SINGLE SOURCE AWARD **BID # SS-12750-22**

Subject: 2021-22 ECHL All Star Hockey Game Sponsorship

Department: Parks, Recreation and Community Services Department, Sports and Entertainment Division

Description of Purchase:
Recommend approval of Single Source Award to SZH Hockey, LLC dba Jacksonville Icemen for the 2021-22 ECHL All Star Hockey Game Sponsorship. SZH Hockey, LLC dba Jacksonville Icemen is the sole producer and host for the ECHL All Star Hockey Classic Game rescheduled on January 16, 2022. This is a one-time purchase. The total requested expenditure not to exceed $125,000.00.

Funding Source: 00111.133104.549021.000000.00000000.00000.0000000, to be executed by Purchase Order(s).

Single Source Award To: SZH Hockey, LLC dba Jacksonville Icemen

Price Justification: See Attached

Total Award: $125,000.00 **Requisition #** PRSP-502045-22

Attachments: Agency Memo; Single Source Form; Vendor Proposal

Certification as to Single Source: Daryl T. Joseph, Director, Parks, Recreation and Community Services Department

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

ANALYST: Ruben Ola

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE
"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN ***DATE***

ACTION OF AWARDING AUTHORITY

DATE: _____

APPROVED_____ **DISAPPROVED** _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

FORM GB-114, Revised 12/2007

City of Jacksonville, Florida

Daryl T. Joseph, Director

Parks, Recreation and Community Services Department
214 N Hogan Street, 4th Floor
Jacksonville, FL 32202
(904) 255-7907
www.coj.net

ONE CITY. ONE JACKSONVILLE.

June 8, 2022

To: Greg Pease, Chief
Procurement Division

Thru: Daryl T. Joseph, Director
Parks, Recreation and Community Services Department

From: Chandler Fussell, Chief
Sports & Entertainment Division

Subject: Single Source Request to SZH Hockey, LLC dba Jacksonville Icemen for the 2021-22 ECHL All Star Classic Sponsorship

The Department of Parks, Recreation and Community Services, Division of Sports & Entertainment requests the Procurement Division grant a single source award to SZH Hockey, LLC dba Jacksonville Icemen for the 2021-22 ECHL All Star Classic Sponsorship. SZH Hockey, LLC dba Jacksonville Icemen is the sole producer/host of the for the 2021-22 ECHL All Star Classic.

Expenditures are not expected to exceed $125,000 and payments are to be processed by a one-time Purchase Order.

Funding Source: 00111.133104.549021.000000.00000000.00000.0000000

Attachments: ECHL AllStar Classic Sponsorship Proposal

JMK

CC: Rene'e Harriman, Parks, Recreation and Community Services Department
Jennifer Malice Kelly, Sports & Entertainment Division

FINANCE & ADMINISTRATION DEPARTMENT, PROCUREMENT DIVISION

JUSTIFICATION FOR SINGLE SOURCE (JSS)	
Pursuant to the City of Jacksonville Procurement Code§ 126.206 & § 126.312, when requesting a purchase from a vendor subject to the referenced sections, please complete this form to justify your request and submit to Procurement with applicable attachments.	
1. Requesting Agency:	Office of the Director
2. Nature and/or description of the requirement being requested. ***Identify each item, component or service being procured. (Attach quote/proposal):*** ***Why does the City need these particular goods or services?***	Sponsorship for the ECHL All Star Hockey Game
3. Provide a detailed justification as to why the requested goods/services can only be efficiently and effectively procured through the recommended Single Source vendor:	SZH Hockey LLC dba Jacksonville Icemen are the sole producer and host for the ECHL All Star Hockey Classic
4. Date of Request	6/9/2022

5. Summary of Market Research

[Provide a description of the market research performed, how it was performed, by whom, and market research results. Please spell out acronyms.]

