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SINGLE SOURCE AWARD **BID # SS-14988-24**

Subject: Hospitality Package for the 2024 The Players Championship

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

Description of Purchase:
Recommend approval of Single Source Award to PGA TOUR, INC. DBA THE PLAYERS Championship for Hospitality Package during the 2024 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 requested expenditure not to exceed $135,000.00.

Funding Source: 00111.133104.549021.000000.00000000.00000.0000000, to be executed by purchase order.

Single Source Award To: PGA TOUR, INC. DBA The Players Championship

Price Justification: See Attached

Total Award: $135,000.00 **Requisition #** PRSP-501011-24

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: Benjamin Kemp

Dustin Freeman, Chief
Procurement Division

RW

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

Donna Deegan, Mayor

A NEW DAY.

Parks, Recreation & Community Services Department
214 N. Hogan Street, 4th Floor
Jacksonville, FL 32202
(904) 630-CITY
www.coj.net

November 9, 2023

To: Dustin Freeman, Chief
Procurement Division

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

From: Alex Alston, Chief
Sports and Entertainment Division

Subject: Single Source Request to PGA TOUR, Inc. dba THE PLAYERS Championship for a Hospitality Package during the 2024 THE PLAYERS Championships

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The Department of Parks, Recreation and Community Services, Division of Sports & Entertainment requests the Procurement Division grant a single source award to PGA TOUR, Inc. dba THE PLAYERS Championship for a Hospitality Package during the 2024 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 $135,000 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

JMK

CC: Jennifer Malice Kelly, Sports & Entertainment 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:***	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?***	Hospitality Package for the 2024 PLAYERS Championship taking place at TPC. See attached agreement
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:***	Acting as golf's fifth major, PGA Tour, Inc. dba 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 to market Jacksonville by hosting prospective business clients, Sponsors and other guests at this event in hopes of continuing to drive economic impact and tourism to the City.
4. ***Date of Request***	11/9/2023

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 the requested goods/services from other sources and PGA Tour, Inc. dba THE PLAYERS is the Sole provider of admissions to THE 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.]

THE PLAYERS

Exhibit A

SOLD TO:		SHIP TO:	☐ Same as Sold To
Purchaser	City of Jacksonville	Company	
Attn:	Alex Alston	Attn:	
Address	214 Hogan Street	Address	
Suite	4th Floor	Suite	
City	Jacksonville	City	
State & Zip	FL 32202	State & Zip	
Phone	904-255-5453	Phone	
Email	aalex@coj.net	Email	
Acct No.			

Desired Name on Tickets and Signage: City of Jacksonville

Email for Fulfillment of Digital Tickets: aalex@coj.net

Inventory

Island Suite

- Located on the 16th Hole
  - Private 500-square-foot, open air tent with 300-square-foot patio
  - All-inclusive food and beverage provided through the Tournament caterer
  - Listing on Island Suite locator board and corporate identification inside the Island Suite
  - Private restroom facilities
- Forty (40) Island Suite tickets per day, Thursday – Sunday
- Two (2) corporate host credentials per day, Thursday – Sunday
- Six (6) preferred parking passes per day, Thursday – Sunday
- Twenty (20) general parking passes per day, Thursday – Sunday
- Four (4) PLAYERS Celebration Invitations (each invitation good for 1 person) on Monday, March 11th
- Up to ten (10) additional Island Suite tickets may be purchased on a daily basis for $650 per ticket per day (plus applicable sales tax) Thursday – Sunday, subject to availability. The deadline to order additional Island Suite tickets is March 1st, 2024.
- 25% off selected merchandise is available to order. Contact Savannah Lacy at 904-456-8379 or savannahlacy@pgatourhq.com for available options and pricing.

DocuSign Envelope ID: 229605BE-24C2-4992-8350-F5908A2DBD00

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 12 - 17, 2024
INVENTORY:	Purchaser will receive the inventory listed in Exhibit A
INVESTMENT:	$135,000 exempt of taxes
PAYMENT:	Fifty percent (50%) due upon execution of this Agreement Remaining balance due by 90 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, 2024

PURCHASER:

DocuSigned by:
By: Alex Alston
9388E2C9RD4B492
Name: Alex Alston
Title: Chief of Sports & Entertainment
Date of Execution: 10/31/2023

PGA TOUR, Inc.

DocuSigned by:
By: Robert Conrad
0E1DA4DF02034F4
Name: Robert Conrad
Title: Sr. Director- Sales- THE PLAYERS
Date of Execution: 10/31/2023