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City of Jacksonville, Florida

Procurement Award Form (PAF)

Part 1 – Form Type: 126.204 (a) New Award, Renewals, Waive Technical Defects, Price Increases, NTE (Maximum Indebtedness) Increases.

Goods and/or Services: The Players 2026 Hospitality Suite

Requested Action and Justification:

Recommend approval of single source award to PGA TOUR, Inc. dba THE PLAYERS Championship for a Hospitality Package during the 2026 THE PLAYERS Championships hosted at TPC Sawgrass. Total expenditure not to exceed $155,000.00, to be processed by a one-time Purchase Order.

Supplier:	PGA Tour	**Basis of Award:**	N/A	**BID Opening Date:**	02/05/2026

POA #:	N/A	**PO #:**	TBD	**Change Order #:**	n/a
Solicitation #:	SS 17506 26	**Contract #:**	n/a	**Contract ADM #:**	n/a
Term:	One Time Project	**Options:**	n/a	**Options Used:**	n/a

Federally Funded:	No	**JSEB Rec:**	N/A
Licenses Verified:	No	**JSEB %:**	N/A
Bonds Required:	No	**Bonds Waived Pursuant To:**	N/A

Fund:	00111	**Center:**	133104	**Acct:**	549021	**Proj:**	000000	**Activity:**	00000000	$ 155,000.00
Fund:		**Center:**		**Acct:**		**Proj:**		**Activity:**		$
Fund:		**Center:**		**Acct:**		**Proj:**		**Activity:**		$

New NTE/GMP:	$ 155,000.00	**Contingent Amt:**	$ 0	**DMP/ODPO Amt:**	$ 0

Using Agency/BU:	SPET:SPORTS AND ENTERTAINMENT		
Concurrence:	Signed by: Alstra, Alexander A122A06F5BBD491...	**Title:**	SPORTS AND ENTERTAINMENT OFFICER 2/7/2026
Concurrence:		**Title:**	
Concurrence:		**Title:**	
Concurrence:		**Title:**	

Procurement Analyst/Buyer:	Signed by: Barnett, Renata E5139E2DE61E477...	**Chief of Procurement:**	Signed by: 2/10/2026 B10F1D51735245 6...
Name:	Barnett, Renata	**Name:**	Dustin L. Freeman

Part 2 – JPAC Action: All award actions subject to lawfully appropriated funds.		**Part 3 – Final Awarding Authority Action:**	
Members who approve:		**Action:**	
Members who disapprove:		**Signature:**	
Date:		**Date:**	

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PAF Instructions
Part 1 (using agency)

Form Type: This form will be used for both Administrative Awards and JPAC Requests. Select type from dropdown options.

Goods and/or Services: Enter a brief description of the types of goods and services included in the request.

Requested Action and Justification: Enter a brief description of the requested action or authority being sought. i.e.; *Request permission to award the lowest, responsive responsible bidder for an ITB or award the highest ranked supplier for an RFP.* This block should also be used for additional information such as additional 4th account strings, or other information essential for contract execution.

Supplier: Enter awarded supplier name**.** If multiple, include in "Requested Action and Justification" box.

Basis of Award: Select from Lowest Price Technical Acceptable (LPTA), Highest Price Technical Acceptable (HPTA) or N/A.

Bid Opening Date: The date bids were unsealed by Procurement.

POA #: This is your 1Cloud generated Agreement number. Select Type, Enter Number.

PO #: Enter the PO number or agreement release number.

Change Order #: Provide the applicable change order number represented by this request.

Solicitation #: Select Prefix type, Enter Number, and Year.

Contract #: This number should be the same as your POA number (unless procured prior to 2020)

Contract Amendment #: Provide the applicable amendment number represented by this request.

Term: Select the Period of Performance or Term for the initial period.

Options: Period of time for each renewal or option.

Options Used: Prior to this request, enter how many options were already used.

Federally Funded: Select yes or no from dropdown if Federal Funds will be used.

JSEB Rec: Select Encouragement or JSEB Set Aside Option.

JESB %: If JSEB Participation, enter the percentage.

Bonds Waived Pursuant to: Select option from Drop down.

Funding Sources: Fund/Center/Account/Project/Activity, all fields are required even if zeros.

New NTE/GMP: Enter the new total not to exceed amount. Note, this should match the contract maximum indebtedness, if applicable**.**

Contingent Amount: If your agency requests an allowance for unforeseen additional expenses, then specify the amount of your requested increase and new NTE that represents the contingency allowance. This is over and above any quote.

