SINGLE SOURCE AWARD **BID # SS-0426-18**

Subject: Hospitality Package for 2018 PLAYERS Championship

Department: Office of Sports and Entertainment

Description of Purchase:
Recommend approval of single source award to PGA TOUR, INC. DBA the PLAYERS Championship for a Capitalize JAX Hospitality package for out of area marketing for the Office of Sports and Entertainment. The total requested amount not-to-exceed $75,000.00.

Funding for this award to be encumbered by account SPET011SE -04918, to be executed by check request.

Sole Source Award To: PGA TOUR, INC. DBA the PLAYERS Championship

Price Justification: See Attached

Total Award: $75,000.00 **Requisition #** 228682

Attachments: Single Source Request, Agency Memo, Purchase Agreement, Agency Emails

Certification as to Sole Source: Marlene Russell, Director Organizational Effectiveness

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

ANALYST: Chelsey Fleming

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

Revised

SINGLE SOURCE REQUEST

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.

REQUESTING AGENCY (DEPT./DIVISION): Office of Sports & Entertainment

FUNDING SOURCE: SPET011SE-04918

BRIEF DESCRIPTION OF GOODS/SERVICES:

Hospitality package for the 2018 PLAYERS Championship taking place at TPC Sawgrass May 8-13, 2018.

AMOUNT OF PROJECT (attach quote): $75,000-City portion

PROVIDE A SUMMARY OF THE SCOPE OF GOODS/SERVICES TO BE PROVIDED; IDENTIFY EACH ITEM, COMPONENT OR SERVICE BEING PROCURED (ATTACH QUOTE/PROPOSAL):

Hospitality package for the 2018 PLAYERS Championship taking place at TPC Sawgrass May 8-13, 2018. See attached agreement.

PROVIDE A DETAILED JUSTIFICATION AS TO WHY THE REQUESTED GOODS/SERVICES CAN ONLY BE EFFICIENTLY AND EFFECTIVELY PROCURED THROUGH THE RECOMMENDED SINGLE SOURCE PROVIDER:

Acting as golf's fifth-major, THE PLAYERS Championship is the sole golf tournament in Northeast Florida offering international exposure to millions of households worldwide and an elite hospitality experience. THE PLAYERS hospitality package allows the City of Jacksonville and partnering agencies to market Jacksonville by hosting prospective business clients, sponsors and other guests at this event in the hopes of continuing to drive economic impact and tourism to the city.

ASSERT THAT YOU HAVE RESEARCHED THE AVAILABILITY OF THE REQUESTED GOODS/SERVICES FROM OTHER SOURCES IN APPLICABLE MARKETS AND HAVE DISCUSSED AND EVALUATED THE SAME WITH COJ'S PROCUREMENT AND EBO DIVISIONS:

Our Office has researched the availability of the requested goods and services from other sources and THE PLAYERS is the sole provider of tickets to THE PLAYERS Championship. This elite golf tournament attracts over 200,00 fans and is broadcast in 1 billion households in 230 countries worldwide. In addition, the 2017 broadcast was on Morgan Stanley's 13,000 square-foot video board in Times Square, New York.

Submitted by: Joey Bergman — Business & Finance Manager

(Name) **(Title)**

Date: 2/23/18

Requesting Agency's Director's Signature:

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Our Office has researched the availability of the requested goods and services from other sources.

Submitted by: Joey Bergman — Business & Finance Manager

(Name) **(Title)**

Date: 2/23/18

Requesting Agency's Director's Signature:

Memorandum

To: Gregory Pease, Chief of Procurement

From: Joey Bergman, Sports & Entertainment Business & Finance Manager

cc: Chelsea Fleming Buyer

Date: February 23, 2018

RE: THE PLAYERS Championship 2018- Single Source Award

The Office of Sports & Entertainment is requesting Procurement grant a single source award to THE PLAYERS Championship taking place May 8-13, 2018, for a Capitalize JAX Hospitality Package for out of area marketing purposes to promote tourism.

Acting as golf's fifth major, THE PLAYERS Championship is the sole golf tournament in Northeast Florida offering international exposure to millions of households worldwide and an elite hospitality experience. THE PLAYERS Hospitality package allows the City of Jacksonville and partnering agencies to market Jacksonville by hosting business clients, sponsors and other guests at this event in the hopes of continuing to drive economic impact and tourism to the city. Other contributors within Capitalize JAX include JAX USA, Visit Jacksonville, Duval County Tourist Development Council and SMG Jacksonville. Attached is written confirmation from each entity outlining their level of contribution.

