SINGLE SOURCE AWARD **BID # SS-9158-21**

Subject: Promotion, Marketing Management and Television Production for 2021 TaxSlayer Gator Bowl

Department: Tourist Development Council

Description of Purchase: Recommend approval of single source award to Gator Bowl Sports dba TaxSlayer Gator Bowl. Period of service is from date of executed contract through September 30, 2021. Total not to exceed expenditure amount is $250,000.00.

Funding Source: 10301.231002.549006.000000.00000944.00000.0000000

Single Source Award To: Gator Bowl Sports dba TaxSlayer Gator Bowl

Price Justification: See Attached

Total Award: $250,000.00 **Requisition #:** N/A

Attachments: Recommendation Memo, Single Source Form, Vendor Quote and Scope of Work

Certification as to Single Source: Lillian Graning, Executive Director, Duval County Tourist Development Council

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

Analyst: Annette Burney

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 _____

Jacksonville
DUVAL COUNTY
Tourist Development Council

117 WEST DUVAL STREET, SUITE 260
2nd FLOOR, CITY HALL
JACKSONVILLE, FLORIDA 32202
OFFICE 904-255-5505

MEMORANDUM

TO: Annette Burney
Finance and Administration Department

FROM: Lillian Graning
TDC Executive Director

DATE: September 16th, 2020

SUBJECT: Gatorbowl Single Source Award Request for FY 20-21 TaxSlayer Gatorbowl Football Game

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The Duval County Tourist Development Council (TDC) respectfully requests permission to use the Single Source Provider for fan promotion, national television production, and marketing management associated with the FY 20-21 TaxSlayer GatorBowl football game.

1. Justification
Gator Bowl Sports d/b/a TaxSlayer Gator Bowl is the only 501(c)(3) not-for-profit organization certified by the NCAA to host a post-season college football game annually generating promotion for Northeast Florida, fan travel to Jacksonville, and national television exposure for the area.

2. Certification
As required in Section 126.204 (a) (1), Ordinance Code, the TDC certifies the following:

i. The general purpose of the services and specific information is stated in Chapter 70 of the Ordinance Code for the Duval County Tourist Development Plan.

ii. The intent of the TDC is to establish a contract agreement with Gator Bowl Sports for the FY of 2020-2021with no options to renew.

iii. The proposed cost of the services provided by Gator Bowl Sports is ~~$50,000.00~~ $250,000.00 in the 2020-2021 fiscal year.

iv. Funding Source TDC Budget FY 2020-2021: Index Code CCTD132CON, Fund 10301, Center 231002, Account 549006, Activity 00000944

v. The proposed services would not duplicate existing services. This sole source provider request is designed to give the TDC the authority to seek the best Contractor(s) to continue providing these services.

vi. The current Single Source Award being requested is for service period from the date of the award through September 30, 2021.

Uploaded to 1Cloud:

- ✓ Procurement Single Source Provider Form
- ✓ TDC May 2020 Meeting Minutes (authorization)
- ✓ Scope of work

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): City Council / Tourist Development Council

FUNDING SOURCE: Index Code CCTD132CON, Fund 10301, Center 231002, Account 549006, Activity 00000944

BRIEF DESCRIPTION OF GOODS/SERVICES:
TaxSlayer Gator Bowl produced in FY 20-21

AMOUNT OF PROJECT (attach quote): ~~$50,000.00~~ $250,000.00

PROVIDE A SUMMARY OF THE SCOPE OF GOODS/SERVICES TO BE PROVIDED; IDENTIFY EACH ITEM, COMPONENT OR SERVICE BEING PROCURED (ATTACH QUOTE/PROPOSAL):
Fan promotion, national television broadcast, and marketing management.

PROVIDE A DETAILED JUSTIFICATION AS TO WHY THE REQUESTED GOODS/SERVICES CAN ONLY BE EFFICIENTLY AND EFFECTIVELY PROCURED THROUGH THE RECOMMENDED SINGLE SOURCE PROVIDER:
Gator Bowl Sports is the only 501(c)3 organization certified by the NCAA to host a post season college football game annually generating promotion for Northeast Florida, fan travel to Jacksonville, and national television exposure for the region.

