

MANATEE COUNTY GOVERNMENT

SOLE SOURCE or NONCOMPETITIVE INTENT TO AWARD

SUBJECT	Sponsorship Program with the Pittsburgh Penguins for the 2017-2018 Hockey Season	DATE POSTED	MC 10/16/17 G.S.
PURCHASING REPRESENTATIVE	Charles Bentley, 749-3036	DATE CONTRACT SHALL BE AWARDED	Five business days after posting
DEPARTMENT	Bradenton Area Convention Center	CONSEQUENCES IF DEFERRED	Loss of positive economic impact to our area.
SOLICITATION	Task 18-R067585CB	AUTHORIZED BY DATE	Charles Bentley CB

NOTICE OF INTENT TO AWARD

Noncompetitive Award to Pittsburgh Penguins LP to purchase a sponsorship/partnership program with the Pittsburgh Penguins of the NHL for the 2017-2018 hockey season.

ENABLING/REGULATING AUTHORITY

Manatee County Procurement Ordinance

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

BACKGROUND/DISCUSSION

- The Pittsburgh Penguins are in the National Hockey League. Pittsburgh is one of the cities within our top ten feeder markets.
- This sponsorship will allow the Bradenton Area Convention and Visitors Bureau to reach another large sports fan base in Pittsburgh.
- This marketing opportunity will allow us to place our destination in front of thousands of hockey fans and their families, thereby having a positive economic impact in Manatee County through hotel stays, restaurants, shopping, etc.

If a vendor believes this item is not a sole source or non-competitive 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/Noncompetitive Purchasing Request form 	FUNDING SOURCE (Acct Number & Name)	1030002202-548000 <input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
COST	\$60,000.00	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)	

C.D.



P1800109

Sole Source/Noncompetitive Purchasing Request

Department: Bradenton Area CVB Contact: Elliott Falcione Ext: 5913

Purchase Request (PR) Number: R067585 Date: 10/12/2017

Description:
(Explain request in detail)

The Bradenton Area CVB would like to request a PO in the amount of \$60,000.00 for a sponsorship with the Pittsburgh Penguins. Research has shown that Pittsburgh is one of our top ten feeder markets. The demographics of a Pittsburgh Penguin fan, is in alignment with the type of visitor that we are trying to reach.

- * 50.8% of fans are between the ages of 18 & 49 years old
- * 60.3% 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 \$80,000 annually
- * #1 Hockey Market in the USA, according to a 2015 WalletHub analysis of top hockey towns.
- * #1 in digital engagements in the NHL
- * #1 in the U.S in Local NHL Television ratings with a 7.57 average rating on Root Sports Pittsburgh
- * Home of over 400 consecutive sellouts

The Pittsburgh Penguins will refer to our destination as the "Official Florida Destination of the Pittsburgh Penguins". This will appear in all of our print ads.

Penguins will work with the Bradenton Area CVB on a social media and broadcast plan to giveaway a trip to a Penguins game in Tampa (vs the Lightning) this season. The trip would be courtesy of the BACVB.

Please see the attached proposal for the breakdown of the total investment for \$60,000.00.

Billing Instructions: INVOICE #1

The Pittsburgh Penguins will be reimbursed in two installments of \$30,000.00 each.

- * Each invoice to be dated as stated below.
- * Back-up must also accompany each invoice as stated below

* January 1, 2018 - \$30,000.00 - Invoice #1

Backup Required:

Complete recap of Social Media campaign sweepstakes to include:

- *Screen shots of social posts from FB, Twitter and Instagram
- *Screen shots from Official Website of the Penguins
- * Excel spread sheet of all entrants and announcement of the winner
- *Copy of Ice Time Magazine for the following dates:
 - * 10/04, 11/07 and 12/02
- * Screenshots of pittsburghpenguins.com Banner Ads (250x300 & 728x90) including the delivery report of impressions for Oct - Dec.
- * Screenshots of digital ad displays
- * Station Affidavits for :15/30 second spots that air on In The Room and then re-air on ROOT Sports (eight original episodes per season).

INVOICE #2:

* Back-up that must accompany this invoice is stated below

- * April 9, 2018 - \$30,000.00 - Invoice #2

Backup Required:

- *Screen shots from Official Website of the Penguins
- *Copy of Ice Time Magazine for the following dates:
 - * 01/04, 02/02, ~~12~~/02
- * Screenshots of pittsburghpenguins.com Banner Ads (250x300 & 728x90) including the delivery report of impressions for Jan - Apr.
- * Screenshots of digital-ad displays
- * Station Affidavits for :15/30 second spots that air on In The Room and then re-air on ROOT Sports (eight original episodes per season).

Pittsburgh Penguins LP - Mark
Turley
Vendor: MTurley@pittsburghpenguins.com Phone: 412-255-1907 Cost: \$60,000.00

VO21238

RECEIVED

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 was the Stanley Cup winner in 2017 and has consecutively sold out more than 400 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 allotted 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 thousands 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.

Prior PO's P1600196, P1601305
P1700193

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.

Division Manager's Signature
(up to \$25,000)

Print Name

Date


Department Director's Signature
(Greater than \$25,000)

Elliott Falcione
Print Name

10/12/2017
Date

RECEIVED

C.V.B. ACCOUNTING

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:


Buyer Name / Date
(up to \$100,000)

10-16-2017

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

Purchasing Official / Date
(Greater than \$250,000)