Expenditures are not expected to exceed $75,000.00 and payment will be processed by check request.

Thank you for your consideration.

ESTIMATED EXPENDITURES NOT TO EXCEED- $75,000.00
FUNDING SOURCE – SPET011SE-04918

THE PLAYERS

HOSPITALITY PURCHASE AGREEMENT

THIS HOSPITALITY PURCHASE AGREEMENT (this "Agreement") is between PGA TOUR, Inc. ("TOUR") and the party listed herein as Purchaser. In consideration of the respective rights and obligations hereunder and other valuable consideration, TOUR and Purchaser have fully reviewed and agreed to this Agreement, including the full Terms and Conditions of this Agreement, which may be found at www.pgatour.com/hospitalityterms and are incorporated herein by reference.

TOURNAMENT:	THE PLAYERS Championship	
LOCATION:	TPC Sawgrass	
DATES:	May 8-13, 2018	
INVENTORY:	Purchaser will receive the inventory listed in Exhibit A	
INVESTMENT:		$150,000 (exempt of tax)
PAYMENT:	2018 Investment:	Fifty percent (50%) due upon execution of this Agreement Remaining balance due by 30 days prior to the Tournament

Remit payment to: THE PLAYERS Championship
Attn: Ticket Operations
P.O. Box 206
Ponte Vedra Beach, FL 32004

(invoices will be provided)

TERM: May 8-13, 2018

PURCHASER: Lenny Curry
By: City of Jacksonville
Title: Chief Administrative Officer
Date of Execution: 2/28/2018

PGA TOUR, Inc.
By: [illegible]
Title: SR DIRECTOR
Date of Execution: 2/27/2018

Please fax signed contract to 904-280-6613
Or
Email to Joshmendelson@pgatourhq.com

THE PLAYERS

Exhibit A

PURCHASER SHOULD REVIEW AND COMPLETE ALL FIELDS BELOW

SOLD TO:	Capitalize JAX	**SHIP TO:**	☒ Same as Sold To
Purchaser	Joey Bergman	Company	
Attn:	Joey Bergman	Attn:	
Address	117 W Duval St.	Address	
Suite	Suite 280	Suite	
City	Jacksonville	City	
State & Zip	FL 32202	State & Zip	
Phone	(904) 630-2010	Phone	
Email	JBergman@coj.net	Email	
Acct No.			

This section must be completed and submitted for approval upon signing agreement.

Desired name on tickets and signage: Capitalize JAX

Inventory

Product:	**THE PLAYERS Marquee**
Location:	16 Green
Tickets:	100 PLAYERS Marquee tickets per day, Thursday – Sunday.
	30 Stadium Passes, which provide access to the tournament grounds, per day, Thursday – Sunday
	6 Corporate Host credentials providing access to PLAYERS Marquee and Stadium Course Access, Thursday – Sunday.
	4 Multi-Venue tickets that provide access to the PLAYERS Marquee, The Benefactor, The Turn (located between 9/18) and Stadium Course Access, Thursday – Sunday.
Extra Tickets:	Up to 100 extra PLAYERS Marquee tickets may be purchased on a daily basis for $175.00 (plus applicable sales tax) per ticket, per day, Thursday – Sunday. The deadline to order extra PLAYERS Marquee tickets is Friday, April 27, 2018.
Access Control:	A PLAYERS Marquee ticket is required for admission to the PLAYERS Marquee tent. Other ticket types are not permitted entry into the PLAYERS Marquee.
Hospitality:	PLAYERS Marquee package is inclusive of food and beverage products and services. Such products and services may be purchased from the exclusive on-course caterer selected by TOUR.
Parking:	6 Preferred parking passes per day, Thursday – Sunday.
	30 General parking passes per day, Thursday – Sunday.
Invitations:	8 invitations (for 2 people per invite) to attend THE PLAYERS Championship Charity Celebration during Tournament week.
Merchandise:	25% off selected merchandise is available to order. Contact Kerry Lecker at (904) 280-4889 or kerrylecker@pgatourhq.com for available options and pricing.
Publications:	Complimentary copies of the Pairing Sheets delivered daily.
Décor:	THE PLAYERS will provide interior branding of THE PLAYERS Marquee, a base floral arrangement and linen package. Custom branding, upgraded florals and linens are available at an incremental charge

via tournaments approved vendors. No signage or promotional material may be visible from outside of THE PLAYERS Marquee tent.