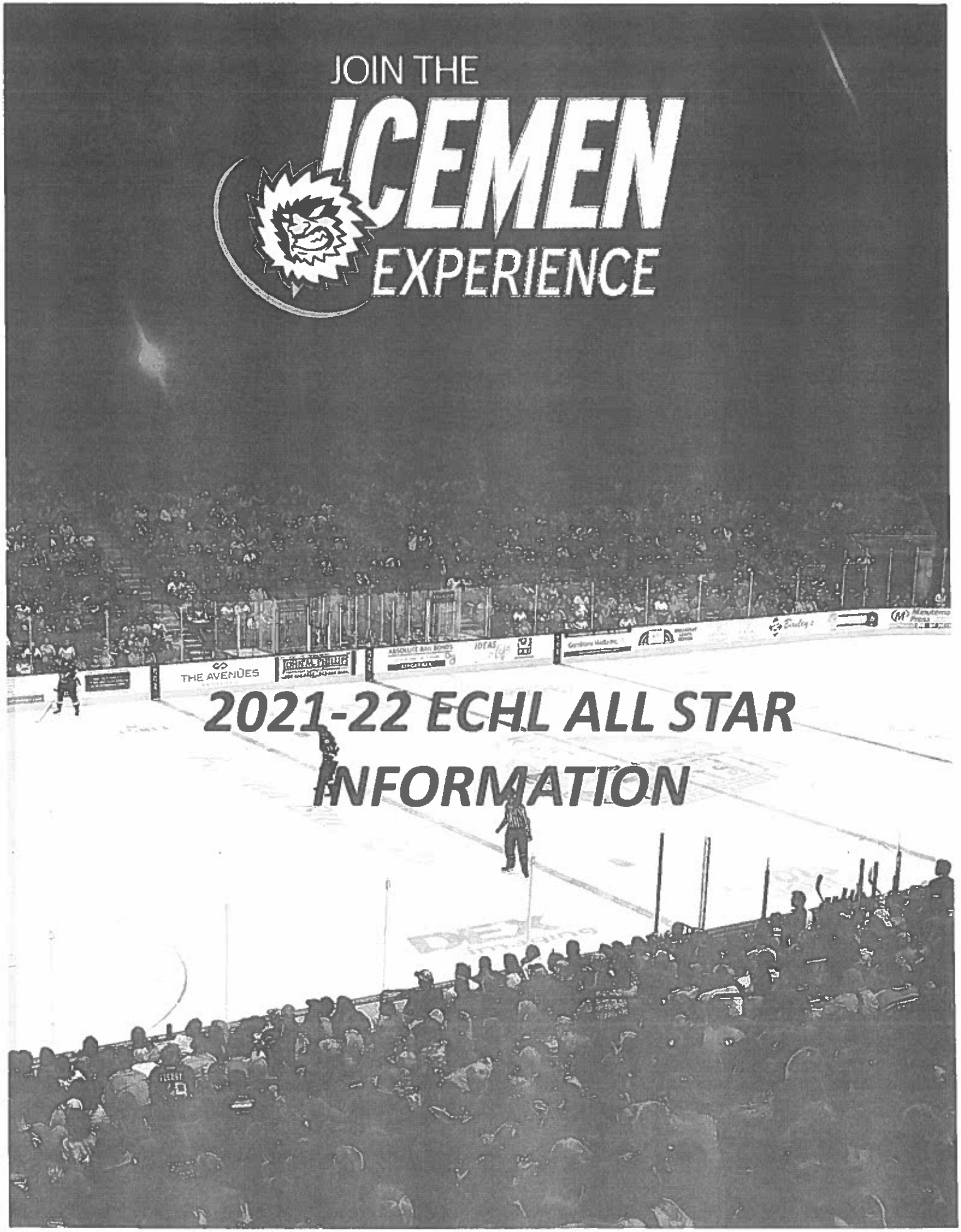
[Division of Sports and Entertainment has researched the availability of Sponsorship and SZH Hockey LLC dba Jacksonville Icemen are the sole supplier available to receive sponsorship as the sole host/producer of the event]

