

**DESCRIPTION OF INTENDED
SINGLE SOURCE PURCHASE
(PUR 7776)**

AGENCY

FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

TITLE

Short description of the commodity or service desired:

FELD ENTERTAINMENT, INC.

CONTACT

Name: **VIANKA COLIN, PURCHASING DIRECTOR**
Address: **407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399**
Telephone: **(850) 617-7181**
Email: Vianka.Colin@FreshFromFlorida.com

Internal tracking number, if any: **SS 18 19 171**

Date posted: **09/12/2018; 3:00 P.M.** Last day for receipt of information: **9/21/2018; 3:00 P.M.**

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with sections 120.57(3) and 287.057(3), Florida Statutes and will remain posted for a period of at least 7 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model and description, as appropriate): **80171603**

Quantity or Term (as appropriate): **Date of Execution thru June 30, 2019**

Requestor (division, bureau, office, individual, as appropriate): **Yolanda Rountree, Division of Marketing and Development**

Performance and/or Design Requirements (e.g.. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

- **Promotion and marketing of Florida agriculture and agricultural products to consumers attending or interested in attending *Disney on Ice* shows and other Walt Disney themed events produced and presented by Feld Entertainment, Inc.**

Intended source (vendor, contractor):

FELD ENTERTAINMENT, INC.

Estimated Dollar Amount:

Approximate Contract Amount: \$575,000

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

Feld Entertainment, Inc. is the exclusive licensee of the Walt Disney Company with respect to the production and performance of the live theatrical *Disney On Ice* shows and is the only entity permitted to offer marketing and/or sponsorship benefits in connection with the shows.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Jackie Moalli, Division of Marketing and Development
Yolanda Roundtree, Division of Marketing and Development
Vianka Colin, Purchasing Director
Joey B. Hicks, Director, Division of Administration

Handwritten signatures in blue ink:
Jackie Moalli
Yolanda Roundtree
Vianka Colin
Joey B. Hicks

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall: provide notice of its intended decision to enter a single-source purchase contract in the manner specified in s.120.57(3), FS.