SINGLE SOURCE AWARD **BID # SS-9159-21**

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: Tourist Development Council

Description of Purchase: Recommend approval to retroact the period of service from October 1, 2020 to date of executed contract. Recommend approval of single source award to Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from date of executed contract to September 30, 2021 with two (2) one (1) year renewal options. Total not to exceed expenditure amount is $91,426.80.

Funding Source: 10301.231002.549006.000000.00000949.00000.0000000

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $91,426.80 **Requisition #:** N/A

Attachments: Recommendation Memo, Single Source Form, Vendor Letter 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: Florida's First Coast of Golf Single Source Award Request for FY 20-21

The Duval County Tourist Development Council (TDC) respectfully requests permission to use the Single Source Provider for golf tourism market development.

1. Justification
These professional services require competence in program implementation and the capacity to deliver the services. As such, in order to make the best decision for the City of Jacksonville, the TDC requests permission to use the Single Source Provider in accordance with the Tourist Development Plan. Florida's First Coast of Golf (FFCG) is the only regionally and strategically positioned company that provides direct marketing and industry development for golf related activities in North East Florida. FFCG delivers agency level collateral, representation, and partnership in a way that allows Duval TDC to leverage their market position in the most effective and efficient way, gaining a competitive edge on state and national competitors.

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 contract renewal agreement for Florida's First Coast of Golf services for one (1) year with (2) one year options to renew.

iii. The proposed cost of the services provided by Florida's First Coast of Golf is $91,426.80 in the 2020-2021 fiscal year.

iv. Funding Source TDC Budget FY 2020-2021: Index Code CCTD132MA, Fund 10301, Center 231002, Account 549006, Activity 00000949

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 Bid #SS-0231-19, FFCG contract 10378-01, golf tourism marketing service period is from the date of the award through September 30, 2020.

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: CCTD132MA / Fund 10301 Center 231002 Account 549006 Activity 00000949

BRIEF DESCRIPTION OF GOODS/SERVICES:
Regional golf marketing to promote Duval County within the Northeast Florida region as a golf destination.

AMOUNT OF PROJECT (attach quote): $91,426.80

PROVIDE A SUMMARY OF THE SCOPE OF GOODS/SERVICES TO BE PROVIDED; IDENTIFY EACH ITEM, COMPONENT OR SERVICE BEING PROCURED (ATTACH QUOTE/PROPOSAL):
Agency representation at consumer shows, production, printing, and distribution of collateral, digital marketing, print media exposure industry promotion and public relations, and tour operator engagement.

PROVIDE A DETAILED JUSTIFICATION AS TO WHY THE REQUESTED GOODS/SERVICES CAN ONLY BE EFFICIENTLY AND EFFECTIVELY PROCURED THROUGH THE RECOMMENDED SINGLE SOURCE PROVIDER:
Florida's First Coast of Golf (FFCG) is a not-for-profit corporation designed to promote Northeast Florida as a golf destination. FFCG is the only organization that can provide a regional partership to market golf tourism.

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:

FFCG has developed the regional partnership between Duval, Flagler, Nassau, St. Johns, and Clay Counties since 1992. FFCG is endorsed by Visit Florida, Visit Jacksonville, World Golf Hall of Fame, North Florida Hotel and Lodging Association, and International Association of Golf Tour Operators.

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

Date: 9/16/2020

Requesting Agency's Director's Signature: Lillian Graning

Florida's First Coast of Golf

A GOLF DESTINATION MARKETING COMPANY

SCOPE OF WORK

FY 21 GOLF TOURISM MARKETING SERVICES

From: David Reese, President of Florida's First Coast of Golf
To: Lillian Graning – Executive Director
Duval County Tourist Development Council

Date: July 10, 2020

Overview

Florida's First Coast of Golf is a regional golf tourism marketing company responsible for advertising a 5-county region as a golf destination. This scope of work provides details on how the proposed golf tourism marketing services contract amount of $91,426.80 over the period of October 1st 2020 - September 30th, 2021 with (2) one year options for contract renewal.

Single Source Justification

FFCG is a not for profit corporation organization designed to promote the Northeast Florida region as a golf destination, and it was formed by the region's lodging properties, tourist boards, and golf courses. Specifically within the counties of Duval, Nassau, Clay, St. Johns and Flagler. This makes it the only organization that can provide a regional partnership to market golf tourism.

Deliverables

The funding will be a crucial contribution to a regional marketing effort aimed at attracting golfers to the region. The effort spans a wide variety of platforms and will be conducted under the unified brand of Florida's First Coast of Golf (FFCG), which Duval County was instrumental in creating in 1992. The advertising and creative treatments will reflect a blend of the 5 counties, tested for effectiveness and approved by FFCG board of directors.

Monthly reporting will include 6 categories: Top 10 Golf Visitor Markets, Top 5 Demand Markets, Digital Traffic, Estimated Golf Tourist Room Nights, Average Precipitation and Temperature, and Earned Media Impression and Value Totals.