6. Other Documentation (Check and attach all that apply)

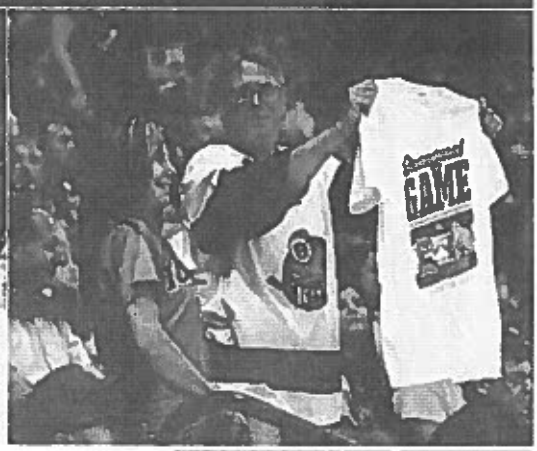
√ Supplier Quote

√ Single Source Memo signed by Director

☐ Other [Click here to list other documentation.]



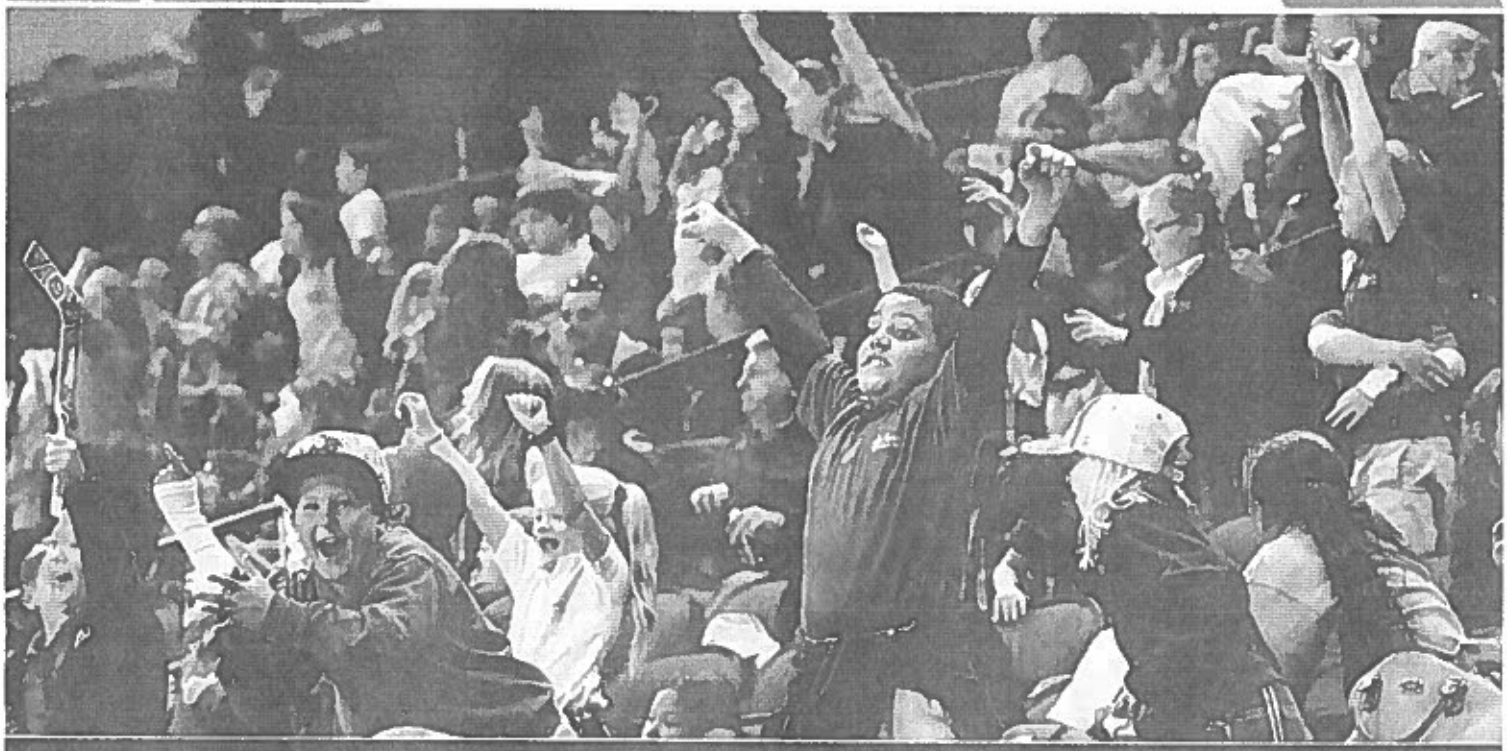
2021-22 ECHL ALL STAR INFORMATION



"THERE ARE TWO TYPES OF PEOPLE.

1. HOCKEY FANS
2. FUTURE HOCKEY FANS."

BOB OHRABLO
JACKSONVILLE ICEMEN PRESIDENT



OBJECTIVES/ DESCRIPTION

Create a partnership among the City of Jacksonville, SMG and the Jacksonville Icemen to bring the ECHL All Star Game to Jacksonville rescheduled for January 16, 2022. The game was originally scheduled for January 2021, but moved to this new date (due to COVID).

The City of Jacksonville will be showcased during one of pro hockey's premier events. The event will include more than the All Star Game, featuring some of the future NHL prospects. In addition, the event will include:

- A two day Fan Fest including a craft beer event to highlight Jacksonville's craft beer market.

-

- ECHL Hall of Fame Dinner or Luncheon

- ECHL Board of Governors Meetings (January 18, 2022)

BENEFITS FOR THE CITY

The City of Jacksonville is establishing itself as a strong hockey market. Success of this event would have direct benefits for the City of Jacksonville and Downtown Jacksonville as follows:

1. Room Nights: Last season, the City of Toledo, OH gained 152 room nights and, if a snowstorm didn't force some major cancellations of the first night, they would have gained approximately 200-210 room nights. We believe the event in Jacksonville, without a threat of snow, would create 225+ room nights in a weekend that is historically quite in downtown Jacksonville.

