

November 29, 2000

Financial Affairs
Richard H. Hinds, Chief Financial Officer

SUBJECT: RENEW REQUEST FOR PROPOSALS #104-XX03 – TO PROVIDE CORPORATE SPONSORSHIP FOR THE ATHLETIC PROGRAM OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA

The purpose of this Request For Proposals (RFP), opened on November 10, 1998, was to select a sports drink company that would provide corporate sponsorship for the enhancement of the Greater Miami Athletic Conference (GMAC) and the athletic program of The School Board of Miami-Dade County, Florida. The terms of agreement, as contained in the subject Request For Proposals, awarded by the Board on January 13, 1999, provided, that by mutual agreement between the successful vendor and The School Board of Miami-Dade County, Florida, the contract may be renewed for three (3) additional one year periods. The contract is currently in its initial two (2) year term. The awardee has agreed to renew for an additional one (1) year period, by letter, on file. It is anticipated that, if the contract remains in effect for the full five-year period, approximately \$1,061,450 in revenues, services and goods will be generated for the athletic program. Therefore, it is considered to be in the best interest of the Board to renew this request for proposal, for an additional one (1) year period, to benefit from fixed sponsorship amounts, during the next twelve (12) months.

Fund Source

This is a no cost proposal

M/WBE Eligibility

None

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **RENEW** Request For Proposals #104-XX03 – TO PROVIDE CORPORATE SPONSORSHIP FOR THE ATHLETIC PROGRAM OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, effective January 13, 2001, through January 12, 2002, as follows:

1. FLORIDA COCA-COLA BOTTLING COMPANY
16569 S.W. 117 AVENUE
MIAMI, FL 33177
OWNER: SUMMERFIELD K. JOHNSTON, JR.
CHAIRMAN OF THE BOARD/C.E.O.

(First Annual Renewal and Third Year of Contract)

RHH/mjf