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:

There are no other organizations either prepared for this task or certified by the NCAA to host this game.

Submitted by: Lillian Graning — TDC Executive Director
(Name) — **(Title)**

Date: 9/16/2020

Requesting Agency's Director's Signature: Lillian Graning

PROPOSAL OF TAXSLAYER GATOR BOWL SERVICES
2020 – 2025 Football Seasons

From: Richard M. Catlett, President & CEO
Gator Bowl Sports

To: Lillian Graning – Executive Director
Duval County Tourist Development Council

Date: May 19, 2020

OVERVIEW

The TaxSlayer Gator Bowl is an annual post-season college football game that generates economic development through out of market team travel and national television advertising for Jacksonville. This scope of work outlines the marketing and promotional services provided

SINGLE SOURCE JUSTIFICATION

Gator Bowl Sports d/b/a TaxSlayer Gator Bowl is the only 501(c)(3) not-for-profit organization certified by the NCAA to host a post-season college football game annually generating promotion for Northeast Florida, fan travel to Jacksonville, and national television exposure for the area.

DELIVERABLES

A top quality teams from both the Southeastern Conference (SEC) and Atlantic Coast Conference (ACC) will participate in the annual game. The marketing effort to capitalize on fan travel to Jacksonville includes a marketing to both respective team markets as well as regionally. Additionally, the City of Jacksonville will be showcased on ESPN for an average period of 4 hours during the annual national broadcast.

Fan Promotion: The marketing and promotional plan created by the Gator Bowl Sports Marketing Committee and approved by its Board of Trustees includes several categories; traditional advertising (print, television, radio) as well as digital and social advertising (email marketing, contesting, SEO/Retargeting, video pre-roll) strategically targeted at cities and fans representing alumni and affinity fans.

National Television:

- TaxSlayer Gator Bowl will provide airtime for one (1) 30 second in-game commercial spot and one (1) 15 second billboard message to Visit Jacksonville
- Visit Jacksonville logo is displayed on TaxSlayer Gator Bowl Field Wall on National television side

Marketing Collaterals:

- Permanent placement on TaxSlayer Gator Bowl website homepage
- Dedicated area information page on the TaxSlayer Gator Bowl website
- Full page ad in TaxSlayer Gator Bowl souvenir game program
- Name inclusion on scouting flip card distributed at football games throughout SEC & ACC
- Logo inclusion in-stadium on digital signage

BUDGET OVERVIEW

The below is an overview of the Gator Bowl Sports budget based on the average annual budget.

Total Operating Budget $9,001,599

- Total Admin Expense 15.46%
- Total Team Payout Expense 63.16%
- Football Expense 11.85%
- Events 7.12%
- Advertising 1.41%
- Membership / Programs 1.00%

TDC Request - $500,000

Year	Request	% of Team Payout
2020-21	$500,000	8.79%
2021-22	$500,000	8.79%
2022-23	$500,000	8.72%
2023-24	$500,000	8.72%
2024-25	$500,000	8.64%
2025-26	$500,000	8.64%

RETURN ON INVESTMENT

Based on the past three years data, the below represents the ROI provided to the TDC by Gator Bowl Sports.

	Jan. 2, 2020 Tennessee vs Indiana	Dec. 31, 2018 Texas A&M vs NC State	Dec. 30, 2017 Louisville vs Miss. State
Attendance	61,789	38,206	41,310
Est. Attendees >150 mi	41,753	27,022	26,742
% Attendees >150 mi	67.5%	70.7%	64.7%
Television Ratings*	4,571,705	5,699,343	1.60*
Hotel Occupancy**	76.1%	72.4%	74.0%
Average Daily Rate**	$165.05	$104.99	$96.54

**Television measurement changed from ratings points to Total Live Audience in 2018. 1.60 ratings point is equivalent to approximately 2.4 million viewers.*

***Hotel Occupancy & ADR represent an average for 3 days surrounding the annual game.*

REPORTING

Gator Bowl Sports will report to the TDC on an annual basis following each years' TaxSlayer Gator Bowl football game. The report will contain data on attendance, ticket sales report with percentage of tickets bought out of market (>150 mile radius), television ratings, hotel occupancy, and average daily rate. In addition, the TaxSlayer Gator Bowl will provide proof of performance of television exposure through ESPN Affidavit, screen shots, and Joyce Julius reporting.

