

**Columbus Consolidated Government
Council Meeting Agenda Item**

TO:	Mayor and Councilors
AGENDA SUBJECT:	Soft Drink Concession/Columbus Civic Center & Ice Rink (Annual Contract) – RFP No. 21-0021
INITIATED BY:	Finance Department

It is requested that Council authorize the execution of an annual contract for soft drink concession at the Columbus Civic Center and Ice Rink with Buffalo Rock Company (Columbus, GA). Buffalo Rock Company will provide exclusive soft drink concession at the Columbus Civic Center and Ice Rink. The vendor will provide the Civic Center commission as revenue. The Civic Center will purchase product from the vendor. The recommended vendor’s proposed cost for product purchases is within budget.

Buffalo Rock Company will be required to:

- Provide an annual financial commitment to the Civic Center.
- Provide product pricing and rebates on product sold.
- Provide commitment to main tenants (Columbus RiverDragons & Columbus Lions).
- Provide all consumable liquid brands and packages that are non-alcoholic, such as but not limited to, bottled and canned sodas, purified drinking water, teas, juices, coffee and sports drinks, and provide vending to the Civic Center and Ice Rink on no less than a weekly basis.
- Supply, service and maintain like new state-of-the-art beverage dispensing machines, refrigerated merchandisers and vending machines at all the venues described within the Civic Center and Ice Rink.
- Provide new state-of-the-art lighted menu boards and panels for each concession stand at both the Civic Center and Ice Rink.
- Provide branding and sponsorship for the Columbus RiverDragons and the Columbus Lions. As well as work with Columbus Civic Center in-house concessions and participate in Civic Center and Ice Rink events by providing branding/signage.
- Supply, install, service and maintain like new, at least six state-of-the-art vending with built-in dollar changers and have card reading machines. Civic Center will mutually agree to the location of each machine and Buffalo Rock Company will install at their expense, as well as the retail price of product sold to include vending for employees at the Civic Center and Ice Rink.
- Provide competitive pricing with existing market for all goods throughout the term of the contract.
- Provide exclusive product to any catered private events and outside performers’ requests.
- Provide advertising and marketing support via promotional ‘Give-Aways’ through private events, concerts, community initiatives in conjunction with the Civic Center and Ice Rink at a minimum of four events per calendar year.

- Provide branding for beverage advertising to include menu boards, cups/bottles, internal and external signage, wraps, promotional materials, and point-of-sale materials. Buffalo Rock Company may propose other promotional activities utilizing Civic Center’s marks, including joint promotional activities, all subject to Civic Center’s approval.

The contract term shall be for two (2) years with the option to renew for three (3) additional twelve-month periods.

Annual Contract History:

RFP No. 15-0026 for Soft Drink Concessions/Columbus Civic Center & Ice Rink (Annual Contract) was advertised on April 2, 2015, and two proposals were received on May 8, 2015. However, on August 1, 2015, the Civic Center management decided that it was in the City’s best interest to cancel the RFP. Consequently, there has been no Soft Drink Concession vendor in the Civic Center since July 31, 2011 per Resolution #55-01.

RFP Advertisement and Receipt of Proposals:

RFP specifications were posted on the web page of the Purchasing Division, the Georgia Procurement Registry, and on DemandStar on January 8, 2021. This RFP has been advertised, opened, and evaluated. Two (2) proposals were received on February 5, 2021.

The responding vendors were:

Buffalo Rock Company (Columbus, GA)
Coca-Cola Bottling Company United, Inc. (Columbus, GA)

The following events took place after receipt of the proposals:

RFP MEETINGS/EVENTS		
Description	Date	Agenda/Action
Pre-Evaluation Meeting	03/08/21	The RFP document and related addenda, as well as the RFP rules and process, were provided to evaluation committee members to review prior to the virtual meeting. The Purchasing Manager gave an overview of the rules and policies of the evaluation process. The Project Head gave an overview of the needs of the Civic Center for this contract. A date was selected for the 1 st Evaluation Meeting.
1 st Evaluation Meeting	03/22/21	The Purchasing Manager opened the meeting, and each proposal was discussed by the committee. It was determined that several clarifications were required from each vendor.
Clarifications Requested	03/31/21	Requests for clarifications forwarded to vendors.
Clarifications Received	04/06/21	Clarification responses received and forwarded to committee members. It was determined that the committee should meet to discuss responses.
2 nd Evaluation Meeting	04/12/21	The Purchasing Manager opened the meeting, and each vendor response was discussed by the committee. It was determined that more clarifications were required from each vendor.
Clarifications Requested	04/15/21	Requests for clarifications forwarded to vendors.

Clarifications Received	04/19/21	Clarification responses received and forwarded to committee members. No further clarifications were requested.
Evaluation Forms Sent	05/11/21	Evaluation forms were forwarded to the voting committee members.
Evaluation Forms Returned	05/21/21	Evaluation forms were completed and returned to Purchasing for compilation of results.
Evaluation Results	6/01/21	Evaluation results were forwarded to the Evaluation Committee for review.
Recommendation Received	06/01/21	The committee members unanimously voted to award to the highest scoring vendor, Buffalo Rock. However, later decided to request virtual presentations from vendors.
Presentations Requested	07/21/21	Letters were sent to both vendors requesting a virtual presentation of their proposals via a TEAMS meeting.
Presentations Response	07/22/21	Both vendors agreed to a virtual presentation on the requested date/time.
Presentations	08/03/21	CCBCU presented at 9:30 a.m.; Buffalo Rock presented at 10:30 a.m. After the presentations, the Committee discussed the information presented. Ballots were forwarded to the Voters for a final vote.
Ballots Results	08/12/21	Buffalo Rock received a greater number of ballots than CCBCU.