2. TV exposure in the US and Canada (See Appendix A)

3. Community Ties: We would use the weekend to generate funds as well as awareness to Kids Hope Alliance. The ECHL Hall of Fame Dinner/Luncheon could be a fundraiser, All Star players can do appearances the day before the game, in game 50/50 can be donated back to Kids Hope Alliance and the game can honor some of the high achieving kids and teachers that participate in Kids Hope Alliance programs.

4. Draw more awareness and develop new fans for the Jacksonville Icemen.

PROMOTION OF ECHL ALL STAR GAME IN JACKSONVILLE

The City of Jacksonville/Visit Jacksonville will receive exposure from the day that the All Star Game location is announced through the special weekend in January 2022. In addition to the League website and ECHL.TV covering all 27 ECHL markets, we will proactively promote the game via the following:

Social Media

- Facebook:	917,934 Facebook Likes
- Twitter	427,471 Twitter Followers
- Instragram	301,157 Instagram Followers

Team Databases

- All teams will be requested to send a promotional package for trip to All Star Game.

League Website – The League and teams will have on their web site a click for Jacksonville vacation packages.

ECHL.TV promo – Win A VIP Trip to the ECHL All Star Weekend in Jacksonville

The Icemen will work with Visit Jacksonville and host hotels to put together packages including room and tickets to events.

GAME FORMAT

The 2021-22 All Star Game will feature a format that promotes both the League talent and the City. The Jacksonville Icemen will faceoff against the League All Stars. The Icemen will bill the entire 2021-22 season as the Jacksonville Icemen's All Star Season!