TOURIST DEVELOPMENT COUNCIL SPECIAL MEETING MINUTES
GRANT APPLICATIONS

Council President Scott Wilson, TDC Chairman
Wednesday, December 11, 2019 - 3:30 P.M.
Don Davis Room of City Hall (117 West Duval Street)

Meeting Convened: 3:30 p.m.
Meeting Adjourned: 4:47 p.m.

CALL TO ORDER

- Roll Call

TDC Member / Staff	Status
City Council President Scott Wilson (Board Chairperson)	Present
City Council Vice President Tommy Hazouri (Board Vice Chairperson)	Present (arr. 3:36)
City Council Member Aaron Bowman (Member)	Present
Steven Grossman (Member)	Present
Kirit Patidar (Member)	Present
Craig Smith (Member)	Present
Jeffrey Truhlar (Member)	Present
Lillian Graning (TDC Executive Director)	Present
Jeff Clements, City Council Chief of Research	Present
Kim Taylor, Assistant Council Auditor	Present
John Sawyer, Office of General Counsel	Present

- Introductions
  Council President Scott Wilson convened the meeting and the attendees introduced themselves for the record.

ACTION ITEMS

1) **Public Comment**
   None

2) **Consideration of TDC Grant Applications**

- **2019/2020 Tax Slayer Gator Bowl**.....Lillian Graning

Ms. Graning noted the need to approve a waiver of the grant eligibility guidelines to accommodate the prior commitment to the Gator Bowl.

Motion (Smith/2nd Truhlar): Approve $500,000 special event grant for the 2019 game by waiving the grant guidelines to accommodate the TDC's multi-year commitment -
Ms. Graning said that this is the last year of the TaxSlayer Gator Bowl's multi-year commitment, but the organization could apply in next year's cycle for another grant.
Motion approved 4-1 (Patidar opposed)

- **2020 Spartan US Championship race leg**
  (Marketing).....Alan Verlander

  Motion (Truhlar/2nd Smith) – approve the requested marketing grant of $60,000 from the marketing account – **approved 5-0**

