

MANATEE COUNTY GOVERNMENT NONCOMPETITIVEPROCUREMENT INTENT TO AWARD

SUBJECT	Sports sponsorship of pro hockey	DATE POSTED	MC <u>10/13/15-ssg</u>
PURCHASING REPRESENTATIVE	George Earnest CPPB, Buyer, X 3044	DATE CONTRACT SHALL BE AWARDED	Contingent upon the acceptance of Purchasing Official (5 days)
DEPARTMENT	Bradenton Area Convention Center and Visitor Bureau	CONSEQUENCES IF DEFERRED	Lose of a publicity opportunity
SOLICITATION	NC #201600011 Task #160125 Valid 10/20/2015	AUTHORIZED BY DATE	George Earnest CPPB, Buyer October 13, 2015 <i>GE</i>

NOTICE OF INTENT TO AWARD

Noncompetitive Procurement Request #201600011 notice of Intent to Award to Pittsburgh Penguins LP.

ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.

Manatee County Code of Laws, Sections 2-26-40 & 2-26-45

BACKGROUND/DISCUSSION

- ▶ Bradenton Area Convention Center and Visitor Bureau has need of publicity opportunities. Sports sponsorships are an effective means to publicize the County as a tourist destination.
- ▶ The Bradenton Area Convention and Visitor's Bureau intends to target the Pittsburgh area for publicity. Pittsburgh Penguins LP is the sole sports marketing agent for that professional hockey team for the 2015-16 hockey season.

If a vendor believes this item is not a sole source procurement, Manatee County Purchasing Division requires prospective vendors provide information regarding their ability to supply the commodity or contractual services described prior to the date indicated for "date contract shall be awarded".

ATTACHMENTS (List in order of attached)	<ul style="list-style-type: none"> • Sole Source Procurement Request Form 	FUNDING SOURCE (Acct Number & Name)	X Funds Verified Acct #103- 0002202- 548000
ESTIMATED ANNUAL COST PER SUPPLIER	\$52,000	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)	N/A



NC # 201600011

Sole Source/Noncompetitive Purchasing Request

Department: Bradenton Area CVB Contact: Elliott Falcione Ext: 5913
Purchase Request (PR) Number: RO62006 Date: 9/8/2015

Description:
(Explain request in detail)

The Bradenton Area CVB would like to request a PO in the amount of \$52,000.00 for a sponsorship with the Pittsburgh Penguins. Research has shown that Pittsburgh is one of our top ten feeder markets. The demographics of Pittsburgh Penguin fans, is in alignment with the type of visitor that we are trying to reach.

- * 49.5% of fans are between the ages of 18 & 49 years old
- * 57% are college educated
- * 40% of the fan base have an annual income of \$75,000.00 +
- * Penguins game attendees have an average annual income of \$87,000 annually
- * #1 in the U.S in local Radio Ratings with an average game night audience of more than 160,000
- * #1 in the U.S in Local NHL Television ratings with a 7.57 average rating on Root Sports Pittsburgh

The Pittsburgh Penguins will refer to our destination as the "Official Florida Destination of the Pittsburgh Penguins". This will be in all of our print ads and pre and post radio spots as well.

The Penguins will work with the Bradenton Area CVB on a social media and broadcast plan to giveaway a trip to one of the Penguins two games in Tampa this season (Jan 15 or Feb 5, 2016) The trip would be courtesy of the BACVB.

The investment of \$52,000.00 will include the following:

- * Print Advertising (41 issues of Ice Times) \$ 8,000
- * Pittsburgh Penguins Radio Network (:30 sec spot 82 games) \$ 29,000
- * Post-Game Show (:30 sec spot 82 games) \$ 10,000
- * Other Elements: Social Media promotion to be mutually agreed upon by both the Pittsburgh Penguins and BACVB with a grand prize giveaway to the destination and a game between the Tampa Bay Lightning and the Pittsburgh Penguins \$ 5,000

The Pittsburgh Penguins will be reimbursed in two installments of \$26,000.00 each.

