


MANATEE COUNTY GOVERNMENT NOTICE OF INTENT TO NEGOTIATE FOR AWARD OF A SINGLE SOURCE CONTRACT

SUBJECT	Madison Square Gardens PR Initiative	DATE POSTED	MC AF 10/17/18
PROCUREMENT REPRESENTATIVE	Abigail Jenkins	DATE CONTRACT SHALL BE AWARDED	10/23/2018
DEPARTMENT	Bradenton Area Convention and Visitor Bureau	CONSEQUENCES IF DEFERRED	N/A
SOLICITATION	Single Source	AUTHORIZED BY DATE	 10/17/18 Jacob Erickson, Procurement Team Leader

NOTICE OF INTENT TO NEGOTIATE FOR AWARD

The Manatee County Procurement Division provides notice of its intent to award a single source contract with a value of \$105,000.00 with Madison Square Gardens Network for the provision of public relations initiatives.

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

BACKGROUND/DISCUSSION

Manatee County Procurement Division has completed a due diligence review and intends to procure public relations services from Madison Square Gardens Network without conducting a competitive solicitation process for the following reason(s).

Madison Square Garden Network (MSG) is the region's largest sports network. MSG oversee the New York Rangers, New York Knicks, New York Islanders and the New Jersey Devils and reaches over 7 million people in the County's target market demographics. MSG Networks and arena viewers spent 4 billion dollars on vacations in 2017 and spent a higher amount of money while on vacation, 32% higher than adults in the NY DMA. The County can leverage the massive fan base to create awareness that the beaches red tide free and a premier destination.

Services included in this buy:

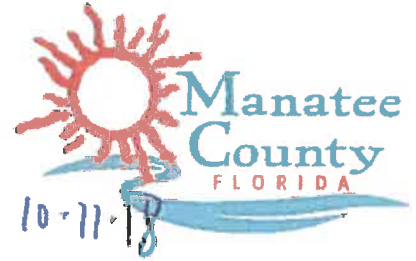
- 30 second Bradenton Area commercials during:
 - 15 New Jersey Devils games
 - 15 New York Islander games
- 10 Bradenton Area gameflow banner displays at:
 - 10 New York Rangers games
 - 10 New Jersey Devils games,
 - 10 New York Knicks games
 - 10 New York Islander games
- Media Event in Lexus Hospitality Suite for 18 travel writers and airline representatives
- "Bring it to Bradenton" PR activation and trivia during New York Rangers and New York Knicks post games.

Any company that believes they can provide this good or service must provide, in writing, convincing technical data sufficient to support their position to the Manatee County Procurement Division at purchasing@mymanatee.org no later than October 23, 2018.

<p>ATTACHMENTS (List in order of attached)</p>	<p>Memorandum of Request for Single Source</p>	<p>FUNDING SOURCE (Acct Number & Name)</p>	<p>Bradenton Area Convention and Visitor Bureau 1030002202 548000 <input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds</p>
<p>PROJECTED COST</p>	<p>\$105,000.00</p>	<p>AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)</p>	<p>N/A</p>

MEMORANDUM

RO70192



To: Theresa Webb, Procurement Official
From: Elliott Falcione - CVB Director
Date: 10/9/18
Subject: Non-Compete Single Source Approval Request

Elliott Falcione

10-11-18

Madison Square Garden - V025018

DEFINITION: Noncompetitive single-source purchases are the acquisition of commodities or services from a unique source or provider based upon particular skills and expertise (example: standardization, warranty, compatibility) where other competitive sources (suppliers) may be available.

Background (1-2 paragraphs) indicate the purpose of this item/how it will be used, the uniqueness of the item/service that precludes full and open competition; why this item/service is important to the County, and consequences if the purchase of this item/service is not approved.

The Bradenton Area Convention and Visitors Bureau (BACVB) would like to setup a Purchase Order with Madison Square Gardens Network for public relations initiatives, including an activation and media event at a New York Rangers Game on November 26, 2018. In addition to the activation and media event, the BACVB will partner with Madison Square Garden to produce a fan-based on-site activation during the Knicks and Rangers post game. TV personalities will ask fans trivia questions about the Bradenton Area in order to educate and promote the county to the New York public as a top vacation destination. Madison Square Garden Networks will promote the activation through TV and social media channel promotions. The BACVB will also invite media, travel writers and airline representatives to an 18-person suite at the Rangers game on November 26, 2018 to stimulate brand awareness in their market as well as create relationships with travel industry professionals.

Services included in this buy:

- 30 second Bradenton Area commercials during 15 New Jersey Devils games and 15 New York Islander games
- 10 Bradenton Area gameflow banner displays at 10 New York Rangers games, 10 New Jersey Devils games, 10 New York Knicks games and 10 New York Islander games
- Media Event in Lexus Hospitality Suite for 18 travel writers and airline representatives
- "Bring it to Bradenton" PR activation and trivia during New York Rangers and New York Knicks post games.

Justification: (1-2 paragraphs) why this particular service/product is required for County's requirements; evidence of compatibility, standardization, etc.; any other supporting documentation.

This initiative is unique in that it offers the BACVB a rare opportunity to showcase the destination to three of our top markets of lift to the area. Since Madison Square Garden Network oversees the New York Rangers, New York Knicks, New York Islanders and New Jersey Devils, we will be able to create awareness that our beaches and destination are red tide free through their massive fan base, which aligns with our demographics. The BACVB will also be able to interact with three major airline representatives from JetBlue, Delta and United in this market through this initiative. While there are other sports clubs available in the area, they cannot provide the same services or reach the right demographic and audience.

Financial Management Department, Procurement Division
1112 Manatee Ave. West
Phone number: (941) 749-3043

Market Research: (3-4 sentences) describe any market research has been performed to support this request.

Madison Square Garden Network is the largest regional sports network in the USA. It reaches over 7 million people in our target demographic and market. Madison Square Garden Networks and in arena viewers spent 4 billion dollars on vacations in 2017 and are more likely to travel than your average person. MSG Network viewers also spend a higher amount of money while on vacation, approximately 32% higher than adults in the NY DMA.

Pricing: (2-3 sentences) describe your efforts to obtain the best price/value.

The original quote provided by Madison Square Garden Networks came in at over \$111,000. Through careful negotiations, BACVB staff was able to lower the total cost to only \$105,000, while still keeping all the important objectives. The BACVB was also able to secure a partnership with Sarasota-Bradenton International Airport who agreed to contribute \$10,000 to this initiative.

Approved - This non-compete approval is valid for 60 months from date of approval. This Non-Compete Approval must be attached /referenced for all requisitions for this item/service.

Need Additional Information

Not Approved

Comments: _____

By: Theresa Webb 10/17/18
Theresa Webb, CPPO, CPPB, CPSM, C.P.M., Procurement Official

EW