

MANATEE COUNTY GOVERNMENT

NONCOMPETITIVE PROCUREMENT INTENT TO AWARD

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|----------------------------------|--|---------------------------------------|--|
| SUBJECT | Sports event sponsorship | DATE POSTED | MC <u>XSE 2/9/16</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 and Visitors Bureau | CONSEQUENCES IF DEFERRED | Loss of opportunity to get publicity from this event |
| SOLICITATION | NC #201600140 Task #161195 Valid 2/16/2016 | AUTHORIZED BY DATE | George Earnest CPPB February 9, 2016 |

NOTICE OF INTENT TO AWARD

Noncompetitive Procurement Request #201600140 notice of Intent to Award to IMG Acadamies, LLC

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 has need to purchase sponsorships of local sporting events for regional, national and international publicity.
- ▶ The IMG Acadamies, LLC is hosting the Suncoast Pro Classic Soccer Tournament in February 2016. BACVB intends to be the official title sponsor for this event.

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".

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|---|---|--|--|
| ATTACHMENTS (List in order of attached) | <ul style="list-style-type: none"> • Noncompetitive Procurement Request Form | FUNDING SOURCE (Acct Number & Name) | X Funds Verified Acct #1030002202- 548000 |
| ESTIMATED ANNUAL COST PER SUPPLIER | \$50,000.00 | AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement) | N/A |



Sole Source/Noncompetitive Purchasing Request

Department: CVB Contact: Eva M. Galler/Sean Walter Ext: 5913

Purchase Request (PR) Number: R 063064 Date: 2/1/2016

Description:
(Explain request in detail)
Sports Sponsorship for BACVB media buy package as the official title sponsor of the IMG Suncoast Pro Classic Soccer Tournament (Soccer) February 15th-28, 2016 at IMG Academy - local sports facility in Manatee County. This is part of the budgeted 2016 Sports Promotion/Sponsorship Program. Re alloc from misc line item w/dm6

Vendor: IMG Academies, LLC Phone: 941-757-9640 or 941-752-752-2485 fax: 941-752-2357 Cost: \$50,000
V017025
Titus.Queen@img.com

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.

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 Bradenton Area Convention & Visitors Bureau (BACVB) has the need to purchase a media buy sponsorship for which IMG Performance (IMG Academy) is hosting the IMG Suncoast Pro Classic (Soccer) Tournament being held at the IMG Academy February 15-28, 2016. . This is a round robin soccer tournament to include MLS and Professional International Teams. This event is being held specifically at the IMG Academy Stadium, a Manatee County Facility that can accommodate the size of these teams and event as well as the specifics of the location - IMG Academy Soccer Complex. This the first year of sponroship this specific event.

- 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)**

The locations are selected by the event hosting organization and are part of the sports sponsorship program that the BACVB promotes to get people into the destination which provide economic impact to Manatee County. The event will condit of 4 teams with about 120 athletes. The BACVB will be a titel sponsor for the event. The BACVB will be provided with brand exposure to the event attendees and to the live streat veiwing audience. The BACVB will also have the opportunity to host stakeholders and/or media in the IMG academy stadium hospitality suites.

- 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?**

This purchase will not obligate us to this particular vendor, but the facility will be hosting various events during the year that will impact the County and its in the interest of the County and BACVB to continue a partnership with this venue for future business.

- 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.**

A sports event sponsroship application including media buy package details and post economic event reports is completed to determine the economic impact to our community including event summary, hotel impact information, attendees and event expenses.

- 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 may impact the amount of sports business that the County may be able to sponsor in the future. This affects the economic impact of Manatee County as well as the Tourist Development Tax collections.

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 |
|---|-----------------|--------|
|  | ELLIOTT GALICIA | 2-1-16 |
| Department Director's Signature (Greater than \$25,000) | Print Name | 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: Henry Ernest George Earnest 2-8-16
Buyer Name / Date
(up to \$100,000)

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