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SINGLE SOURCE AWARD **BID # SS-14234-23**

Subject: Hardware for the Northbank and Friendship Fountain Multimedia Shows

Department: Downtown Investment Authority

Description of Purchase:
Administrative Award AD-70156-23 (contract # 70156-23) for the development and production of a theatrical multimedia show (known as the Riverfront Experience Project) to be shown on the mist from the Friendship Fountain and on portions of the Jacksonville Performing Arts Center building (Northbank) was awarded to De-Zyn Studios, LLC on December 12, 2022 under City of Jacksonville exemption code *126.107(a) Artistic service or performance.*

Recommend approval of a Single Source award to De-Zyn Studios, LLC for the purchase of the hardware (lasers, projectors, video servers, control distribution systems, etc.) needed to bring the production of the Northbank and Friendship Fountain multimedia shows to fruition. The shows' custom software that is currently in development will be specifically designed to integrate with the hardware purchased via this Single Source award. It will be advantageous for the City of Jacksonville to purchase the hardware directly from De-Zyn Studios, LLC due to logistics and the complexities of integrating the shows' software with the hardware.

The total not-to-exceed award amount for the hardware will be $1,241,270.00. The period of service will be a one-time purchase.

Funding Source: 10801.135115.549006.010692.00000000.00000.0000000 ($863,140.00 – Northbank)
10802.135115.549045.000000.00001651.00000.0000000 ($378,130.00 – Friendship Fountain)

To be processed via Purchase Order(s).

Single Source Award To: De-Zyn Studios, LLC

Price Justification: See attachment

Total Award: $1,241,270.00 **Requisition #:** DIAD-500052-23

Attachments: Agency Memo, Single Source Justification Form, Supplier Letter & Quotes

Certification as to Single Source: Lori Boyer, Downtown Investment Authority, CEO

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

Analyst: David Klages

Dustin Freeman, 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-113, Revised 12/2007

DOWNTOWN INVESTMENT AUTHORITY

117 West Duval Street #310, Jacksonville, Florida 32202
(904) 255-5302 | https://dia.coj.net/

TO: Dustin L. Freeman, Chief of Procurement Division

FROM: Lori Boyer, Downtown Investment Authority CEO Lori Boyer

DATE: May 2, 2023

SUBJECT: Single Source

Four (4) Griffyn 4K50-RGB 3DLP, 4K, 50,000 ISO lms, RGB Laser
Four (4) ASSY Lens 1.13-1.16:1 HB Zoom
Four (4) Tempast IP65 Air-Conditioned Projector Housing
Four (4) Mounting Framework
Two (2) Video Server
Four (4) Control Distribution Systems

Total Cost: **$1,241,270**
Location: **300 Water St, Jacksonville, FL 32202**
1015 Museum Cir, Jacksonville, FL 32207

The Downtown Investment Authority (DIA) would like to request a Single Source award to DE-ZYN Studios, LLC (DE-ZYN) for the purchase of:

- Four (4) Griffyn 4K50-RGB 3DLP, 4K, 50,000 ISO lms, RGB Laser in the amount of $169,235 each
- Four (4) ASSY Lens 1.13-1.16:1 HB Zoom in the amount of $8,495 each
- Four (4) Tempast IP65 Air-Conditioned Projector Housing in the amount of $70,000 each
- Four (4) Mounting Framework in the amount of $2,700 each
- One (1) Video Server in the amount of $103,750
- One (1) Video Server in the amount of $125,000
- Four (4) Control Distribution Systems in the amount of $2,700 each.

The products requested for a Single Source award are crucial to the integration, synchronization, and efficiency of a riverfront multimedia production show currently in development by DE-ZYN that will be projected onto various surfaces of the Jacksonville Performing Arts Center as well as on Friendship Fountain. The hardware listed herein will communicate with the show control software DE-ZYN is developing under a separate contract and will integrate with said software to effectively synchronize the multimedia production show, including visual, light, and sound synchronization. The software is designed to both manage the show and monitor the hardware to identify potential issues and notify technical personnel in the event the hardware malfunctions. Given the software and multimedia integration necessary, only the vendor providing the software and media development can efficiently purchase and integrate those into the hardware identified above.

