



DATE: 5/3/16
TO: Brenda J. Billingsley, Director, Purchasing Division
THRU: *DAW*
FROM: Dan West, Director of Parks and Recreation
PROJECT TITLE: Florida Renaissance Festival
REQUISITION NO.

SOLE SOURCE/SOLE BRAND REQUEST

I. REQUEST: Provide a description of the features of the product/service or Scope of Work.

Production Company to operate a large-scale renaissance festival at Quiet Waters Park for seven weekends. The productions company would pay the County a even fees to conduct the event, and the County would not incur any additional expense .

II. JUSTIFICATION: Please check all boxes that describe your reason(s) for determining that only one source or brand is reasonably available.

Only Sole Source/ Uniqueness

- Proprietary Item - this vendor/source has the only rights to provide this service or commodity. A letter from the manufacturer or authorizing entity is included in this request.
- Technology Improvements - updates or upgrades to an existing system, software, software as a service (SaaS), hardware purchases.
- Engineering Direction - engineering drawing or specification identifies product; "no substitutes or equivalentents will be acceptable."
- Only qualified supplier - reliability and maintainability of the product or service would be degraded unless specified supplier is used; may void warranty. This request includes a copy of the current warranty information.
- Other/or Additional information - the County requires this sole source, sole brand purchase for the following reasons:

The Parks and Recreation Division is requesting Bobby Rodriguez Productions for the Florida Renaissance Festival ("FRF) at Quiet Waters Park to be again considered the only reasonable source.

The County has had a series of Agreement with Bobby Rodriguez Productions for 20 years for the FRF. The FRF pays an event fee to the County for the event, and the County does not incur any additional expenses. Bobby Rodríguez Productions owns the rights and name for the FRF. The FRF is about a two month on-site

process at the Park (including set-up and take down) each year, in which the portion of the Park is utilized exclusively for the FRF, its storage area, temporary living area for the FRF "cast"/crew, utility hook up, tec. This is in addition to the year-round planning, business, etc. activities related to the event. From a logistical standpoint, it is an elaborate set-up/breakdown arrangement, requiring close cooperation between the FRF, Park staff, and the County of Deerfield Beach. Through the years County Park staff and FRF representatives have built a fluid working relationship resulting in smoother operations and a comfort level that only comes with experience in working with the other party over a period of times. This is important not because of the longevity of the relationship, but because the public has high expectations for the event, and the County wishes to continue having the event provided at the expected quality level.

Running a large-scale renaissance festival (RF) is a very specialized type of enterprise. While there are a number of RF's throughout the country, as a rule RF's lie to find a region or local home and stay there, enhancing their offerings over time. Fundamentally, there are two types of large RF's stationary, in which a permanent "village" with permanent buildings, etc. house the RF; and portable, in which the RF sets up its operations for a period of time, then dismantles same. Although the RF technically is portable, in a sense it is also a hybrid arrangement due to the number of sites and infrastructure improvement made in Quiet Waters Park over the years, i.e. installation of power centers and waters supplies in key event locations for permanent utility connections, along with shade structures for festival expansion. The improvements were a collaborative effort between the Park and Bobby Rodriguez Productions for improved accommodations for the FRF and enhanced experience for the public. These modifications accommodate the FRF layout that has evolved over the past 16 years.

The present agreement with Bobby Rodriguez productions runs through April 4, 2016. It is time to begin planning for the next agreement. This is a very popular venture for the public, a revenue producer for the Park, and has been and is agreeable to the County.

Given that, and pursuant to County staff investigation, Bobby Rodriguez Productions is once again the only known local RF production source that is large enough to meet the Broward County RF needs, and retrofitting Quiet Waters Park to specially accommodate this production's needs, and the experience factors by this company in hosting this annual event, the Parks and Recreation Division is interested in seeking a direct contract with this company to continue this relationship between the County and Bobby Rodriguez Productions under terms and conditions negotiated in Sunshine, and approvable by the Board.

The Parks and Recreation Division has done many public/private contracts through the years, both competitively bid and through direct contracts. The Division is a firm believer in opening up projects to the complete marketplace whenever it is required and even when not strictly required when it is in the project's best interest. It is submitted that this is not the case here. While theoretically there may be other RF companies in the U.S. that could provide similar services for the County's RF, Bobby Rodriguez Productions is again the only reasonable source known in Broward County to provide such services at this level because of the reasons previously described, i.e. logistical standpoint, longevity of the relationship related to the high public expectations for the event, and a large scale RF being a very special type of enterprise. Plus, if this project were to be competitively proposed, and placed into Shelter Market, Bobby Rodriguez Productions would be the only available vendor to reasonably supply the desired services. Moreover, the FRF site has been gradually tailored through the years to best accommodate the Park's and Bobby Rodriguez Productions needs for the event to be held fluidly as possible. Change in vendors would result in retrofitting the park to specifically accommodate the new production's needs along with impacting park operations with increased time for set-up and breakdown. Our research indicates that Bay Area Renaissance Festival, Tampa FL; Sarasota Medieval Fair, Sarasota, FL; Riverdale Kiwanis Medieval Faire, Ft. Meyers, FL; Hoggtown Medieval Faire, Gainesville, FL; Gulf Coast Renaissance Faire, Pensacola, FL; and Camelot Days, Hollywood, FL are companies that provide smaller scale festivals as compared to Bobby Rodriguez Productions FRF. Although these are small companies that can provide these services on some level, they do not have the knowledge of

County needs nor they shown the history of doing large scale events in Broward County. Therefore, we feel that Bobby Rodriguez Productions is the only reasonable source to provide the service.