This will provide local fans with a focus which All Star Games don't normally provide. It will be exciting for the city's team players to all be considered All Stars!

Event Budget

A preliminary budget has been prepared (Exhibit B). As this event can evolve after discussions, it is subject to change:

Projected Revenues:	$366,000
Projected Expenses:	$347,510

Preliminary numbers are based on past All Star Games including Orlando and Toledo, as well as the Jacksonville Icemen's experience in the market.

City of Jacksonville's Participation

To make this project viable, the Jacksonville Icemen would need the following:

- A total commitment of $125,000 from sources that could include the City, Visit Jacksonville, etc. This can be done either through grants or a combination of grants and some cost reduction. In the budget there is $27,500 in arena related costs ($21,500 in direct costs).

- As with the NCAA Basketball and selected concerts, we'd request suite holders would have to buy from the Icemen their suite for the All Star Game and unsold suites would remain with the ECHL/Icemen to sell.

- Assistance in creating a Host Committee.

- An area, at no cost, for the Fan Fest.

Net Income Sharing

Any positive net income would be shared by the League and Icemen/City/SMG.

Every party will share in the success of this event. The share amounts between the League and Icemen are still to be determined.

Appendixes

Appendix A: NHL Network

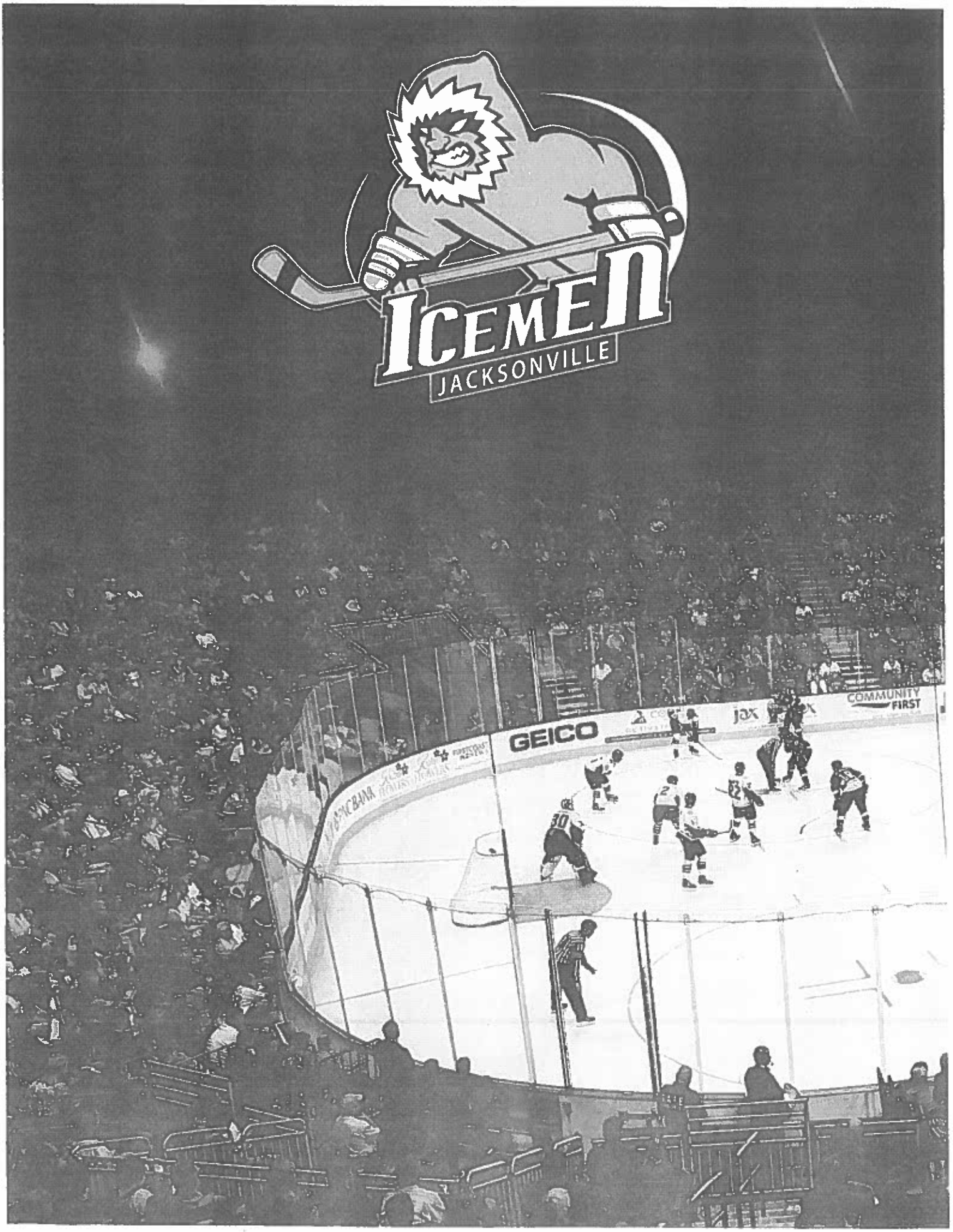
The TV home for the National Hockey League, NHL Network™ gives viewers an all-access pass to complete hockey coverage both on and off the ice, including live NHL games and special on-site coverage of NHL events, the documentary series NHL Network Originals, plus three signature studio shows with interviews, highlights and expert analysis from a variety of hockey insiders and former players. Additional programming includes behind-the-scenes features, player profiles and international and amateur hockey competitions. For more information on NHL Network, log on to www.NHLNetwork.com

