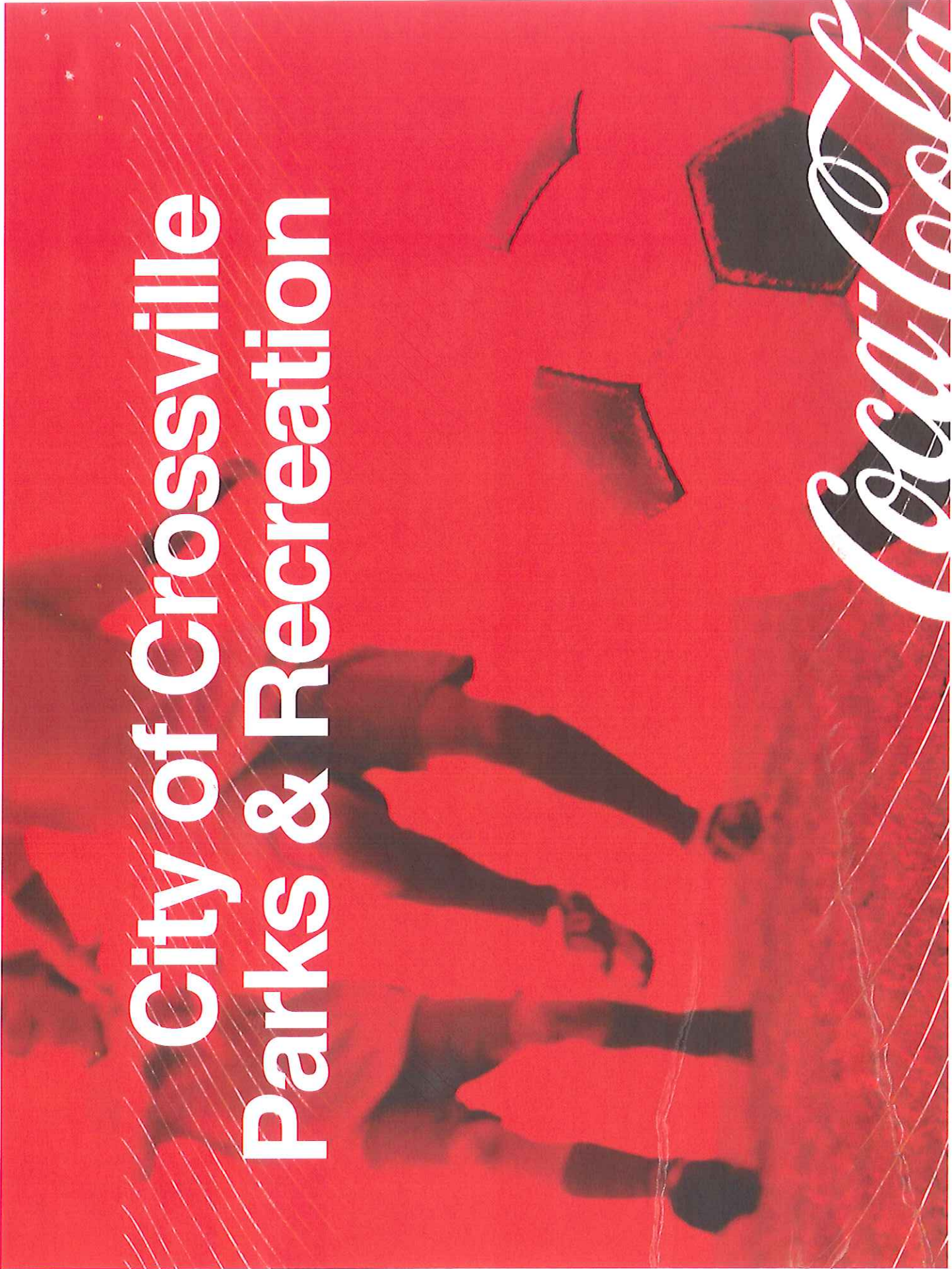
In accordance with terms, conditions and specifications in bid submitted by you on the above referenced invitation, you are hereby awarded this Price Contract to furnish items **AS MAY BE REQUIRED** by the **CITY OF CROSSVILLE**, during the period from July 1, 2015-June 30, 2017

SIGNED: *Kim Potter* DATE 6-8-15
BUYER

APPROVED *[Signature]* DATE 6-8-15
CITY MANAGER

City of Crossville Parks & Recreation

Crossville



Our Partnership- 2 year

FINANCIALS	Year 1	Year 2	TOTAL
Up-Front Scoreboard Funding	\$12,000	\$5,000.	\$17,000
Sponsorship (Free Product)	\$1,225	\$1,225	\$2,450
Equipment Cost	\$15,303		\$15,303
Marketing Items (P.O.S.)	\$900		\$900
Concession Profit*	\$50,797	\$50,797	\$101,594
Full Service Volume*	\$1,540	\$1,540	\$3,080

