

MANATEE COUNTY GOVERNMENT

SOLE SOURCE or NONCOMPETITIVE INTENT TO AWARD

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|----------------------------------|--|---------------------------------------|---|
| SUBJECT | Joint Marketing / Advertising campaign with IMG Academies for MLS Soccer | DATE POSTED | MC <u>✓ SE 2/4/15</u> |
| PURCHASING REPRESENTATIVE | Bonnie Sietman, Sr. Buyer 941-749-3046 x3046 | DATE CONTRACT SHALL BE AWARDED | February 10, 2015 (post for five business days) |
| DEPARTMENT | Bradenton Area Convention and Visitors Bureau (BACVB) | CONSEQUENCES IF DEFERRED | N/A |
| AUTHORIZED BY | NC #201500140 Valid 2/3/2015 – 2/2/2016 | AUTHORIZED BY DATE | February 4, 2015 (approved DWW 2/3/2015) (see attachment) |

NOTICE OF INTENT TO AWARD

Noncompetitive notice of Intent to Award #201500140 for a "Joint Marketing / Advertising Campaign with IMG Academies for MLS (major league soccer) Teams spring training season 2015 to IMG Academies located in Bradenton, Florida.

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

- This procurement is for the marketing / advertising campaign for major league soccer (MLS) teams spring training season 2015, placement of co-branded online banners with both domestic and international soccer teams training at IMG per media schedule sports marketing initiative.
- The annual expenditure is \$200,000 payable on a monthly basis after each media run.
- Manatee County's BACVB will monitor this global market share campaign in the sport of soccer in the United States.
- The 2014 review / highlights of this successful marketing campaign and the strong return on investment for our community is available upon request. Documentation is attached to the purchase order.

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".

| | | | |
|---|---|--|--------------------|
| ATTACHMENTS (List in order of attached) | FUNDING SOURCE (Acct Number & Name) | <input type="checkbox"/> | Funds Verified |
| | | <input type="checkbox"/> | Insufficient Funds |
| COST | \$200,000.00 | AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement) | 1030002200-549004 |

MAJOR LEAGUE PRE-SEASON INITIATIVE IMG ACADEMY

Last Year Review/Highlights:

MLS delivered 10.9 million gel-targeted display ads in club markets, boosting awareness of the Bradenton Area in key feeder markets.

Initiative generated 95,000 views through live streaming.

More than 766 media placements in major markets across the U.S, Canada and Sweden.

46 stories on MLS web-site that gets an average of 5 million unique visitors per month.

13 Stories on FC Dallas web-site that gets an average of 375,000 unique visitors per month.

47 Stories on New England Revs web-site that gets an average of 400,000 unique visitors per month.

4 stories in New England media, including boston.com and The Boston Herald that generated 3.9 million impressions.

20 stories on the Chicago Fire website that gets an average of 500,000 unique visitors per month.

10 stories in Chicago media, including the Chicago Tribune, Chicago Sun Times, and Chicagoland that generated 68.3 million impressions.

3 stories on D.C United website that gets an average of 385,000 unique visitors per month.

14 Stories in The Washington Post and Washington Times resulting in 69.7 million impressions.

42 stories in Swedish-based media, including Sydsvenskan and Kvallsposten newspapers that resulted in 65.2 million impressions.

80% of media from outside local area visited Bradenton for the first time.

2nd Year Expansion:

Now that the first year has resulted in a strong return of investment for our community, we now have an opportunity to enhance our pre-season training to include international professional soccer teams, and a six team tournament format to be played at IMG Academy during the third and fourth week of February, 2015.

Although we have been able to generate marketplace impressions during regular season home games in the MLS markets, we are excited to enhance our pre-season soccer initiative by incentivizing international soccer teams (mainly Scandinavian) to train and compete against the MLS teams at IMG

Academy. In return, we will negotiate a brand awareness program with each international team for their regular season home games that will generate marketplace impressions during an estimated ten month period.

This additional incentive program will allow us to expand our preseason soccer initiative by adding Scandinavia and Iceland soccer teams that will allow us to market our destination in those particular markets. These international markets are important to our late summer and fall seasons that will ultimately help us continue a steady influx of tourism year-round, resulting in job sustainability and product growth.

Two (2) Recommendations Requested:

*done
12/1/15
E. King*

1. Move an additional \$75,000 from reserves for opportunity to our sports budget line-item that will be utilized to bring additional professional teams to our pre-season training camp. This additional money will also allow IMG Academy to develop a six team tournament that will consist of four MLS teams and two international teams. The championship game will be played on February 28th, 2015.