- **THE PLAYERS Championship** (Marketing).....Jared Rice
  Motion (Patidar/2nd Truhlar) – approve a $175,000 grant –
  Ms. Graning reviewed prior years' funding levels ($250,000 the past four years). Commissioner Bowman said that he would give the full requested grant to this event because of its economic impact and national and international visibility. Mr. Truhlar said that the TDC needs to develop a mechanism for supporting continuing, major events. Mr. Grossman suggested that the Player's Championship consider applying for a multi-year grant akin to the Gator Bowl. Mr. Smith said that the event is one of the largest and most impactful of all the events the TDC supports. Mr. Patidar said that continuing events eventually need to be weaned off of TDC funding when they're very successful and other, new events have made requests for support. Ms. Graning said that "signature events" were exempted from the multi-year scoring penalty. The Players Championship has the second highest dollar for dollar impact, and lowest TDC cost per tourist of the projects requesting funding today.
  Jared Rice of the Players Championship described how the funds would be used for marketing purposes via advertising campaigns and television production costs. He said that the TPC produces tremendous value in publicity and tourism impact. The request for additional funding this year would support familiarization trips bringing in golf and travel writers on a year-round basis. Mr. Rice said St. Johns County's support has been increasing over time, both in TDC funds and operational support. In response to a question from Mr. Truhlar about hospitality chalet use, Mr. Rice said that Visit Jacksonville participates in a centralized venue shared by St. Johns County and other entities. In response to a question from Mr. Hazouri, Mr. Rice said St. Johns County provides more support than Jacksonville for marketing, in addition to operational support. Mr. Patidar said that the TDC had previously supported a hospitality chalet at the Players Championship and did not last year. Ms. Graning said that the TDC did support the chalet but through an allocation to Visit Jax rather than directly as it did two years ago. Mr. Rice said that the move of the tournament from May to March produced very substantial increases in room occupancy and revenues for the tournament week demonstrating its impact. Mr. Bowman said that the Players is the event that brings in the highest number of important corporate decision makers to see what the area has to offer and offered his support for the full requested amount. In response to a question from Mr. Truhlar about the percentage of out-of-market attendees, Mr. Rice said that is the Players' number one priority. Mr. Smith said that he thinks March is the appropriate month for The Players. Ms. Graning said that the Players submitted a marketing grant instead of a special event grant because their focus is on increasing exposure of the market rather than ensuring that the event has the operational support to survive.
  The Patidar **motion was withdrawn**. Mr. Patidar asked Mr. Rice how long the Players Championship would continue to seek increasing amounts of TDC support. Mr. Rice said that the event produces a tremendous impact and they will continue to make reasonable requests to keep growing the economic impact.

  Motion (Grossman/2nd Hazouri) – grant the full $325,000 requested ($40,000 from the marketing account and $285,000 from the unallocated account approved by City Council last night) – **approved 5-0**.

- **Downtown Outdoor Concert Series** (Marketing).....Eric Miller

Eric Miller of Downtown Vision Inc. explained the $42,000 grant request for a downtown, Thursday night 7-concert series in March and April. Mr. Bowman said he didn't grade the request very highly, but is willing to take a chance on a first-time event to see if it can be successful. The event will be on the foot of Hogan Street at the St. Johns River. In response to a question about coordination between DVI and Visit Jax about this event, Visit Jax CEO Michael Corrigan said they have been in contact and the request is made in part because of a similar Thursday night concert series he saw in downtown Buffalo that has been very successful in drawing people to downtown. Mr. Corrigan said he has spoken to all of the organizations requesting grants today and Visit Jax is ready and willing to help all of the organizers make their events successful.

Motion (Bowman/2nd Hazouri) – approve the $42,000 grant request from the unallocated funding account – **approved 5-0**

- **MD Anderson Cork & Cuisine**.....Molly Davidson

Molly Davidson of the Baptist Health Foundation described the 3-day event which will bring 47 vintners to the city for a charity event to raise money for the Baptist/M.D. Anderson Cancer Center neuro-oncology unit. This is a first-time event targeting attendees from the Southeastern U.S. interested in wine and cuisine. This event would be one of a circuit of wine-centered events around the country. Mr. Grossman expressed reluctance to support a fund-raising event for the hospital lest it set a precedent for other charities to request similar support. Ms. Davidson said that there is a draw for the vintners who have numerous customers in the Northeast Florida area. Mr. Bowman said he couldn't justify allocating limited funds to a small event with relatively few attendees. No motion was made.

- **2020 Spartan US Championship race leg** (Special Event).....Alan Verlander

  Alan Verlander with Airstream Ventures said that Spartan Events is beginning to see Jacksonville as a hub for its US activities. Last year's event drew participants from 47 states and 5 countries and had a tremendous economic impact. Ms. Graning said that Mr. Verlander had requested consideration of a multi-year commitment from the TDC, to which Wilson suggested that a multi-year request be considered at a later meeting.