DMP/ODPO Account: Enter the Direct Materials Purchase/Owner Direct Purchase Order Account. Used mainly for CIP (Capital Improvement/Construction) Projects

Using Agency/BU: Select one from the dropdown list.

Concurrence: Using Agency internal routing requirements for Electronic Signatures (follow Proc Manual for threshold requirements)

Title: Title of person electronically signing form.

Attachments: Included any supplemental information to the Procurement Award Form. i.e.; *Scope of work, previous awards*.

**Any field where there is no data available, or no entry is required, either leave it blank or enter N/A. Any fields where there is known data, include for informational purposes. Any changes to an original award should contain the data that is being changed and any other relevant data required for JPAC review and approval.*

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A NEW DAY.

City of Jacksonville, Florida

Donna Deegan, Mayor

Office of Sports & Entertainment
214 N. Hogan Street, 4th Floor
Jacksonville, FL 32202
(904) 255-5422
www.specialevents.coj.net

January 19, 2026

To: Dustin Freeman, Chief
Procurement Division

From: Alex Alston, Executive Director
Office of Sports & Entertainment

Subject: Request to PGA TOUR, Inc. dba THE PLAYERS Championship for a Hospitality Package during the 2026 THE PLAYERS Championships

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The Department of Sports & Entertainment requests grant an award to PGA TOUR, Inc. dba THE PLAYERS Championship for a Hospitality Package during the 2026 THE PLAYERS Championships hosted at TPC Sawgrass.

The hospitality package includes the opportunity for the City of Jacksonville to host potential business clients, Sponsors, promote tourism and have a positive influence for the City's economic impact.

Total expenditure is not expected to exceed $155,000 and payments are to be processed by a one-time Purchase Order.

FUNDING SOURCES: 00111.133104.549021.000000.00000000.00000.0000000

Attachments: Hospitality Purchase Agreement

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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 the full Terms and Conditions of this Agreement, including the non-refundability of the Investment, which may be found at **www.pgatour.com/hospitalityterms** and are incorporated herein by reference.

TOURNAMENT:	THE PLAYERS Championship	
LOCATION:	TPC Sawgrass, Ponte Vedra Beach, Florida	
DATES:	March 9 – 15, 2026	
INVENTORY:	Purchaser will receive the inventory listed in Exhibit A	
INVESTMENT:	❑ One Year	2026 Only = $155,000 plus applicable taxes
PAYMENT:	2026 Investment:	Fifty percent (50%) due upon execution of this Agreement Remaining balance due by 90 days prior to the Tournament
TERM:	March 9 – 15, 2026	

PURCHASER: City of Jacksonville

By: _____
Name: Alex Alston
Title: Executive Director
Date of Execution: 1/13/26

PGA TOUR Enterprise, LLC

DocuSigned by:
Robert Conrad
0E1DA4DF62654F4...
By: _____
Name: Robert Conrad
Title: VP, Sales and Market Development - PGA Tour Events
Date of Execution: 1/13/2026

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FINANCE & ADMINISTRATION DEPARTMENT, PROCUREMENT DIVISION

SINGLE SOURCE JUSTIFICATION FORM (SSJF)	
Pursuant to the City of Jacksonville Procurement Code 126.306(a) (8) & The Procurement Operating Manual, when requesting to purchase from a Supplier subject to the referenced sections, this form is to be completed and must be submitted to the Procurement Division with applicable attachments via 1Cloud Smart Form Requisition.	
1. Requesting Agency:	Sports & Entertainment
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?***	Island Suite Fee at the 2026 Players Championship for the City of Jacksonville Hospitality for Business Development.
3. Provide a detailed justification as to why the requested goods/services can only be efficiently and effectively procured through the recommended Single Source Supplier:	PGA Tour, Inc. is the exclusive supplier hosting The Hospitality Island Suite at the 2026 The Players Championship.
4. Date of Request	1/9/2026

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.]

[Alex Alston, Diretor of Sports and Entertainment has confirmed PGA Tour as the exclusive supplier providing the hospitality of the 2026 Players Championship]

6. Conflict of Interest (Must Check)

√ By checking this box, I affirm that there are no actual, potential, or perceived conflicts of interest with the entity in which I am requesting a single source award. Conflict of Interest shall be interpreted consistent with *Chapter 112, Florida Statutes*.

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

√ Supplier Quote

√ Single Source Memo signed by Director

☐ Other [Click here to list other documentation.]