* Based on 2013-2014 volume with retail at \$2.00-Full Service Based on \$1.50 Bottle Vend & .75 Cans

\$140,327

Total for 2 year agreement

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Our Partnership – 5 Year

FINANCIALS	Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
Up-Front Scoreboard Funding	\$12,000	\$5,000	\$5,000	\$5,000.	\$5,000.	\$32,000
Sponsorship (Free Product)	\$1,225.	\$1,225	\$1,225	\$1,225	\$1,225	\$6,125
Equipment Cost	\$15,303					\$15,303
Marketing Items (P.O.S.)	\$900		\$900.			\$1,800.
Concession Profit*	\$50,797	\$50,797	\$50,797	\$50,797	\$50,797	\$253,985
Full Service Volume*	\$1,540	\$1,540	\$1,540	\$1,540	\$1,540	\$7,701

* Based on 2013-2014 volume with retail at \$2.00
Full Service Vend rate \$1.50 Bottles .75 Cans

\$316,914

Total for 5 year life of agreement

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Sponsorship/Marketing

Coca-Cola will provide 100 Free cases of 12 oz. cans Carbonated and/or 12 oz. Dasani or Powerade PET annually

- Year 1 \$1,225.00
- Year 2 \$1,225.00
- Year 3 \$1,225.00
- Year 4 \$1,225.00
- Year 5 \$1,225.00
- Total \$6,125

Amir

Marketing Items Provided

Coca-Cola will Provide \$1800.00 Worth of Point of Sale Items

- Year 1 \$ 900
- Year 3 \$900
- Umbrellas (4), Menu Boards (3) Clocks (3) Portable Coolers or Barrels (10)

Account

Product Pricing Bottles/Cans

20 oz. Carbonated Soft Drinks	24	\$19.00	\$0.79
20 oz. Dasani	24	\$12.50	\$0.52
20 oz. Powerade	24	\$21.00	\$0.88
18.5 oz. Gold Peak Tea	12	\$12.50	\$1.04
20 oz. MM Refreshed	24	\$19.00	\$0.79
12 oz. Cans	24	\$9.50	\$0.40
12 oz. Dasani	24	\$15.00	\$0.63

Prices effective for 2015

Coca-Cola reserves the right to pass along annual cost of goods increases on our packages not to exceed 5% per year

City of Crossville Park and Recreation

Full Service Vending and Commission

Full Service Vending	Vend \$	Comm %
20 oz. Bottle CSD	\$1.25	30%
20 oz. Dasani Water	\$1.25	30%
20 oz. PowerAde	\$1.50	30%
12 oz Cans	\$0.75	30%

Estimated Commission Dollars Year One equal **\$1,540.**

based on Volume estimate (220 cases Volume*).

- Commissions - % paid on net of collections after sales tax.
- Commissions will be paid by monthly following the last day of the month the commission was earned. .
- Vend rates (prices) are suggested and can be mutually agreed upon to compliment concession sales.
- CCBCC will work with City of Crossville Park and Recreation to implement an appropriate product mix at the start of the agreement and will from time to time work with management to introduce new packages and brands.

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City of Crossville Park and Recreation

- Coca-Cola will provide the following Sponsorship for a 2 year agreement Renewable year 3 for three more years:
- SCOREBOARD FUNDING YEAR 1- \$12,000

- Year 2 \$5,000
- Year 3 \$5,000
- Year 4 \$5,000
- Year 5 \$5,000

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Preferred Brands and Categories

