SINGLE SOURCE AWARD **BID # SS-0362-19**

Subject: Hospitality Package for 2019 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 #** 247816

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

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 2019 PLAYERS Championship taking place at TPC Sawgrass March 12-17, 2019

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 2019 PLAYERS Championship taking place at TPC Sawgrass March 12-17, 2019 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.

Submitted by: Joey Bergman — Business & Finance Manager

(Name) — **(Title)**

Date: 1/23/19

Requesting Agency's Director's Signature: Marlene Russell

Memorandum

To:	Gregory Pease, Chief of Procurement
From:	Joey Bergman, Sports & Entertainment Business & Finance Manager JB
cc:	Marlene Russell, Director Organizational Effectiveness
	Chelsea Fleming, Assistant Manager of Purchasing Services
Date:	January 23, 2019
RE:	THE PLAYERS Championship 2019- Single Source Award

The Office of Sports & Entertainment is requesting Procurement grant a single source award to THE PLAYERS Championship taking place March 12-17, 2019, for the 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, the Gator Bowl Association 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

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:	March 12-17, 2019
INVENTORY:	Purchaser will receive the inventory listed in Exhibit A
INVESTMENT:	$125,000 (exempt of tax)
PAYMENT:	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: March 12-17, 2019

PURCHASER: Sam E. Mousa
By: City of Jacksonville
Title: Chief Administrative Officer
Date of Execution: 1/24/2019

PGA TOUR, Inc.
By: Brian Cleck
Title: Senior Director
Date of Execution: 1/23/2019

Email to Joshmendelson@pgatourhq.com

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	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:	**Dye's Pavilion**
Location:	16 Green
Tickets:	50 Dye's Pavilion hospitality tickets per day, Thursday – Sunday.
	4 Dye's Pavilion Corporate Host credentials providing access to Dye's Pavilion and Stadium Course Access, Thursday – Sunday.
	40 Benefactor Tickets, Tuesday – Sunday
Wristbands:	Upon entering Dye's Pavilion the first time, a wrist band will be affixed to each client. On subsequent visits, both the Dye's Pavilion ticket and wrist band must be displayed in order to gain entry to Dye's Pavilion.
Extra Tickets:	Up to 10 additional Dye's Pavilion tickets may be purchased on a daily basis for $250.00 (plus applicable sales tax) per ticket, per day, Thursday – Sunday. The deadline to order additional Dye's Pavilion tickets is Friday, February 22, 2019.
Hospitality:	Lunch buffet, full-bar service, and hors d'oeuvres provided by TOUR appointed caterer are available each day inside Dye's Pavilion, Thursday – Sunday.
Parking:	5 Preferred parking passes per day, Tuesday– Sunday.
	40 General Parking Passes per day, Thursday – Sunday (General Parking passes are not needed Tesday & Wednesday)
Invitation:	4 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 Pairing Sheets will be delivered daily.
Décor:	Provided by TOUR. No signage or promotional materials may be displayed by Purchaser.

Signage:	Purchaser name will appear (in text only – no logos) on sponsor locator board near front entrance of Dye's Pavilion provided by TOUR, printed in block letters. The Purchaser name will appear as shown above in "Desired Name on Tickets and Signage".
W-9	FTID number for PGA TOUR is 52-0999206.
Product:	THE PLAYERS Club
Location:	TPC Sawgrass Clubhouse
Tickets:	Four (4) PLAYERS Club member passes per day that provides access to The TPC Sawgrass Clubhouse, premium venues on #17 Tee and #18 Green and Stadium Course Access, Tuesday – Sunday
Access Control:	Upon entering THE PLAYERS Club for the first time, a wrist band will be affixed to each guest. On subsequent visits to any hospitality venue listed above, both THE PLAYERS Club membership pass and Wrist Band must be displayed in order to gain entry
Hospitality:	Food service daily inside the TPC Sawgrass Clubhouse, inclusive of breakfast, lunch, and afternoon heavy hors d'oeuvres. Premium bar, signature cocktails, featured wines and non-alcoholic beverages each day, Tuesday – Sunday.
	Lunch, full-service bar, and snacks are inclusive each day inside THE PLAYERS Club venue on #17, Tuesday –Sunday
	Heavy hors d'oeuvres and premium bar served each day inside THE PLAYERS Club venue on #18 green, Tuesday – Sunday
Parking:	Two (2) Valet parking passes per day, Tuesday – Sunday

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 3/08/18

ACTION OF AWARDING AUTHORITY

DATE: 3/08/18

APPROVED _____ **DISAPPROVED** _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Sam E. Mousa
Chief Administrative Officer
For: Mayor Lenny Curry
Under Authority of:
Executive Order No. 2015-05

FORM GB-114, Revised 12/2007

QWS3270X 1/24/2019 2:37 PM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 01/24/2019
LINK TO: ACCOUNT SUMMARY INQUIRY 2:36 PM

FISCAL MO/YEAR : 04 2019 CURRENCY CODE :
INDEX CODE : SPET011SE OFFICE OF SPORTS & ENTERTAINMENT
SUBOBJECT : 04918 EVENT CONTRIBUTION
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	JAN 2019	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	220,000.00	220,000.00
EXPENDITURES	.00	40,435.29	40,435.29
ENCUMBRANCES	10,000.00	20,000.00	20,000.00
PRE-ENCUMBRANCES	75,000.00	75,000.00	75,000.00
REMAINING BALANCE	-85,000.00	84,564.71	84,564.71

F1-HELP F2-SELECT F4-PRIOR F5-NEXT
F9-LINK F10-PRIOR-MO F11-NEXT-MO

G014 - RECORD FOUND