IMG Academy has also committed to donating 25% of the ticket revenues to the Bradenton Area EDC. Last year IMG donated 7,200.00

2. Recommend approval of changing the definition of current line item "Sports Segment Marketing & Public Relations Initiative" to new definition "MLS/IMG Sports Marketing and Promotional Initiative", as was done last year.



NC # 201500140
VALID 2/3/15 - 2/2/16

Sole Source or Noncompetitive Procurement Request

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

Purchase Request (PR) Number: R059755 Date: 12/19/2014

Description:
(Explain request in detail)

The Bradenton Area CVB is requesting a Purchase Order in the amount of \$200,000.00 for a joint marketing campaign with IMG Academies for Major League Soccer teams spring training season (MLS). The BACVB and IMG will place co-branded online banners with both Domestic and International soccer teams training at IMG (see attachment). These banners will be geo-targeted markets of the respective teams that will make Bradenton/IMG their spring training destination. MLS models their spring training program the same way Major League Baseball and the NFL.

IMG will invoice the BACVB monthly, once the media has run. Back up reporting and screen shots must accompany each invoice presented to the BACVB.

Vendor: IMG - Dan Tierney
Dan.Tierney@IMG.com Phone: 752-2514 Cost: \$200,000.00

V017025

PART I – SOLE SOURCE PROCUREMENT (*Sole source procurement* is defined as a situation where commodities or services are available only from a single source.)

1. Are these goods or services available only from one single source? Yes No
2. Explain why the product/service being requested is the only product/service that can meet your needs and why are alternatives 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 documentation (sole source letter) from vendor.
4. Explain the consequence to the County or its taxpayers, including a dollar amount of the financial impact, if the sole source procurement 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 PROCUREMENT (*Noncompetitive procurement* is defined as the acquisition of goods or services from a unique source or provider based upon particular skills and expertise (Ex. Standardization, warranty, compatibility) though other competitive sources may be available, or upon a determination that the likely, non-speculative cost of competitive purchasing would exceed any potential savings and benefit to the County.)

1. **Explain why the product/service being requested is the only product/service that can meet your needs and why alternatives are unacceptable? Be specific regarding specifications, features, capability, compatibility, etc.**

This marketing request specifically relates to Major League Soccer (MLS) and the initiatives that the BACVB and IMG proposes for the 2015 spring training for MLS Soccer. Just as fans of the Pittsburgh Pirates, soccer fans will travel to the our destination to watch their favorite team(s) in spring and pre-season training.

2. **Explain the advantages of this non-competitive procurement on the basis that only one practical source exists. Describe the efforts made to verify this information. Attach documentation (manufacturer's or distributorships letter).**

A professional league has a global market share in the sport of soccer in the United States. MLS will lend an even stronger credibility to our branding efforts when relating to their fans.

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 v. the final offer.**

Based on the negotiating efforts of the BACVB and IMG Academies with these Major League Soccer teams, this request is based on the amount determined by all parties.

5. **Would you prefer Purchasing to contact vendor for best price?** Yes No

Related prior year PO w/MLS P1400470
(7E)
\$125,000.-

6. Explain the consequence to the County or its taxpayers, including a dollar amount of the financial impact, if the noncompetitive procurement is not approved.

It is all about economic impact to the county. Sports enthusiasts are devoted fans that will travel to see their favorite teams in spring and pre-season training games. They will stay in hotels, eat in our restaurants and shop in our stores. These domestic and international teams are from some of our strongest markets in the northeast.

I hereby request that a Sole Source or Noncompetitive request be approved for the procurement of the above statement of work, material, equipment, commodity, or service.

Division Manager's Signature
(up to \$5,000)

Debbie Meihls
Print Name

12/19/2014
Date

Department Director's Signature

Elliott Falcione
Print Name

12/19/2014
Date

RECEIVED

DEC 30 2014

C.V.B. ACCOUNTING

FOR PURCHASING DIVISION USE:

Sole Source:

Posting: Categories Three through Five require an electronic posting for a minimum of five business days.

Reports: Categories One through Three reported quarterly to FMD and County Administrator.

Noncompetitive:

Posting: Categories Four and Five require an electronic posting for a minimum of five business days. BCC approval is required for Categories Four and Five.

Reports: Categories One through Three reported quarterly to Board of County Commissioners, County Administrator, County Attorney's Office and FMD.

Reviewed and Approved by:

Buyer Name / Date

Contracts & Buyer Manager / Date

Purchasing Official / Date

* last year review/highlights - Attached for your review