  Motion (Smith/2nd Truhlar) – approve a $100,000 special event grant for the Spartan US Championship first leg race from the special event grant account – **approved 5-0**

- 2020 Spartan City Race (Special Event).....Alan Verlander

The city race is a smaller, Downtown focused beginner race for participants that want a more urban experience, occurring in May. This is a new event so local vs. out-of-town participation isn't known, but 70% out-of-town is anticipated. Ms. Graning said that the request guaranteed at least 7,000 out-of-towners and that Spartan organization is showing great confidence in Jacksonville and Airstream Ventures by bringing a second race to the area. Mr. Verlander said that Spartan recently bought a company that produced these downtown, obstacle course events and liked its experience in Jacksonville last year enough to bring the new series here. Mr. Patidar questioned the economic impact of the event based on the guarantee of only 7,000 attendees for $100,000. Mr. Verlander said that Spartan would be announcing a marketing initiative around this event which he is not at currently at liberty to disclose. Ms. Graning said that Spartan requested a special events grant because it requires operational support to get this event established in the market.

Motion (Bowman/2nd Hazouri) – approve the $100,000 special event grant request from the special event grant account. – **approved 4-0** (Smith out of the room)

- **Lucas Oil Motocross Championship** (Special Event).....Alan Verlander

Mr. Verlander said that last year's race was a huge success, drawing attendance from 22 states and 16 foreign countries. The organizer and participants were elated with the success of last year's event, which lost money because it was a first-time event with start-up costs. The event has been moved from late June to early June next year to address the heat that was experienced last year.

Motion (Bowman 2nd Patidar) – approve a $50,000 special event grant request from the special event grant account – **approved 4-0** (Smith out of the room)

- **Springing the Blues Festival** (Special Event).....Alan Verlander

Mr. Verlander said this is the largest blues festival in the country and is celebrating its 30th anniversary. Because it is a free event and production costs are increasing, the grant is requested to help support signing top-flight talent to keep the event as popular as it has been in the past.

Motion (Truhlar/2nd Patidar) – approve a grant of $65,000 ($50,000 from the special event account and $15,000 from the unallocated funding account) – **approved 4-0** (Smith out of the room)

- **Downtown Outdoor Concert Series** (Special Event).....Eric Miller

Mr. Miller requested a $100,000 special event grant to get the event off the ground with production expenses. In response to a question from Mr. Patidar about what DVI would do if the first few concerts don't attract big crowds, Mr. Miller said that DVI would not cancel the remainder of the events but would hold the full 7 concerts to try and maximize the exposure of downtown to out-of-towners. Ms. Graning said that failure to produce the 5,000 guaranteed out-of-town visitors would cost DVI the full amount of the grant. In response to a question from Mr. Grossman, Ms. Graning said that special event grant recipients pay the event costs up-front and get reimbursed by the TDC after the event and documentation of the attendees. Mr. Patidar suggested that Friday or Saturday would be better nights to hold the concert to leverage attendance

Motion (Bowman/2nd Hazouri) – approve the $100,000 special event grant request from the unallocated account **– approved 5-0.**

Old Business

The topic of establishing working groups was postponed to the new year.

Kim Taylor reported that after today's actions the TDC has $514,880 remaining in its unallocated account, and $52,693 in the sponsorship account. The special event and marketing accounts have been fully depleted.

Mr. Bowman requested that a future meeting agenda include discussion of a policy on how to support recurring events. He also asked for future discussion of whether grant applicants should be required to coordinate with Visit Jax as part of their application process for TDC funding. In response to a question from Mr. Patidar Ms. Graning confirmed that she automatically deducted the appropriate points on the grant scoring sheets for multi-year grant requests.

In response to a question from Mr. Hazouri about whether members could appoint designees within their same appointment category (council member, hotel industry, etc.) to vote in their place if they couldn't attend a TDC meeting, John Sawyer of the General Counsel's Office said it would take an Ordinance Code change to allow "or designee" as voting members.

Mr. Truhlar asked about progress toward filling the vacancies on the TDC. Chairman Wilson said that he has several candidates in mind and will be making recommendations for appointments.

Minutes Taken by Jeff Clements, City Council Chief of Research
904-255-5137 jeffc@coj.net

Minutes Posted by Lillian Graning, Executive Director of TDC
On 12.__.19 _:00pm