Carriers include: DirectTV, many local cable networks, Verizon FIOS, Dish Network and ATT Uverse.

Appendix B: Preliminary Budget

Pro Forma Jacksonville

	Total Budget	NOTES
Ticket Revenue		
Ticket Sales - Game	$ 123,000.00	Season tix (1600 x $23) + Groups (1200 x $23) + Game to Game Sales (2000 x $37)
Fan Fest Tickets	$ 30,000.00	3 000 x $10
Advertising/Marketing Revenue		
Title Sponsor	$ 30,000.00	League
Associate Sponsor(s) (Host)	$ 125,000.00	COJ
Fan Fest Sponsorship (ECHL to get VIP Room Sponsor)	$ 10,000.00	TBD
Rebate based on scan count of 6,000	$ 11,000.00	4 000* $1 50 plus 2 000* $2 50
Dasherboards (ECHL) $$$ includes all league elements	$ 5,000.00	TBD from League
Game Program Ads (Host)	$ -	Not Doing
Television	$ 10,000.00	League
Video Board - Commercials	$ 5,000.00	League
HOF Sponsor (ECHL/Host)	$ 7,000.00	League
PHOF Sponsor (ECHL)	$ 9,000.00	League
HOF Luncheon Tix (Host)	$ 1,000.00	Need to discuss # of attendeees
Jersey Patch (Host)	$ -	
	$ -	
Merchandise	$ -	
Merchandise	$ -	MERCH CARVED OUT
Chuck-a Puck, 50 50, etc.	$ -	
Program Sales	$ -	No Program
	$ -	
TOTAL REVENUE	$ 368,000.00	
	$ -	
Expense - Payroll Type	$ -	
PHPA - player payments	$ 14,500.00	21 Players Per Team
Equipment Managers/Athletic Trainers (Visitors)	$ 600.00	2 Home - 2 Away
Arena Rent/Staffing for game	$ 7,500.00	
Other Arena Expenses	$ 6,000.00	Ambulance, Insurance, Extra Staffing
Club Seat Expense	$ 5,000.00	Based on $1 000 tickets x $5
Commissions - Sponsorship Sales	$ 4,000.00	
Commissions - Group Tickets Sales, Other incentives	$ 5,000.00	
	$ -	
Expense - Travel, Lodging, Meals and Entertainment	$ -	
League Office Pre-Game/game travel expense	$ 8,000.00	
Game Operations/Staffing (PA, Mascot, Bus, etc.)	$ 25,000.00	Pyro, Mascots, PRI elements
Officials Fees and Travel	$ 2,000.00	4 Officials
Transportation - various	$ 5,000.00	
Ground Transportation	$ 5,000.00	Shuttle Bus
Lodging	$ 4,000.00	Coach/Coach/11 Player/AT&EQ/Broadcaster - 2 Nights Each (15 Rooms @ $129)
FAN FEST	$ 60,000.00	Based on past
Meal Players	$ 4,000.00	
Pre-Game VIP Reception(s)	$ 7,500.00	Pre Game Reception
HOF Luncheon	$ 15,000.00	350 Attendees @ $25 head + Tax + $3K A/V + other costs
