

Financial Affairs
Richard H. Hinds, Chief Financial Officer

**SUBJECT: EXTEND CONTRACT NO. 104-XX03 - TO PROVIDE
CORPORATE SPONSORSHIP FOR THE ATHLETIC PROGRAM OF
THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA**

COMMITTEE: FINANCIAL AFFAIRS

The purpose of the Request For Proposals, 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 contract, awarded by the Board on January 13, 1999, and extended on December 13, 2000 and December 12, 2001, provided, that by mutual agreement between the successful vendor and The School Board of Miami-Dade County, Florida, the contract may be extended for three (3) additional one (1) year periods. The contract is currently in its fourth year. The awardee has agreed to extend 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 extend this contract for an additional one (1) year period, to benefit from fixed sponsorship amounts, during the next twelve (12) months.

This item does not appear in the published agenda. The good cause to vary from the published agenda is to avoid financial losses to the athletic program of Miami-Dade County Public Schools, if the contract expires January 12, 2003, prior to the School Board meeting of January 15, 2003.

Fund Source

This is a no cost proposal

M/WBE Eligibility

None

GOOD CAUSE

G-89

RECOMMENDED: That The School Board of Miami-Dade County, Florida, **EXTEND** Contract No. 104-XX03 – TO PROVIDE CORPORATE SPONSORSHIP FOR THE ATHLETIC PROGRAM OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, 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, during the term of the contract, effective January 13, 2003, through January 12, 2004, as follows:

1. FLORIDA COCA-COLA BOTTLING COMPANY
3350 PEMBROKE ROAD
HOLLYWOOD, FL 33021
OWNER: DOUGLAS N. DAFT
CHAIRMAN OF THE BOARD/C.E.O.

(Third Annual Extension and Final Year of Contract)

2. Authorize Procurement and Materials Management to accept anticipated monetary amounts, as contained in the contract.

RHH/lja