



## AGENDA ACTION FORM

### **Consideration of a Resolution to Enter into an Agreement with Coca-Cola Bottling Company for Pouring Rights at Brickyard Park and Domtar Park**

To: Board of Mayor and Aldermen

From: Chris McCartt, City Manager *CM*

Action Form No.: AF-206-2025

Work Session: September 15, 2025

First Reading: N/A

Final Adoption: September 16, 2025

Staff Work By: Chassy P. Smiley

Presentation By: Michael T. Borders

---

#### **Strategic Focus Area: Exceptional Cultural & Recreational Opportunities**

---

#### **Recommendation:**

Approve the Resolution

#### **Executive Summary:**

If approved the city will enter into a 10-year agreement with Coca-Cola Bottling Company (CCBCC) for pouring rights at Brickyard Park and Domtar Park.

On May 1, 2015, the city entered into an agreement for 10 years with CCBCC expiring on May 1, 2025, which provided beverage products through the Spring 2025 baseball season. The agreement provided \$20,000 in support funds for the first year, \$3,000 annual sponsorship funds, all necessary equipment, and \$5/case rebate. Beverage prices could fluctuate based on market conditions. This agreement had no minimum sales requirements during the period of the agreement. Over the previous agreement term the City has received satisfactory services.

The City opened and reviewed proposals from CCBCC and PepsiCo for pouring rights at Brickyard Park and Domtar Park on May 30, 2025. The selection committee recommends CCBCC. CCBCC's proposal provides for greater financial assistance based on the projected number of cases that will be purchased.

The proposal provides for \$10,000 initial support funds with annual support funds of \$4,000 and \$5/case rebate at an estimated value of over \$10,000 annually for a potential total support of over \$146,000 over the term of the agreement, which is equivalent to the previous agreement. Beverage prices can fluctuate based on market conditions.

The agreement will be for a 10-year period ending in 2035 with a minimum case purchase of 26,500 during the period of the agreement, which staff project we will achieve. If the target is not met a reduction of the annual support funds is calculated based on a percentage formula.

Revenues will be utilized for reinvestment into athletic facilities.

#### **Attachments:**

1. Resolution
2. Agreement

	Y	N	O
Baker	—	—	—
Cooper	—	—	—
Duncan	—	—	—
George	—	—	—
Mayes	—	—	—
Phillips	—	—	—
Montgomery	—	—	—