

## **Update to City of Stockton/SMG issued RFP - Pouring Rights in the Soft Drink Category**

Below, please find additional information in response to questions received regarding the RFP issued by Bonham/Wills & Associates on December 16, 2013. Any further questions, should be directed to Thomas Wills, President/CEO of Bonham/Wills & Associates at [wills.thomas@bonhamassociates.com](mailto:wills.thomas@bonhamassociates.com)

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### **Addresses for Venues included in the RFP**

City Hall  
425 North El Dorado Street  
Stockton, CA 95202

Libraries located within City Limits - 4

Cesar Chavez Central Library  
605 El Dorado Street  
Stockton, CA 95207

Margaret K. Troke Library  
502 West Ben Holt Drive  
Stockton, CA 95207

Maya Angelou Library  
2324 Pock Lane  
Stockton, CA 95205

Weston Ranch Library  
1453 West French Camp Road  
Stockton, CA 95206

SEB (Stewart Eberhardt Building)  
22 East Weber Avenue  
Stockton, CA 95202

Main Police Department  
22 East Market Street  
Stockton, CA 95202

MUD (Municipal Utilities Department)  
425 North El Dorado Street, 1<sup>st</sup> Floor  
Stockton, CA 95202

MUD Field  
2500 Navy Drive  
Stockton, CA 95206

CDD (Community Development Department)  
345 North El Dorado Street  
Stockton, CA 95202

Corp Yard  
1465 South Lincoln  
Stockton, CA 95206

Animal Shelter  
1575 South Lincoln Street  
Stockton, CA 95206

#### Community Centers - 4

Arnold Rue Community Center  
5758 Lorraine Avenue  
Stockton, CA 95210

Seifert Community Center  
128 West Ben Holt Drive  
Stockton, CA 95207

Stribley Community Center  
1760 East Sonora Street  
Stockton, CA 95205

Van Buskirk Community Center  
734 Houston Avenue  
Stockton, CA 95206

Louis Park Softball Complex  
3121 Monte Diablo Avenue  
Stockton, CA 95203

Arnaiz Softball Complex  
3293 East Morada Lane  
Stockton, CA 95212

Pixie Woods  
3121 Monte Diablo Avenue  
Stockton, CA 95203

Police Department Shooting Range  
(Access by request only)

Teen Center  
725 North El Dorado Street  
Stockton, CA 95202

Civic Auditorium  
252 North Center Street  
Stockton, CA 95202

Weber Point  
221 North Center Street  
Stockton, CA 95202

Soccer Complex  
10055 Highway Frontage Road  
Stockton, CA 95212

Bob Hope Theatre  
242 East Main Street  
Stockton, CA 95202

Oak Park Ice Arena  
3545 Alvarado Avenue  
Stockton, CA 95204

Stockton Arena  
248 West Fremont Street  
Stockton, CA 95203

In addition to the above mentioned properties, the following properties may be included at a later date with the first right of negotiation to the selected Company.

Billy Hebert Field  
3545 Alvarado Avenue  
Stockton, CA 95204

Golf Courses - 2

Swenson Golf Course  
6803 Alexandria Place  
Stockton, CA 95207

Van Buskirk Golf Course  
1740 Houston Avenue  
Stockton, CA 95206

Marina  
445 West Weber Avenue  
Stockton, CA 95203

Tennis Center  
3514 North Sutter Street  
Stockton, CA 95204

## Community Pools - 4

Kennedy Park Pool  
D & 11<sup>th</sup> Street  
Stockton, CA 95206

Oak Park Pool  
Corner of Alpine and Alvarado  
Stockton, CA 95204

McKinley Park Pool  
El Dorado & 8<sup>th</sup> Street  
Stockton, CA 95206

Victory Park Pool  
1001 North Pershing Avenue  
Stockton, CA 95203

Merlot Gymnasium  
1670 East 6<sup>th</sup> Street  
Stockton, CA 95206

**What are the equipment needs for the Stockton Arena and Bob Hope Theatre? This includes specific vending machine information, specific fountain dispenser information including bar guns, specific cooler information, mobile carts and vending/hawking trays.**

How many of each are needed?

