

**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:

TAMPA BAY ENTERTAINMENT PROPERTIES LLC; TAMPA BAY ARENA, L.P.

CONTACT

Name: **SALENA YARBROUGH, PURCHASING SPECIALIST**
Address: **407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399**
Telephone: **(850) 617-7180**
Email: Procurement@FDACS.gov

Internal tracking number, if any: **SS 19 20 81**

Date posted: **09/26/2019; 8:00 A.M.** Last day for receipt of information: **10/07/2019; 8:00 A.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): **80171609**

Quantity or Term (as appropriate): **Date of Execution thru June 30, 2020**

Requestor (division, bureau, office, individual, as appropriate): **Paul Davis, 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):

This vendor is the sole source provider that can grant sponsorship opportunities for Tampa Bay football. This sponsorship will allow for the promotion and marketing of Florida agriculture and agricultural products to the consuming public through visitors to Tampa Bay events. F.S. 570.07

Ladies Lightning U:

- We'll promote via Twitter and Facebook and tag your social handles in our posts/copy
- Also, will be promoted via our Season Ticket Member e-newsletter (7,500 database) and our Lightning Insider e-newsletter (660,000 database)
- Fresh From Florida logo inclusion on the graphics we create

Fresh From Florida Grab 'n Go:

- Inclusion in our F&B press release
- Inclusion in social posts from the AMALIE Arena account (minimum of 1 post)

Content Series:

- Episodes live on the website and Identity TB app
- Also posted on our social channels (10,000 minimum social impressions per episode)
- Recipes also posted on social media and shared with Fresh From Florida

Intended source (vendor, contractor):

TAMPA BAY ENTERTAINMENT PROPERTIES LLC, TAMPA BAY ARENA, L.P.

Estimated Dollar Amount:

Approximate Amount: Up to \$194,000

Approximate Contract Amount: \$75,000

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):

Sponsorships will include Fresh From Florida presence during Tampa Bay football and other events associated with the Tampa Bay Entertainment Properties LLC, Tampa Bay Arena, L.P.

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

Paul Davis, Division of Marketing & Development
Salena Yarbrough, Purchasing Specialist
Joey B. Hicks, Director, Division of Administration

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), F.S.