Because DE-ZYN is the contractor for the development of the software and multimedia production, which are being performed under separate contract, there is an efficiency that can only be provided by DE-ZYN in terms of the project timeline, initial hardware and software integration, as well as ongoing maintenance and coordination. More specifically, utilizing a third-party vendor for procurement of the hardware means two separate vendors will need to coordinate the hardware and software issues. Having a single entity responsible for both hardware and software integration and ongoing maintenance is particularly advantageous to the City in this instance. Any theoretical cost savings from competitive bidding for purchase of the hardware initially can be expected to be overshadowed by increased coordination, integration and maintenance over the life of the project.

As indicated in the attached letter from John Miceli, DE-ZYN's executive creative director, DE-ZYN receives the deepest discounts from Christie, the manufacturer of the equipment required herein, based on their 30+ year relationship. They have also registered this project with Christie as a part of the original mock-up process, thus allowing for a quick and seamless purchase and production process. Combining the buying power and the custom network management software proprietary to DE-ZYN that will deliver the performance needed for this wide network integration, we believe this merits a sole source engagement for the best benefit to the project and the DIA.

A sole source to DE-ZYN allows the City/DIA to move the project forward in accordance with the project timeline so that the production show and the improvements to both the Music Park (Performing Arts Center) and St. Johns River Park (Friendship Fountain) are complete at the same time to ensure a cohesive grand opening. This is particularly important to the completion of improvements to Friendship Fountain, currently set to open this summer. To finalize improvements to the Fountain, the team must have this specific equipment secured to understand how the placement of the equipment and the associated power and data infrastructure will interface with the Fountain.

If approved, funding for this sole source will be split between the Northbank and Southbank:

- **Northbank Funding Amount:** $863,140.00
- **Northbank Funding Source:** 10801.135115.549006.010692.00000000.00000.0000000
- **Southbank Funding Amount:** $378,130.00
- **Southbank Funding Source:** 10802.135115.549045.000000.00001651.00000.0000000

Thank you for understanding the need for this Single Source.

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:	Choose "the requesting agency" from drop-down list by clicking here to make your selection.
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?***	The Downtown Investment Authority would like to request a Single Source award to De-Zyn Studios, LLC for the purchase of projectors and associated parts to be used for a nightly multimedia production show that will be projected on the Jacksonville Performing Arts Center's riverfront façade as well as Friendship Fountain's center mist. Items being procured include: Four (4) Giffyn 4K50-RGB 3DLP, 4K, 50,000 ISP lms, RGB Laser; Four (4) ASSY Lens 1.13-1.16:1 HB Zoom; Four (4) Tempast IP65 Air-Conditioned Projector Housing; Four (4) Mounting Framework; Two (2) Video Server; and Four (4) Control Distribution Systems. The products requested for a Single Source award are crucial to the integration, synchronization, and efficiency of a riverfront multimedia production show currently in development by DE-ZYN that will be projected onto various surfaces of the Jacksonville Performing Arts Center as well as on Friendship Fountain.
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:	Because DE-ZYN is the contractor for the development of the software and multimedia production, which are being performed under separate contract, there is an efficiency that can only be provided by DE-ZYN in terms of the project timeline, initial hardware and software integration, as well as ongoing maintenance and coordination. More specifically, utilizing a third-party vendor for procurement of the hardware means two separate vendors will need to coordinate the hardware and software issues. Having a single entity responsible for both hardware and software integration and ongoing maintenance is particularly advantageous to the City in this instance. Any theoretical cost savings from competitive bidding for purchase of the hardware initially can be expected to be overshadowed by increased coordination, integration and maintenance over the life of the project. Furthermore, a sole source to DE-ZYN would save the City/DIA money and time due to DE-ZYN's 30+ year relationship with the manufacturer. This relationship offers DE-ZYN a considerable discount for the products requested herein and allows us to receive the products in a timely manner. The memo and letter from DE-ZYN associated with this sole source provides more information on the cost and time saving components.

