

**RESOLUTION:    Authorize Beverage Pouring Rights  
Agreement Between Winnebago  
County and Pepsi Cola General  
Bottlers, Inc.**

**TO THE WINNEBAGO COUNTY BOARD OF SUPERVISORS:**

**WHEREAS,** Pepsi Americas Inc. (hereinafter referred to as "Pepsi") desires to enter into a beverage pouring rights agreement with Winnebago County whereby Pepsi would become the official beverage of the Winnebago County Parks Department and would thereby be provided with exclusive sales and advertising rights on predetermined Parks properties; and

**WHEREAS,** pursuant to this agreement, Lessees of Parks properties would agree to sell exclusively Pepsi beverage products at events which they sponsor; and,

**WHEREAS,** pursuant to this agreement, Pepsi would be granted rights allowing it to install and maintain soda vending machines on predetermined Parks properties; and

**WHEREAS,** in exchange for both its financial and material support, Winnebago County would extend to Pepsi certain promotional privileges including the right to post specified advertising related materials on predetermined Parks properties; and,

**WHEREAS,** in conjunction with this agreement, Pepsi would annually pay Winnebago County a support payment of \$1,000.00 as well as a compensatory sum based upon the total amount of beverage cases sold on Parks properties multiplied by the beverage case commission rate applicable within any given year over the term of the agreement; and,

**NOW, THEREFORE, BE IT RESOLVED** by the Winnebago County Board of Supervisors that it hereby authorizes the Winnebago County Executive and Winnebago County Clerk to enter into an agreement with Pepsi for beverage pouring rights on Parks properties which shall run through December 31, 2015 and shall contain those major terms described above. A copy of the lease agreement is attached hereto and incorporated herein for reference.

**Submitted by:  
PARKS & RECREATION COMMITTEE**

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Committee Vote: \_\_\_\_\_

Vote Requirement for Passage: **Majority of those present**

**Approved by Winnebago County Executive this \_\_\_\_\_ day of \_\_\_\_\_, 2011.**

\_\_\_\_\_  
**Mark Harris, Winnebago County Executive**

**Fiscal note: Average revenue derived from previous 5 year agreement = \$4,000 annually.  
Estimated revenue for upcoming 5 year agreement = \$8,700 annually  
(Includes aforementioned \$1,000.00 support payment).**