The marketing plan created by FFCG staff and approved by its Board of Directors involve spending in several categories, including advertising (print, and digital), presence at two types of events (trade shows and consumer shows), and performing several in-house services which are necessary to execute the working plan effectively (e.g. Collateral print/production/distribution, digital agency, public relations). All dollars are spent collectively under the regional brand, Florida's First Coast of Golf.

This scope of work will demonstrate each of the categories. Please note that earned media, which is estimated to be worth over $1.5 million based on historical levels, dependent on VISIT FLORIDA promotions department opportunities, is a separate category from those listed below, and the precise spending amounts and schedules may vary based on budget approval, market conditions and co-op investment.

Spending Categories

COLLATERAL PRINT/PRODUCTION/DISTRIBUTION: The collateral listed in the marketing plan is scheduled to be a fold-out map listing publicly assessable 18 hole golf courses in the region. The panels would also include the relevant CVB logos and other useful information. Distribution company to deliver to regional hotels.

DIGITAL MARKETING: A variety of digital programs are included in the digital marketing aspect of the working plan. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment. An digital agency will be retained to perform digital and graphic design work for the entirety of FY 21.

Five of the digital marketing categories are scheduled to be year-long efforts across FY 21:

- Content Development and deployment
- Digital Agency services
- Display/Retargeting/SEO
- Email Marketing
- Social Media boosts and advertising

The remaining purchases include advertising on popular social media platforms and several specialist golf sites.

PRINT MEDIA: Advertising in print media will consist of buys in top performing markets. Most of the publications are golf-specific. As referenced above, the details of these purchases may be adjusted depending on market conditions and co-op investment.

Targeted Markets

FY21 Budget and Marketing Plan built to:

- Target first responder tourist FL/GA (1), within a 700 mile drive halo(2) and maintenance messaging(earned media) in top traditional markets outside drive markets(3).

- Responsible yet aggressive approach to accomplishing our goal of generating demand across primary and secondary markets with focus on short term recovery while not abandoning traditional market presence.

    - Primary | Golfer travels to play golf | Ages 35-65 | HHI $75K+

    - Secondary: Leisure travel that includes golf| Ages 30-49 | HHI $75K+

- FFCG and agency will constantly monitor trends, consumer confidence and geographic origins of visitors with most recent datapoints available
    - Examples : Arrivalist dashboard tracking mobile location measuring trips by car 50+ miles from home, Harvard county pandemic dashboard (tracks severity of covid by county), CVB visitor data

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Foundation built on robust cooperative advertising programing, pre-covid historic investment levels across marketing line items, optimistically planned with ability to adjust scope. FFCG team will maintain and amplify its aggressive approach for value add in promotions, media vendors and marketing partners.

Geo-target Markets

Baseline target states FL, GA, NC, SC

Top Ten Spend DMA's: NY/NJ, ATL, DC/BWI, BOS, ORL, CHI, Tampa, PHI, DET, CLT. FFCG will weigh consumer confidence and pandemic conditions when considering geo-markets outside 700 mile radius

Seasonal target DMA's will focus on CIN, CLE, DEN, DAL, IND, Norfolk, LA, MIN, Seattle, NSH, PITT, RVA and Toronto and additional air service markets pending consumer confidence as they develop.

SINGLE SOURCE AWARD **BID # SS-0230-20**

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: City Council

Description of Purchase: Recommend approval of single source award to Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from October 1, 2019 to September 30, 2020. Total not to exceed expenditure amount is $152,378.00.

Funding Source: CCTD132MA-04904

This award is subject to appropriation by the City in the fiscal year beginning October 1, 2019. No funds have been appropriated to date. The City has no obligation for payment and work hereunder is not authorized unless funds are appropriated for the work herein. A written notification will be provided in the event that funds are appropriated.

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $152,378.00 **Requisition #:** N/A

Attachments: Recommendation Memo, Single Source Form, Vendor Letter 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"

Teresa R. Eilbacher
CHAIRMAN

8/29/19
DATE

Tom R. McCook

ACTION OF AWARDING AUTHORITY DATE: 9/10/19

APPROVED ✓ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

FORM GB-113, Revised 12/2007

SINGLE SOURCE AWARD **BID # SS-0231-19**

Subject: Regional Golf Tourism Marketing for Northeast Florida

Department: City Council

Description of Purchase: Recommend approval of single source award to Florida's First Coast of Golf, Inc. to provide golf tourism marketing services for Northeast Florida. Period of service is from October 1, 2018 to September 30, 2019. Total not to exceed expenditure amount is $152,378.00.

Funding Source: CCTD132MA-04904

This award is subject to appropriation by the City in the fiscal year beginning October 1, 2018. No funds have been appropriated to date. The City has no obligation for payment and work hereunder is not authorized unless funds are appropriated for the work herein. A written notification will be provided in the event that funds are appropriated.

Single Source Award To: Florida's First Coast of Golf, Inc.

Price Justification: See Attached

Total Award: $152,378.00 **Requisition #:** N/A

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

Certification as to Single Source: Annette R. Hasting, 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*** 9/20/18

ACTION OF AWARDING AUTHORITY DATE: 9/20/18

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-113, Revised 12/2007