Signage: Purchaser name will appear (in text only – no logos) outside the front entrance to THE PLAYERS Marquee, on a sign provided by TOUR, printed in block letters. Purchaser name will appear as shown above in "Desired Name on Tickets and Signage".

W-9 FTID number for PGA TOUR is 52-0999206.

Jacksonville
DUVAL COUNTY
Tourist Development Council

OFFICE OF THE CITY COUNCIL

Annette R. Hastings
TDC EXECUTIVE DIRECTOR
OFFICE (904) 630-7625
FAX (904) 630-2906
E-MAIL: ANNETTEH@coj.net

117 WEST DUVAL STREET, SUITE 425
4TH FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202

AWARD OFFER/ACCEPTANCE
October 1, 2017
Award Date

Mr. Jared Rice
Executive Director
THE PLAYERS Championship
13000 Sawgrass Village Circle, Bldg. #6
Ponte Vedra Beach, FL 32082

Dear Mr. Rice:

Congratulations! This is to inform you that the Duval County Tourist Development Council (TDC) has conditionally awarded THE PLAYERS/PGA TOURS, INC., an expense reimbursement grant for THE PLAYERS Regional Tourism Cooperative *2018,* in the amount of a MAXIMUM AWARD of **$250,000.00.** The award shall be conditional on documentation of room nights using the STR /Smith Travel Research Report submitted by Visit Jacksonville.

This award may only be used to reimburse Applicant for the following incurred

AUTHORIZED EVENT EXPENDITURES:

- **THE PLAYERS REGIONAL TOURISM COOPERATIVE FOR NATIONAL AND INTERNATIONAL ADVERTISING AND MARKETING OF NORTHEAST FLORIDA**
- **$25,000.00 OF $250,000.00 IS TO BE ALLOCATED TOWARD COOPERATIVE WITH CITY OF JACKSONVILLE FOR HOSPITALITY CHALET FOR OUT OF AREA MARKETING PURPOSES TO PROMOTE TOURISM**

This award may only be used to reimburse Applicant for the following incurred for reimbursement as stated in Section 110.112, Ordinance Code, provides:

"No advance of City funds shall be made in any case unless authorized by the appropriation concerned or other law. In all cases for the performance of any service or the delivery of any articles of any description for the use of the City, payment shall not exceed the value of the service rendered or of the article delivered previously to the payment."

AWARD RECEIPTS AND EXPENDITURES ARE SUBJECT TO AUDIT BY THE CITY COUNCIL AUDITOR OR HIS/HER DESIGNEE. Applicant shall maintain all books, documents, papers, accounting records and other evidence pertaining to costs reimbursed from TDC funds and shall make such materials available for inspection and/or audit at all reasonable times for three (3) years from the date of reimbursement under this Agreement

Applicant Reimbursement Criteria:
Since this award is in the form of reimbursement for certain documented expenses, THE FOLLOWING CRITERIA MUST BE MET AND **SUBMITTED** IN ORDER FOR ALLOCATION OF FUNDS TO BE DISBURSED. FAILURE TO SUBMIT THE PROPER DOCUMENTATION FOR REIMBURSEMENT OF APPROVED **TDC GRANTS** AFTER THE DEADLINE OF **120** DAYS THE FUNDS WILL BE UN-ENCUMBERED.

- Payment Authorization Form (**Attachment "A"**)
- Post-Event Tourist Development Council Report (**Attachment "B"**)
- Applicant's Current W-9 and Federal Identification Number
- Post-Event Revenue and Expense Report
- **Valid Proof Invoice Payment**
  - Bank statement or canceled checks showing payments cleared the bank
    - Credit Card transaction/statement
    - Original invoice
    - Invoice marked **"paid"**
    - **Documentation** of allowed expenses (delivery of services/article)
    - Original ads placed in print mediums/tear sheets or media
    - **TDC Logo** included on advertising and marketing for event

To signify Applicant's acceptance, this ***Award Offer/Acceptance*** must be signed below by an ***Authorized Agent,*** and **original** returned to:

Annette R. Hastings
Executive Director
Duval County Tourist Development Council
117 W. Duval St, Suite 425
Jacksonville, FL 32202

We anticipate successful events and a great attraction for tourists and the citizens of Jacksonville. Should you have any questions, please contact Ms. Hastings at (904) 630-7625.