- Fountain Dispensers: 17
- Soda Guns: 6
- Glass Door Coolers:
- Counter Top: 4
- Small Counter Top: 4
- Large One Door Cooler: 5
- Soda Barrels: 20+

What sizes?

- Fountain Dispensers: 7 flavors
- Soda Guns: 14 potential flavors

What model numbers?

- Fountain dispensers model number - Stand 2323DI

**If the total fountain gallons is 1,500, what is the breakdown per facility? And, what is the flavor breakdown? Are there any juices, or just soda? Any mixers like tonic, sweet and sour mix, etc.?**

The 1,500 fountain gallons and 7,000 cases are an annual projection and does vary year to year. Due to this, we recommend a site visit by the vendor to access each venue and its

needs. However; the following information for the Stockton Arena in 2013 is as follows.

The Stockton Arena is the only venue to use BIB's. The breakdown is as follows.

- Pepsi - 890 gallons per year
- Diet Pepsi - 450 gallons
- Sierra Mist - 415 gallons
- Dr. Pepper - 365 gallons
- Pink Lemonade - 205 gallons
- Root Beer - 207 gallons
- Mountain Dew - 205 gallons

No juices or mixers are currently served in BIB form. Tonic, Club Soda, Ginger Ale come are currently purchased in 10 oz bottles.

- Tonic - 1344 bottles
- Club Soda - 1224 bottles
- Ginger Ale - 840 bottles

**The RFP lists total bottles/cases is 7,000. What are the total number of bottles/cases being sold from coolers in the arena? What is the brand and package breakdown?**

7,000 cases as outlined in the RFP was a projected annual total for all venues included in the RFP. This number will vary year-to-year and we encourage each vendor to access the venues through a site visit. For 2013, the Stockton Arena totaled as follows.

20 oz bottled soda usage

- Pepsi - 5808 bottles
- Diet Pepsi - 4776 bottles
- Sierra Mist - 2784 bottles
- Dr. Pepper - 576 bottles
- Gatorade - 2208 bottles
- Mountain Dew - 1848 bottles
- Aquafina - 39,336 bottles

12 oz. Canned Soda Usage (Suites, Catering, and Bars as Mixers)

- Pepsi - 2832
- Diet Pepsi - 2328
- Sierra Mist - 2448
- Dr. Pepper - 436
- Root Beer - 340
- Brisk Iced Tea - 176
- Mountain dew - 252

**What are the total number of bottles/cans being sold from vending machines at the Stockton Arena and Bob Hope Theatre? What is the brand and package breakdown? What is the end rate of the products in the vending machines?**

Vending Breakdown

#### 20 oz. Bottles

- Pepsi - 480 bottles
- Diet Pepsi - 490 bottles
- Sierra Mist - 178 bottles
- Dr. Pepper - 192 bottles
- Gatorade - 576 bottles
- Mt. Dew - 240 bottles
- Wild Cherry Pepsi - 142 bottles
- Squirt - 167 bottles
- Aquafina - 423 bottles
- Total number of bottles - 2888

#### 12 oz. Cans

- Pepsi - 144 cans
- Diet Pepsi - 72 cans
- Root Beer - 28 cans
- Sierra Mist - 72 cans
- Dr. Pepper - 56 cans
- Brisk Ice Tea - 32 cans
- Mt. Dew - 28 cans
- Total number of cans - 432

**What signage will need to be replaced in 2014, and during the 10 year term? Examples would be new menu boards, fascia signs in arena, banners, etc.**

#### Menu Boards

- Backlit light boxes
- 6 stands - 18 light boxes
- 66 Menu Panels
- in addition to SMG signage needing updates

**Will vendor have the opportunity to present their proposal in person to Bonham/Wills & Associates and SMG?**

All proposals must be delivered to Bonham/Wills & Associates. Vendors will have an opportunity to present proposal to Bonham/Wills & Associates in-person or over the phone.

**Will the contract be with SMG, City of Stockton, or a combination thereof?**

The contract will be a combination with SMG for the SMG-managed venues and with the City of Stockton for all other venues listed on RFP.