

# Agenda Item Report



**Winnebago County**  
*The Wave of the Future*

DATE: August 22, 2022  
FROM: Parks and Expo Director  
RE: Pepsi 5 Year Contract 2022 - 2027

**General Description:** The Parks Department is interested in entering into a contract with Pepsi for exclusive rights to sell Pepsi on Park property.

**Requested Action:**

The Parks Department recommends that the Parks and Recreation Committee approves the 5-year agreement between Pepsi and the Winnebago County Parks Department.

**Procedural Steps:**

Parks and Recreation Committee	Meeting date: 8/22/22
Action taken:	Vote: 5-0
Personnel and Finance Committee	Meeting Date: 9/1/22
Action Taken	Vote: 5-0
County Board	Meeting Date: 9/20/22
Action Taken	Vote:

**Background:**

In May of 2021 the Winnebago County Board approved a contract between Pepsi and Winnebago County. Unfortunately, the agreement was never officially signed. Parks staff and Pepsi have worked to modify the agreement slightly providing more funds for the County.

**Justification:**

Entering into an agreement with Pepsi provides revenue for the Parks Department. Pepsi has worked with our promoters for many years and provides great service. Pepsi would increase their annual donation from \$1500/year to \$2000/year in years 1 and 2 and \$2500 in years 3, 4, and 5. Also, the price of their products has been decreased making it more affordable for our promoters. The only other difference from the 2021 contract is that instead of a 4% cap, there is a 5% cap for Pepsi yearly increases.

**Attachments:**

- 2022 – 2027 Agreement between Pepsi and Winnebago County
- Resolution to Approve the agree between Pepsi and Winnebago County.