Sincerely,

Anna Lopez Brosche 1/5/18

Anna Lopez Brosche
Chair, Tourist Development Council
City Council President

The above conditions are understood and accepted:

Mr. Jared Rice
Executive Director, THE PLAYERS

By: _____
Print Name JARED RICE
Title VP ED PLAYERS Champ
Date 1/31/18

Bergman, Joey

From: Alston, Alex
Sent: Friday, February 23, 2018 2:10 PM
To: Bergman, Joey
Subject: RE: The PLAYERS Championship Hospitality Commitment

Hi Joey,

SMG is committed to a $25,000 investment for the PLAYERS hospitality.

Alex Alston
Director of Sales and Marketing
SMG Jacksonville | Veterans Memorial Arena | EverBank Field | Prime F. Osborn III Convention Center | Ritz Theatre and Museum | Times-Union Center for the Performing Arts | Baseball Grounds of Jacksonville
300 A Philip Randolph Blvd | Jacksonville, FL | 32202
Office:904.630.4055 | Cell:904.234.2584 |
Fax:904.854.0601
alexa@smgjax.com www.jaxevents.com

Please rate your experience at our venues at
www.smgjaxservicefeedback.com

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From: Bergman, Joey
Sent: Friday, February 23, 2018 10:42 AM
To: Alston, Alex
Subject: The PLAYERS Championship Hospitality Commitment

Alex,

Happy Friday.

Bergman, Joey

From: Mallot, Jerry <jmallot@jaxusa.org>
Sent: Friday, February 23, 2018 10:51 AM
To: Bergman, Joey
Cc: Chambers, Cathy; Rossman, Lyndsay
Subject: RE: The PLAYERS Championship Hospitality Commitment

Joey, we are committed to $15,000 for the PLAYERS hospitality suite. You can send us a bill now if you'd like.

Jerry

Jerry Mallot
(904) 366-6654

From: Bergman, Joey [mailto:JBergman@coj.net]
Sent: Friday, February 23, 2018 10:42 AM
To: Mallot, Jerry <jmallot@jaxusa.org>
Subject: The PLAYERS Championship Hospitality Commitment

Jerry,

Happy Friday.

As a follow-up to our 2018 PLAYERS Championship meeting, I am looking for confirmation on JAXUSA's $15,000.00 commitment towards the Hospitality Agreement. I know you gave a verbal in the meeting, but since the City will be signing the agreement we are seeking written confirmation from all partners for this year's hospitality space.

When you get a moment, please confirm JAXUSA remains on-board for the aforementioned commitment.

Thanks!

Joey Bergman
Business & Finance Manager
City of Jacksonville | Office of Sports & Entertainment
117 W Duval St., Suite 280
Jacksonville, FL 32202
(904) 630-2010
JBergman@coj.net

Bergman, Joey

From: Monica Smith <msmith@visitjacksonville.com>
Sent: Friday, February 23, 2018 11:43 AM
To: Bergman, Joey; Mitura, Katie
Subject: RE: The PLAYERS Championship Hospitality Commitment

Joey,

I am confirming the $10,000 commitment from Visit Jacksonville. I believe that you'll need to receive the TDC commitment from Annette Hastings.

Monica R. Smith, CMP, CASE, CDME
Vice President, Sales & Services
Direct: 904-421-9164
Cellular: 478-737-2725
Email: msmith@visitjacksonville.com

Please note that under Florida's very broad public records law, e-mail communications to and from Visit Jacksonville are subject to public disclosure.

From: Bergman, Joey [mailto:JBergman@coj.net]
Sent: Friday, February 23, 2018 10:44 AM
To: Katie Mitura <kmitura@visitjacksonville.com>; Monica Smith <msmith@visitjacksonville.com>
Subject: The PLAYERS Championship Hospitality Commitment

Katie & Monica,

Happy Friday.

As a follow-up to our 2018 PLAYERS Championship meeting, I am looking for confirmation on Visit Jacksonville & the TDC's commitments towards the Hospitality Agreement (Visit Jax-$10,000 & TDC-$25,000). I know you gave a verbal in the meeting, but since the City will be signing the agreement we are seeking written confirmation from all partners for this year's hospitality space.

When you get a moment, please confirm both entities remain on-board for the aforementioned commitments.

Thanks!

Joey Bergman
Business & Finance Manager
City of Jacksonville | Office of Sports & Entertainment
117 W Duval St., Suite 280
Jacksonville, FL 32202
(904) 630-2010
JBergman@coj.net