

# MANATEE COUNTY GOVERNMENT NONCOMPETITIVE PROCUREMENT INTENT TO AWARD

<b>SUBJECT</b>	Sports team sponsorship	<b>DATE POSTED</b>	MC <u>X SE 10/14/15</u>
<b>PURCHASING REPRESENTATIVE</b>	George Earnest CPPB, Buyer, X 3044	<b>DATE CONTRACT SHALL BE AWARDED</b>	Contingent upon the acceptance of Purchasing Official (5 days)
<b>DEPARTMENT</b>	Bradenton Area Convention and Visitors Bureau	<b>CONSEQUENCES IF DEFERRED</b>	Lose of a publicity opportunity <i>Dennis W. Wallace</i>
<b>SOLICITATION</b>	NC #201600022 Task #160190 Valid 10/21/2015	<b>AUTHORIZED BY DATE</b>	Dennis Wallace, Contracts & Buyer Manager October 14, 2015

## NOTICE OF INTENT TO AWARD

Noncompetitive Procurement Request #201600022 notice of Intent to Award to Amalie Arena for Tampa Bay Lightning hockey

## 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

- The Bradenton Area Convention and Visitors Bureau seeks opportunities to publicize the area for tourism. Sports teams are an effective way to publicize our area.
- Amalie Arena is the sole provider of advertising in the Tampa Bay Lightning hockey venue. This procurement provides advertisement during Lightning games for the 2015-16 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".

<b>ATTACHMENTS</b> (List in order of attached)	<ul style="list-style-type: none"> <li>Noncompetitive Procurement Request Form</li> </ul>	<b>FUNDING SOURCE</b> (Acct Number & Name)	X Funds Verified Acct #103-0002200-549004
<b>ESTIMATED ANNUAL COST PER SUPPLIER</b>	\$103,000	<b>AMT/FREQ OF RECURRING COSTS</b> (Attach Fiscal Impact Statement)	N/A



NC # 2016 00022

**Sole Source/Noncompetitive Purchasing Request**

**Department:** Bradenton Area CVB

**Contact:** Debbie Meihls

**Ext:** 5913

**Purchase Request (PR) Number:**

R062062

**Date:**

10/7/2015

**Description:**

(Explain request in detail)

The Bradenton Area CVB is seeking a Purchase Order for the Tampa Bay Lightning in the amount of \$103,000.00 for the 2015/2016 hockey season. The TB Lightning are in the Atlantic SE National Hockey League Division. They have a following of fans and spectators, men, women and children that align with our visitor demographics. The TB Lightning rivals are in our top feeder markets such as New York, Boston, Pittsburgh, Philadelphia and Toronto.

**COMPONENTS OF THE PARTNERSHIP:**

**\*Entitlement of the visiting team bench**

Forty-one(41) regular season games

Camera visible signage in local and away team television broadcasts

Investment: \$90,000.00

**\*IPTV**

Twelve(12) fifteen (:15) second displays for a minimum of (3) three minutes

All Amalie Arena Events

Investment: \$8,000.00

**\*Digital**

Pre-roll presenting sponsor of Bolts Features on

TampaBayLightning.com

Rotational 300x250 and 728x90 banners

Inclusion on the TampaBayLightning.com Preferred

Partner Page

Investment: \$5000.00

**TOTAL INVESTMENT: \$103,000.00**

**Payment Schedule:**

December 2015 - \$35,000.00 (backup from 10/01/2015 - 12/30/2015)

March 2016 - \$34,000.00 (backup from 01/02/16 - 03/31/2016)

June 2016 - \$34,000.00 (backup from April)

Each invoice must be accompanied by screen shots of all banner advertising, photo of the visiting bench and affidavits for IPTV programming.



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Vendor: Tampa Bay Lightning - *Amalie Arena*  
Michael Wozney 813-301-  
MWozney@amaliearena.com Phone: 6634 Cost: \$103,000.00  
*V020489*

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**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 Tampa Bay Lightning (TBL) is the "ice hockey home team" for the Bradenton Area. Their rival teams are in our targeted marketing areas of New York, Boston, Pittsburgh, Philadelphia and Toronto. Putting our brand out in front of these fans will encourage them to visit our destination.

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)***

Devout hockey fans will engage the TBL website and learn more about the Bradenton Area. They will be able to research our destination and Book Direct to hotel accommodations in our area. This will then create economic impact to the Bradenton Area.

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 Bradenton Area CVB has based this partnership on the desires of what the BACVB feels will drive visitation to our destination. This collaborative effort is based on negotiated pricing between the BACVB's Executive Marketing Director and the Tampa Bay Lightning, as presented in the attached proposal. We will progress bill based on the deliverables outlined in said proposal.

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 partnership with the TBL is to bring awareness to hockey fans in the Atlantic Southeast Division about the Bradenton Area, which in turn will drive more economic impact to Manatee County.

Previous PO related P1500230, P1400261, P1300795

**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

10/05/2015  
Date

RECEIVED

OCT 06 2015

C.V.B. ACCOUNTING

**FOR PURCHASING DIVISION USE:**

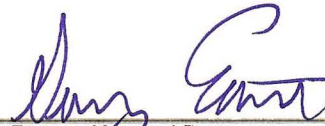
**Posting:** Categories Three and Four require an electronic posting for a minimum of five (5) business days. Category Five requires BCC approval and will be posted via board agenda for a minimum of seven (7) calendar days prior to board meeting.  
**Reports:** Categories One through Three reported quarterly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

George Earnest 10-12-15

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

10/13/2015