YOU WANT

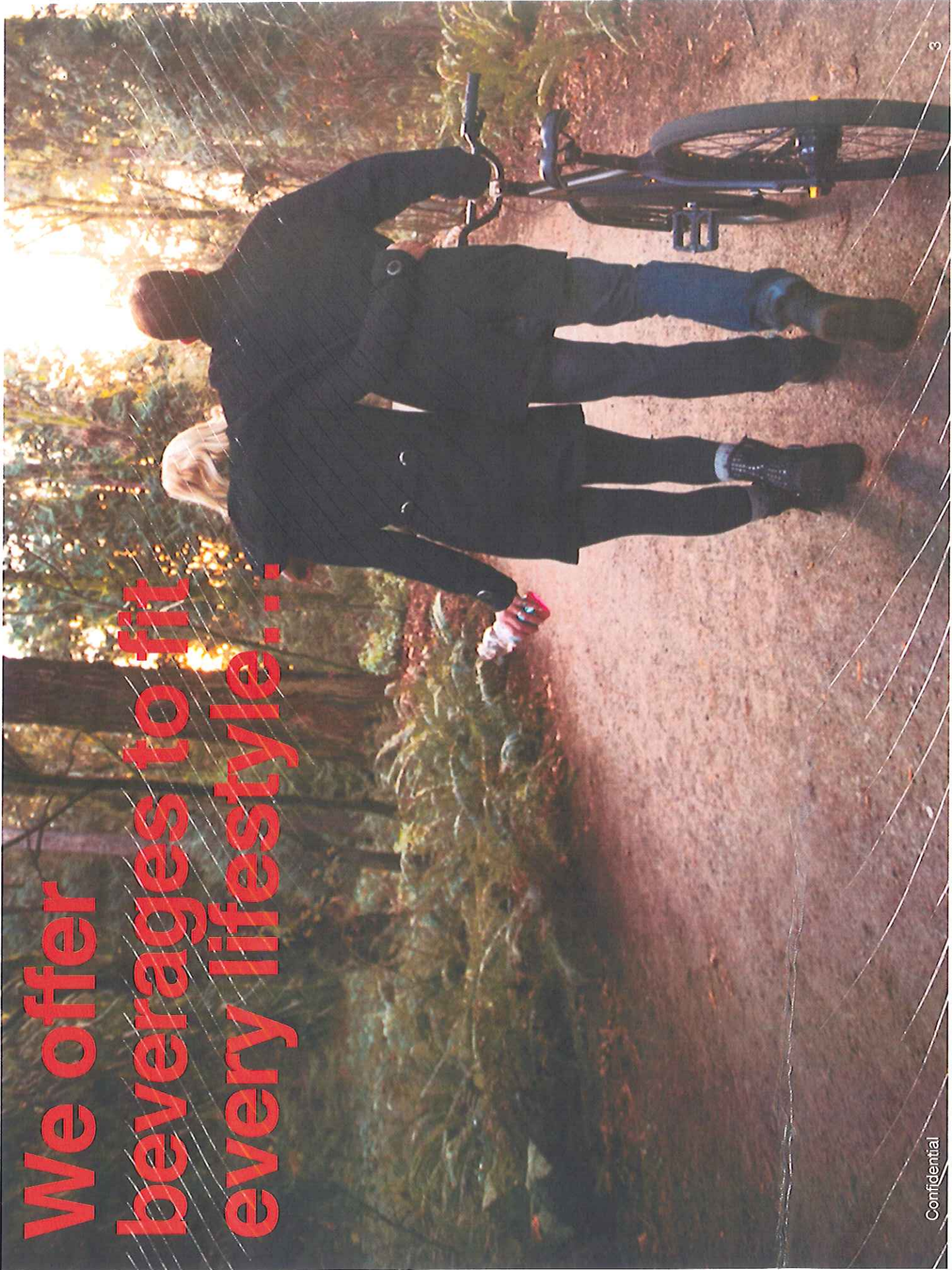
Beverages that meet your customer's needs for every time of day and occasion.

WE DELIVER

The preferred brands and beverage categories your guests want.



**We offer
beverages to fit
every lifestyle...**



We have the brand leaders across both Sparkling and Still categories to drive your beverage sales

Leading SPARKLING Brands



#1 Selling Cola¹



#1 Selling Diet Cola and
#2 Selling Cola¹



#1 Selling Lemon Lime¹



#1 Selling Orange¹



#1 Selling Root Beer¹

Leading STILL Brands



#1 Selling Lemonade²



#1 Selling Kids Fruit Drink³



#1 Selling Enhanced Water¹



#1 Share Growth Water vs.
Primary Competitor¹



#1 Share Growth Premium
Water¹

Sources:

1 Beverage Digest, Fact Book, 2014

2 Nielsen Annual 2014, Sales Dollars, Total juice drink, shelf-stable bottler, delivered, MM Refreshment

3 Nielsen Annual 2014, Sales Dollars, Total Youth Juice Boxes

Confidential

One-Stop Beverage System Support

YOU WANT

Quality products and operational support that you can count on every day.