- * Each invoice must be dated on or after the dates indicated below
- * Back-up must also accompany each invoice as stated below

- * December 30, 2015 - \$26,000.00 *1/2 of season Beg*
- * April 9, 2016 - \$26,000.00 *1/2 of season -end*

Required Back-up for invoice:

- * 2 Copies each of Ice Time Magazine - (we are providing two different ads)
- * Sound bite of Pre and Post Radio spots
- * Screen shots of all social media posts

Vendor: Pittsburgh Penguins LP - Mark Turley
 MTurley@pittsburghpenguins.com Phone: 412-255-1907 Cost: \$52,000.00
V021238

PART I – SOLE SOURCE PURCHASING (Sole source purchasing is defined as the acquisition of commodities or services where there is only one available source for the required commodity or service. Ex: proprietary software or equipment, copyright)

1. Are these commodities or services only available from one single source? Yes No

2. Explain why the commodity/service being requested is the only commodity/service that can meet your needs and why alternatives are unacceptable. Be specific regarding specifications, features, capability, compatibility, etc.

3. Why is this vendor the only source from which to make this purchase? Describe efforts made to verify this information. (Attach sole source letter from vendor as documentation)

4. Explain the consequence to the County or its taxpayers, including a dollar amount of the financial impact, if the sole source purchase is not approved.

NOTE: In any case where the County seeks to purchase from a sole source materials for the construction, modification, alteration or repair of any county-owned facility, the Board of County Commission must first make the written findings required by Florida Statutes, Section 255.04.

PART II – NONCOMPETITIVE PURCHASING (*Noncompetitive purchasing* is defined as the acquisition of commodities or services from a unique source or provider based upon particular skills and expertise (Ex: standardization, warranty, compatibility) where other competitive sources may be available; or upon a determination that the likely, non-speculative cost of obtaining competitive quotes would exceed any potential savings and benefit to the County.)

1. ***Explain why the commodity/service being requested is the only commodity/service that can meet your needs and why alternatives are unacceptable. Be specific regarding specifications, features, capability, compatibility, etc.***

The Pittsburgh Penguins are in the National Hockey League. Their demographics are in alignment within the parameters of the BACVB. Pittsburgh is one of the cities within our top ten feeder markets.

2. ***Explain the advantages of this noncompetitive purchase on the basis that only one practical source exists. Describe the efforts made to verify this information. (Attach manufacturers or distributorships letter as documentation)***

This sponsorship will allow the BACVB to reach another large sports fan base in Pittsburgh. This team has had 377 consecutive sold out games. Each patron receives a copy of Ice Time magazine with a circulation of 18,000 at each home game (41) and it is published on line as well.

3. ***Will this purchase obligate us to a particular vendor for future purchases, either in terms of maintenance or compatibility should the need arise to purchase a 'like' item in the future?***

No

4. ***Describe your efforts to obtain the best price from the vendor and provide any documentation to substantiate your findings. Give the result of the initial offer versus the final offer.***


The Pittsburgh Penguins have agreed to work with the budget allowance we had for this particular market.

5. ***Would you prefer Purchasing to contact vendor for the best price?*** Yes No

6. ***Explain the consequence to the County or its taxpayers, including a dollar amount of the financial impact, if the noncompetitive purchase is not approved.***

This marketing opportunity will allow us to place our destination in front of hundreds of hockey fans and their families, which have the income to travel. This visitation would economically impact Manatee County through hotel stays, restaurants, shopping etc.

I hereby request that a sole source/noncompetitive request be approved for the purchase of the above statement of work, material, equipment, commodity, or service.

<hr/> Division Manager's Signature (up to \$25,000)	<hr/> Print Name	<hr/> Date
	<hr/> Elliott Falcione	<hr/> 09/08/2015
<hr/> Department Director's Signature (Greater than \$25,000)	<hr/> Print Name	<hr/> Date

FOR PURCHASING DIVISION USE:

Posting: Categories Three and Four require an electronic posting for a minimum of five (5) business days. Category Five requires BCC approval and will be posted via board agenda for a minimum of seven (7) calendar days prior to board meeting.
Reports: Categories One through Three reported quarterly to FMD and County Administrator.

 Sole Source:

Posting: Category Three requires an electronic posting for a minimum of five (5) business days prior to award. Categories Four and Five require BCC approval and will be posted via board agenda for a minimum of seven (7) calendar days prior to board meeting
Reports: All categories reported quarterly to Board of County Commissioners, County Administrator, County Attorney's Office and FMD.

Noncompetitive:

Reviewed and Approved by:  George Earnest 10-12-15
Buyer Name / Date
(up to \$100,000)

Contracts/Buyer Manager / Date
(up to \$250,000)