

MANATEE COUNTY GOVERNMENT

NONCOMPETITIVE PROCUREMENT INTENT TO AWARD

SUBJECT	Marketing direct passenger service from Portland ME	DATE POSTED	MC <u>12/29/16</u> <i>RSE</i>
PURCHASING REPRESENTATIVE	George Earnest CPPB, Buyer, X 3044 <i>gE</i>	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	Inability to participate with SRQ and SCVB
SOLICITATION	NC #201700077 Task #170565 Valid 1/5/2017	AUTHORIZED BY DATE	Chris Daley CPPB CPPO, Buyer Manager December 29, 2016 <i>CD</i>

NOTICE OF INTENT TO AWARD

Noncompetitive Procurement Request #201700077 Notice of Intent to Award to Sarasota-Bradenton Airport (SRQ).

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 to invest in marketing and incentives to publicize the county as a visitor destination for out of state tourists.
- The SRQ and the Sarasota County Visitor's Bureau, with the participation of the Bradenton Area Convention Center and Visitor Bureau, will establish an Air Carrier Service Incentive Support for Elite Airlines to provide direct passenger flights from Portland, Maine to SRQ over the next three (3) years.

If a vendor believes this item is not a noncompetitive 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"> • Noncompetitive Procurement Request Form 	FUNDING SOURCE (Acct Number & Name)	<input checked="" type="checkbox"/> Funds Verified Acct #1030002200-549004
COST	\$50,000.00	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)	Year 2 = \$25,000.00 Year 3 = \$12,500.00



Sole Source/Noncompetitive Purchasing Request

Department: Bradenton Area CVB **Contact:** Michelle' Stewart **Ext:** 5913

Purchase Request (PR) Number: R 065597 **Date:** 12/15/2014

Description: (Explain request in detail)

This purchase order is for Air Carrier Service Incentive Support with Elite Airlines out of Portland ME over the next three (3) years. This Incentive Support is part of a an ongoing joint initiative with the Sarasota Bradenton International Airport, Bradenton Area CVB and the Sarasota CVB to help secure more Air Carriers with direct flights to our destination. This initiative with Elite Airlines is for both inbound and outbound direct flight service. Direct flight service will begin on Nov. 1, 2016. The expenditure of the funds will be for the advertising only inbound service from Portland which begins Oct, 1, 2016 and will continue throughout the year, including the next two consecutive years. The Sarasota Bradenton International Airport will invoice each CVB for their portion of the committed funding. The total for the new year round, less -than-daily (2X weekly) direct flight service is \$325,000.00 over the three (3) period.

SRQ = \$150,000.00 BACVB = \$87,500.00 SCVB = \$87,500.00
The breakdown for the BACVB is as follows:

\$50,000.00 for months 1 - 12 FY2017
\$25,000.00 for months 13-24 FY2018
\$12,500.00 for months 25-36 FY2019 } #87,500

Sarasota Bradenton International Airport may invoice the BACVB either monthly or in full upon completion of the marketing campaign for inbound service only. The proper monthly backup that will need to accompany an invoice is outlined below.

PRINT MEDIA:

*Original tear sheet of each ad unit (must show publication date and name). If print is a magazine, a cover is also required showing the date.

BROADCAST RADIO AND TELEVISION:

*A station affidavit must be obtained from each radio and television outlet in which an ad aired. The affidavit must include the date, time, and total number of spots that aired.

DIGITAL:

*A screen shot of each original digital ad from both Google and Facebook

*Copy of each eBlast that is sent with the sent and open report

*Screen shot of Elite Airlines Webpage promoting the Direct Flight Service to the Sarasota Bradenton International Airport

*Monthly Digital Performance Report

SOCIAL MEDIA CAMPAIGN:
*Screen shot of weekly tweet on FL Trip Guide

PROOF OF PAYMENT:

Copies of canceled checks (front & back) or bank statement, or if paid by credit card the Receipt/Statement must be provided

Vendor: Sarasota Manatee Airport Authority -
Mark.Stuckey@srq-airport.com Phone: 941-359-2770 x 4217 Cost: \$87,500.00

V806004

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 Commissioners 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.**

This initiative with Elite Airlines (Portland, ME) was negotiated by the Sarasota Bradenton International Airport Mark Stuckey, with the support of both the Bradenton Area CVB and the Sarasota County CVB to bring a new Year-Round, Less-Than-Daily air carrier service to our destination. The total combined commitment is \$325,000.00 over three (3) years. SRQ = \$150,000.00, BACVB = \$87,500.00 and SCVB = \$87,500.00.

- 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)**

Air carrier service with the Elite Airlines will provide direct flights from Portland, ME. which is located in the Northeast US which is one of our prominent market segments with the consumers being adults 35 - 64 years of age with a House Hold Income of \$100,00.00+ which also fits our visitor demographics.

- 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.**

This initiative was negotiated by SRQ with Elite Airlines and approved by both the Bradenton Area CVB and the Sarasota CVB Executive Directors. The funds that will be used to pay for these advertising services are established in our budget as part of the Air Carrier Service Incentive Marketing Funds.

- 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.**

The absence of this direct flight would mean a loss of economic impact to Manatee County through both the bed tax and local sales tax collections.

*This is part of our line item budget in
the FY2017 marketing plan - airline initiatives
Oct 32*

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)



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

Print Name

Date

Elliott Falcione
Print Name

10/25/2016
Date

RECEIVED

OCT 25 2016

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.

Sole Source:



Noncompetitive:

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.

Reviewed and Approved by:



George Ernest 12-29-16
Buyer Name / Date
(up to \$100,000)

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

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