Evaluation Committee:

Proposals were reviewed by members of the Evaluation Committee, which consisted of one voting member from the Trade and Convention Center, one voting member from Community Reinvestment, and one voting member from the Civic Center.

One representative from Finance and one representative from the Civic Center served as alternate voters. One representative from the Civic Center, and one representative from the City Manager’s Office served as non-voting advisors.

Award Recommendation:

Based on the majority final vote, after the presentations, the Committee recommended award to Buffalo Rock Company.

Vendor Qualifications/Experience:

- Buffalo Rock Company has been a part of the beverage industry for nearly 120 years having been founded in 1901 by the Lee family. It continues to operate as a family-owned business with a 4th generation Lee family member serving as Chairman and CEO.
- Buffalo Rock Company has 2,100 employee-partners across 10 divisions with an average company tenure that is more than twice that of the national average. 10% of Buffalo Rock Company’s employee-partners are veterans of the US Armed Forces.
- Buffalo Rock Company is the largest single family-owned Pepsi bottler in the United States. They are also the 2nd largest Dr. Pepper bottler, and largest Sunkist and Canada Dry bottler, as part of Keurig Dr. Pepper’s Pepsi system.
- Buffalo Rock Company manufactures and sells almost a billion containers of product annually, 85% of which is manufactured in Birmingham, Alabama.

- Their local facilities comprise 14 distribution centers with over 1.4 million square feet on approximately 190 acres.

Client Work History:

- Buffalo Rock Company is currently servicing the following venues:
 - ✧ Columbus Civic Center (Columbus, GA)
 - ✧ Columbus State University (Columbus, GA)
 - ✧ Auburn University (Auburn, AL)
 - ✧ Pharmavite (Opelika, AL)
 - ✧ Pratt & Whitney (Midland, GA)

The City's Procurement Ordinance Article 3-110 (Competitive Sealed Proposals for the procurement of Equipment, Supplies and Professional Services) governs the RFP Process. During the RFP process, there is no formal opening due to the possibility of negotiated components of the proposal. In the event City Council does not approve the recommended offeror, no proposal responses or any negotiated components are made public until after the award of the contract. Therefore, the evaluation results and cost information has been submitted to the City Manager in a separate memo for informational purposes.

Funds will be deposited into the following Revenue Account: Civic Center Fund – Civic Center – Concessions/Catering – Food Service Contract-Civic Center; 0757-160-2800-CONC-4587.

Purchases will be expended from the following Expense Account: Civic Center Fund – Civic Center – Concessions/Catering – Operating Materials; 0757-160-2800-CONC-6728.

A RESOLUTION

NO. _____

A RESOLUTION AUTHORIZING THE EXECUTION OF AN ANNUAL CONTRACT WITH BUFFALO ROCK COMPANY (COLUMBUS, GA) TO PROVIDE EXCLUSIVE SOFT DRINK CONCESSION AT THE COLUMBUS CIVIC CENTER AND ICE RINK. THE VENDOR WILL PROVIDE THE CIVIC CENTER - COMMISSION AS REVENUE. THE CIVIC CENTER WILL PURCHASE PRODUCT FROM THE VENDOR. THE RECOMMENDED VENDOR’S PROPOSED COST FOR PRODUCT PURCHASES IS WITHIN BUDGET.

WHEREAS, an RFP was administered (RFP 21-0021) and proposals were received from two (2) qualified offerors; and,

WHEREAS, the proposal submitted by Buffalo Rock Company met all proposal requirements and was evaluated responsive to the RFP; and,

WHEREAS, the term of contract shall be for one year, with an option to renew for four additional twelve-month periods. Contract renewal is contingent upon the mutual agreement of the City and the Contractor.

NOW, THEREFORE, THE COUNCIL OF COLUMBUS, GEORGIA, HEREBY RESOLVES AS FOLLOWS:

That the City Manager is hereby authorized to execute an annual contract with Buffalo Rock Company (Columbus, GA) to provide exclusive soft drink concession at the Columbus Civic Center and Ice Rink. The vendor will provide the Civic Center commission as revenue. The Civic Center will purchase product from the vendor. The recommended vendor’s proposed cost for product purchases is within budget.

Funds will be deposited into the following Revenue Account: Civic Center Fund – Civic Center – Concessions/Catering – Food Service Contract-Civic Center; 0757-160-2800-CONC-4587.

Purchases will be expended from the following Expense Account: Civic Center Fund – Civic Center – Concessions/Catering – Operating Materials; 0757-160-2800-CONC-6728.

Introduced at a regular meeting of the Council of Columbus, Georgia, held the _____ day of _____, 2021 and adopted at said meeting by the affirmative vote of _____ members of said Council.

Councilor Allen voting _____.
Councilor Barnes voting _____.
Councilor Crabb voting _____.

Councilor Davis voting _____.
Councilor Garrett voting _____.
Councilor House voting _____.
Councilor Huff voting _____.
Councilor Thomas voting _____.
Councilor Tucker voting _____.
Councilor Woodson voting _____.

Sandra T. Davis, Clerk of Council

B.H. "Skip" Henderson III, Mayor