WE DELIVER

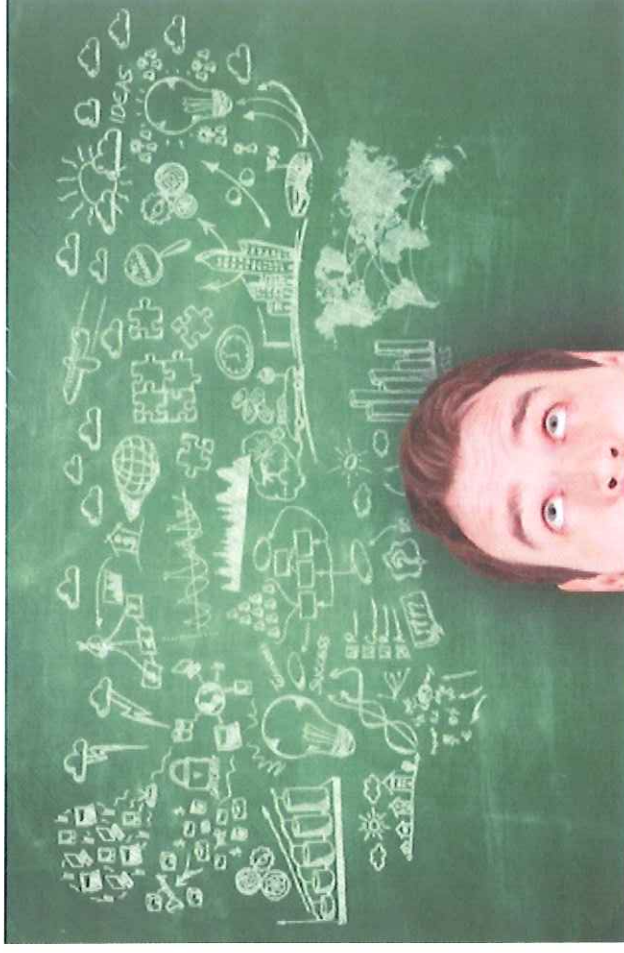
Service, support and supply chain solutions from one trusted source that keep you selling.



Cokesolutions.com provides you with free access to insights and tools to attract customers, boost sales and improve operations



- Get business-building tips and insights that can help you pour on the profits
- Access to marketing insights, merchandise, tips, trends and tools. From product information to marketing tools, templates, recipes and ideas, you'll find everything you need to help increase profits and build your business
- Get tips on maximizing merchandising and training your crew with the click of a mouse



Vending Specifications

- CCBCC will provide a mixture of new and refurbished like new equipment to **City of Crossville Park and Recreation** to ensure that all equipment looks good, works well and creates maximum revenue for **City of Crossville Park and Recreation** and for CCBCC.
- All equipment will be leased to the Participant free of charge and will remain the property of Coca-Cola.
- Upon termination of the agreement, Coca-Cola will remove all of our equipment.
- All Vending Equipment will have the capability of returning change in the amounts of 5, 10, or 25 cents as required and will be set up with adequate change funds for required returns.
- All vending equipment will be equipped with dollar bill validators.



Cooler Equipment

Double Door



Single Door



Repair Service

★ CCBCC will generally provide same-day repair service on call-ins made early in the day and next-day service on the rest. Weekend repair service may be limited and based on the priority of the issue and the proximity of other vendors to meet beverage needs.

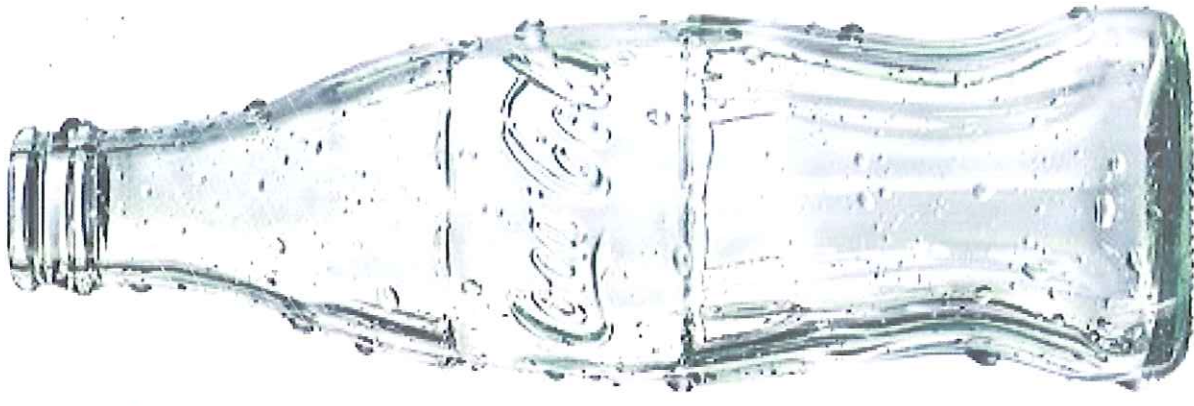


- Coca-Cola places a toll free 1-800 number on every vending machine. Any technical issues with any machine can be called into this number. In turn, the service call is dispatched immediately to a trained and certified vending technician.
- Radio dispatched, on-call service that provides reasonable response time during critical business hours, reducing profit loss due to downtime and repeat calls.
- Our qualified, trained and certified service technicians are proud to boast a 98% "Fixed Right The First Time" record.

800-260-2653

City of Crossville Park and Recreation

Thank You for the Opportunity
to Earn your Business.



Crossville