4. Date of Request	5/2/2023

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.]

[Downtown Investment Authority staff member Ina Mezini conducted research on obtaining the hardware via different vendors. While this can be done, it presents major coordination issues for the project down the line as it would require us to work with two separate vendors to coordinate software and hardware issues, and would require us to purchase a warranty under a separate vendor that may not be specialized in projection mapping nor understand the intricacies of the project as well as DE-ZYN Studios, LLC does.]

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

√ Supplier Quote

√ Single Source Memo signed by Director

√ Other [Memo from DE-ZYN Studio, LLC]

DOWNTOWN INVESTMENT AUTHORITY
117 West Duval Street #310, Jacksonville, Florida 32202

(904) 255-5302 | https://dia.coj.net/

April 20, 2023

Hello Ina,

DE-ZYN Studios, LLC receives the deepest discounts from Christie, the manufacturer of the hardware, based on our 30+ year relationship. We registered this project with Christie as a part of the original mock-up process to allow for seamless integration with the show control software in development and as such obtained very favorable pricing for the DIA. Combining our buying power and the custom network management software proprietary to DE-ZYN delivering the performance needed for this wide network integration, we believe providing this as a turn-key will save time, money and warranty/service issues in the future.

The software in development for the Riverfront Experience Project is based on a closed loop control technology that can be added to allow for added nodes as required by the RFP for the expansion of the experience over time. We have developed specific custom communication applications that provide a high level of control functionality for our immersive projects because of the unique geometry and requirements to maintain accurate pixel calibration on large surfaces. We lock together the main show control software with projectors, servers, processing, audio source and distribution that are proprietary to our pipeline. When we create a 3Dimensional augmented experience that blends custom digital media animation with real time-controlled technologies, we fabricate, program and commission these experiences as one closed loop system to assure long term reliability and functionality.

Please let me know if we can provide anything further,

Regards,

John

John Miceli
Executive Creative Director

DE-ZYN studios
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www.de-zyn.com

JACKSONVILLE
DIA MULTIMEDIA SHOW

Jacksonville Center for Performing Arts – Building Projection Study
PRELIMINARY VISUAL TECHNOLOGY BUDGET

FOUNTAIN PROJECTION

February 3, 2023

DE-ZYN

DE-ZYN STUDIOS LLC

STATE DEPARTMENT OF STATE, DIVISIONS OF CORPORATIONS

Budget Visual Systems

PROJECTION

(1) Griffyn 4K50-RGB, 3DLP, 4K, 50,000 ISO lms, RGB Laser	$ 169,235.00
(1) ASSY Lens 1.13-1.66:1 HB Zoom	$. 8,495.00
(1) Tempast IP65 Air Conditioned Projector Housings	$ 70,000.00
(1) Mounting Framework	$ 2,700.00
(1) Video Server	$ 125,000.00
(1) Control Distribution Systems	$ 2,700.00
	$ 378,130.00**

**Excludeds Miller Electric's installation, infrastructure and audio systems turn-key provision numbers.

JACKSONVILLE
DIA MULTIMEDIA SHOW

Jacksonville Center for Performing Arts – Building Projection Study
PRELIMINARY VISUAL TECHNOLOGY BUDGET

SURFACE 4 PROJECTION

February 3, 2023

DE-ZYN

DE-ZYN STUDIOS LLC

STATE DEPARTMENT OF STATE, DIVISIONS OF CORPORATIONS

Budget Visual Systems

PROJECTION

(3) Griffyn 4K50-RGB, 3DLP, 4K, 50,000 ISO lms, RGB Laser	$ 507,705.00
(3) ASSY Lens 1.13-1.66:1 HB Zoom	$ 25,485.00
(3) Tempast IP65 Air Conditioned Projector Housings	$ 210,000.00
(3) Mounting Framework	$ 8,100.00
(1) Video Server	$ 103,750.00
(3) Control Distribution Systems	$ 8,100.00
	$ 863,140.00**

**Excludeds Miller Electric's installation, infrastructure and audio systems turn-key provision numbers.