

MANATEE COUNTY GOVERNMENT

SOLE SOURCE or NONCOMPETITIVE INTENT TO AWARD

SUBJECT	Dallas Stars Hockey Club Partner/Promo Initiative	DATE POSTED	MC <u>7/27/17-Sg</u>
PURCHASING REPRESENTATIVE	Charles Bentley, 749-3036	DATE CONTRACT SHALL BE AWARDED	Five business days after posting
DEPARTMENT	Convention & Visitors Bureau	CONSEQUENCES IF DEFERRED	Less economic impact due to less visitors to Manatee County.
SOLICITATION	Task 20172045 (NC #201700201)	AUTHORIZED BY DATE	Charles Bentley

NOTICE OF INTENT TO AWARD

Noncompetitive Award to DSE Hockey Club LP for public relations activation at the Dallas Stars Arena on February 9, 2018 for \$50,000.00.

ENABLING/REGULATING AUTHORITY

Manatee County Procurement Ordinance

Manatee County Code of Laws, Sections 2-26-40 & 2-26-45

BACKGROUND/DISCUSSION

- The Bradenton Area Convention and Visitors Bureau will set up branded entertainment space in the Dallas Stars' plaza during the hockey game to educate the Dallas public about and promote Manatee County as a top vacation destination.
- The Dallas Stars hockey club will promote the activation through radio, television, in-game and social media.
- The Bradenton Area Convention and Visitors Bureau will also invite media and travel writers to a 22-person suite at the game to stimulate brand awareness in the Dallas market as well as create relationships with travel industry professionals.

If a vendor believes this item is not a sole source or non-competitive 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)	G/L 1030002202-548000 <input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
COST \$50,000.00	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)	

C.B.