	$ -	
Expense - Production, Printing, Media	$ -	
Media Buy	$ 35,000.00	Using every bit of it
Game/TV Production	$ 45,000.00	Gemstone
Signage	$ 10,000.00	AMI for Signage and Dasher Replacements
Special Event Credentials	$ 600.00	Trade + Plastic Holders
Cost of Logo Design	$ 2,500.00	
Photography	$ 4,000.00	
Program Production	$ -	No program
Videography	$ -	Included in game production
Expense - Gifts		
Merchandise/Governor and Player Gifts	$ 8,000.00	Volunteer Shirts, Gifts, Etc
Sponsor Expense - servicing, gifts	$ 3,000.00	SJS I.
	$ -	
Expense - All Other	$ -	
Stanley Cup/HOF Display	$ 4,000.00	
Misc. / Promos	$ 19,000.00	
Postage	$ 500.00	
Shipping	$ 3,000.00	
Trophies	$ 200.00	
Jersey Player Decorations & Patches	$ 7,000.00	Exclusive
Jersey - Tracksuits + embroidery	$ 12,000.00	3rd and 2nd Period Jerseys + Embroidery
Sales Tax on Tix	$ 8,610.00	
Seat Surcharge	$ 9,000.00	
Merchandise	$ -	Carved Out
TOTAL EXPENSES	$ 347,510.00	#
NET PROFIT/(LOSS)	$ 18,490.00	


ICEMEN
JACKSONVILLE
GEICO
jax
COMMUNITY FIRST

Requisition PRSP-502045-22

Requisitioning BU	PRSP: Sport and Entertainment	**Requisition Amount**	125,000 USD
Entered By	Jennifer Malice-Kelly	**Justification**	
Status	Approved	**Funds Status**	Reserved
Description	ECHI All Star Hockey Sponsorship		
Emergency Requisition	No		

Attachments

Title	File Name or URL	Description
All Star Hockey_SS Request.pdf	All Star Hockey_SS Request.pdf	

Lines

Line	Item	Description	Category Name	Quantity	UOM	Price	Amount (USD)	Status	Funds Status
1		ECHI All Star Hockey Sponsorship	963.77 Sponsorships (All Types)			USD	125,000	Approved	Reserved

Requester	Jennifer Malice-Kelly	**Supplier**	SZH Hockey, LLC
Urgent	No	**Supplier Site**	Remit To
Requested Delivery Date	6/23/22	**Supplier Contact**	Cheryl Griffis
Deliver-to Location	Ed Ball 4th Floor Charge	**Contact Phone**	(904)6027825
Deliver-to Address	214 North Hogan Street, 4th Floor, Jacksonville, FL 32202, Duval, United States	**Charge Account**	00111.133104.549021.000000.00000000.00000.0000000
Note to Buyer			

I CERTIFY THAT FUNDS FOR THIS PURCHASE WERE AUTHORIZED AND PROVIDED FOR IN THE CURRENT BUDGET.