

FIRST READING: 4.24.17
SECOND READING: 5.8.17
THIRD READING: 5.22.17

ORDINANCE NO. 28-17

BY: CHRISTOPHER J. KLYM

AN EMERGENCY ORDINANCE AUTHORIZING THE MAYOR AND THE
DIRECTOR OF PUBLIC SAFETY-SERVICE TO ENTER INTO
AN EIGHT (8) YEAR BEVERAGE SERVICE AGREEMENT WITH
CLEVELAND COCA-COLA BOTTLING COMPANY, INC. FOR THE
ROCKY RIVER RECREATION DEPARTMENT

WHEREAS: the Director of Public Safety-Service had advertised for proposals for an eight (8) year beverage service agreement; and

WHEREAS: two (2) proposals that were received on April 7, 2017, copies of which are on file in the office of the Director of Public Safety-Service; and

WHEREAS: the Director of Public Safety-Service and Recreation Director have determined that it is in the best interest of the City of Rocky River to accept the proposal from CLEVELAND COCA-COLA BOTTLING COMPANY, INC., 25000 Miles Rd., Bedford Heights, Ohio 44146.

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF ROCKY RIVER, COUNTY OF CUYAHOGA, STATE OF OHIO:

SECTION 1. That the Mayor and Director of Public Safety-Service are hereby authorized to enter into an agreement with the Cleveland Coca-Cola Bottling Company, Inc. for an eight (8) year beverage service agreement for the Recreation Department and various other locations in accordance with the pricing schedule as set forth in the proposal received on April 7, 2017 and further described in Exhibit "A".

SECTION 2. That funds for the purchase shall be paid from the General Fund and the Recreation Fund.

SECTION 3. That sponsorship payment and dasher board ad fund will be paid by August annually. Scoreboard funding payment by August 2017.

SECTION 4. That this Ordinance is hereby declared to be an emergency measure, necessary for the immediate preservation of public peace, health and safety and for the further reason that services as required at the outdoor pool the 1st week of June, and provided it receives the affirmative vote of two-thirds (2/3) of all members elected to Council, it shall take effect and be in force immediately upon its passage and approval by the Mayor; otherwise, it shall take effect and be in force from and after the earliest period allowed by law.

PASSED: May 22nd, 2017

James W. Moran
JAMES W. MORAN
President of Council

PRESENTED
TO MAYOR: May 22nd, 2017 APPROVED: May 22nd, 2017

ATTEST:
Susan G. Pease
SUSAN G. PEASE
Clerk of Council
PAMELA E BOBST
Mayor

It is hereby certified that the amount required for the execution of this Ordinance has been lawfully appropriated or authorized or directed for such purpose and is in the treasury or in the process of collection to the credit of the fund described herein free from any obligation or certification now outstanding.

Michael Thomas, CPA
MICHAEL THOMAS, CPA
Director of Finance

I, the undersigned clerk of council of the city of Rocky River, State of Ohio, do hereby certify that publication of the foregoing ordinance was duly made by posting a true copy thereof in the lobby of the Rocky River City Hall, in accordance with the charter of Rocky River, commencing on the 22nd day of May, 20 17.

Thomas A. Pease
Clerk of Council of the City of Rocky River, Ohio

the _____ day of _____, 20____, I, the undersigned clerk of council of the city of Rocky River, State of Ohio, do hereby certify that publication of the foregoing ordinance was duly made by posting a true copy thereof in the lobby of the Rocky River City Hall, in accordance with the charter of Rocky River, commencing on _____ day of _____, 20____.

Clerk of Council of the City of Rocky River, Ohio

City of Rocky River }
County of Cuyahoga } ss

THE UNDERSIGNED CLERK OF THE COUNCIL OF THE CITY OF ROCKY RIVER, OHIO DOES HEREBY CERTIFY THAT THE FOREGOING IS A TRUE AND CORRECT COPY OF ORDINANCE NO. 28-17 ADOPTED BY THE COUNCIL OF SAID CITY ON THE 22nd DAY OF May, 2017 THAT THE PUBLICATION OF SUCH ORDINANCE HAS BEEN MADE AND CERTIFIED OF RECORD ACCORDING TO LAW; THAT NO PROCEEDINGS LOOKING TO A REFERENDUM UPON SUCH ORDINANCE HAVE BEEN TAKEN; THAT SUCH ORDINANCE AND THE CERTIFICATE OF PUBLICATION THEREOF ARE OF RECORD IN ORDINANCE RECORD NO. 28-17

IN WITNESS WHEREOF, I HAVE HEREUNTO SUBSCRIBED MY NAME AND AFFIXED MY OFFICIAL SEAL THIS 22nd DAY OF May, 2017.

Wanda D. Reed
CLERK OF COUNCIL OF THE CITY OF ROCKY RIVER, OHIO

RECREATION

Memo

To: Mayor Pamela E. Bobst
Mary Kay Costello, Director of Public Safety Service

From: Christopher Mehling, Director of Recreation

cc: Jan Thomas, Safety Service Coordinator

Date: April 18, 2017

Re: Beverage Contract

The City of Rocky River Recreation Department solicited Request for Proposals for Beverage Services. Proposals were due Friday, April 7, 2017, by 12:00 noon. The contract is for eight (8) years and will service the Recreation Department and various other locations.

A pre-proposal meeting was held on Monday, March 27th at 11:00 a.m. At this meeting we had representatives from PepsiCo and the Cleveland Coca-Cola Bottling Company. Based on the information attached, I am recommending that we enter into an eight (8) year agreement with the Cleveland Coca-Cola Bottling Company. The terms of the contract will be June 2017 to June 2025.

Cleveland Coca-Cola Bottling Company
25000 Miles Road
Bedford Heights, Ohio 44146-1319

Contacts: Courtney Farina
On Premise Sales Manager
216-378-7477
cfarina@abarta.com

Chad McKay
On Premise Sales Supervisor
216-378-7481
cmckay@abarta.com

INCENTIVES COMPARISONS

1. \$5,000/Year sponsorship fee	Coke \$6,000/year	Pepsi \$0
2. Insulated display barrels	Coke yes	Pepsi Yes
3. Scoreboards Incentives	Coke \$2,500	Pepsi \$0
4. 40% commission on gross sales	Coke Yes	Pepsi Yes
5. Dasher board ad at Hamilton Ice Arena	Coke \$1,500/year	Pepsi \$0

In addition, Coke is offering the City a can and bottle rebate of \$2,375 a year or \$19,000 over the term of the contract. In comparing prices, Coke was lower in all categories but one. Pricing increases for Coke will be 3.5% annually while Pepsi will cap theirs at 4%.