Business Case (One/Most Reasonable Source or One/Most Reasonable Brand)

- Operational Compatibility - replacement parts from alternate suppliers are not interchangeable with original part and causes equipment incompatibility. Previous findings and/or documentation is included with this request.
- Ease of Maintenance - maintenance or retooling prohibits competition. Section III, Comparative Market Research includes estimated costs associated with changing current source and/or brand.
- Follow-On - potential for continued development or enhancement with same supplier and eliminates costs incurred by using different supplier. Section III, Comparative Market Research includes estimated costs for replacing current or existing system.
- Complies with existing community and safety standards, and/or laws, rules, and regulations.
- Exempted from the Procurement Code - per Section 21.18 of Broward County Administrative Code.
- Other/or additional information - using this sole source, sole brand purchase benefits the County for the following reasons:

III. COMPARATIVE MARKET RESEARCH: Provide a detailed source or market analysis for justification of sole source/brand or most reasonable source (attach extra sheets as needed).

Estimated project value:

Contract length (if applicable): 5 years

Expenses to date:

Has this commodity or service been previously provided to the County? Yes No

If yes, when and by whom? Bobby Rodriguez Productions

How was item/service procured? Sole source

What is the current contract (MA) or purchase order number? J0860505F1

If this is a sole brand, is there an "authorized" dealers list? Yes No

Cost/Benefit Analysis: What would the cost be to utilize an alternate vendor or source? This explanation should include the savings and/or additional costs to the County by not using the preferred vendor or source. Attach additional sheets if needed.

The County does not incur any expenses. Bobby Rodriguez Productions pays a special event fee to the County for use of Quiet Waters Park as the event location for the Florida Renaissance Festival.

CERTIFICATION: I have thoroughly researched the sole source or sole brand justification and fully understand the implications of Section 838.22 of the Florida Statutes:

(2) "It is unlawful for a public servant, with corrupt intent to obtain a benefit for any person or to cause unlawful harm to another, to circumvent a competitive bidding process required by law or rule by using a sole source contract for commodities or services."

(5) "Any person who violates this section commits a felony of the second degree, punishable as provided in s. 775.082, s. 775.083, or s. 775.084"

<i>Traci Singleton</i>	<i>Isha Taylor-Salmon</i>	5/3/16
REQUESTOR/EVALUATOR (PRINT)	REQUESTOR/EVALUATOR (SIGN)	DATE

DEPT/DIV DIRECTOR OR DESIGNEE (PRINT)	DEPT/DIV DIRECTOR OR DESIGNEE (SIGN)	DATE
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The Purchasing Agent has reviewed the request and has completed the required due diligence per the Procurement Code Section(s) 21.34 and 21.35. The Purchasing Agent recommends the following:

Sole Source
 Sole Brand
 Reasonable Source
 RFI attached
 Rejected
 Request Authorization to Negotiate

Additional Information:

Bobby Rodriguez Productions owns the rights and name for the Florida Renaissance festival (FRF). The FRF has operated in Broward County under several agreements for the past 20 years offering high quality renaissance festival (RF) productions. Although there are other companies that can provide these services, Bobby Rodriguez Production is the only local renaissance festival that is large enough to meet Broward County RF needs. It would not be feasible at this time to use another supplier as the Quiet Waters Park would need to be retrofitted to accommodate a new production company's requirements to reasonable supply the desired services. Also, the County does not incur any additional expenses as the Florida Renaissance Festival pays an event fee.

Purchasing Agent Signature: **Isha Taylor-Salmon**
 Digitally signed by Isha Taylor-Salmon
DN: dc=city, dc=broward, dc=bc, ou=Organization, ou=BCC, ou=PU, ou=Users, cn=Isha Taylor-Salmon Date: 2016.06.13 08:31:53 -04'00'
 Date:

APPROVAL AUTHORITY
 REASON/SUGGESTED ACTION (IF DISAPPROVED):

Signature: **Brenda J. Billingsley**
 Digitally signed by Brenda J. Billingsley
DN: cn=Brenda J. Billingsley, o=Broward County, ou=Purchasing Division, email=bbillingsley@broward.org, c=US Date: 2016.06.30 16:03:19 -04'00'
 Date:

Previous agreement's guaranteed value: \$281,681 (revenue) - based on fixed fee with attendance fee (for the time frame 2012 - 2016). Renaissance fairs are specialized events and regionally based.

Reviewed by: **cmangan@broward.org**
Digitally signed by cmangan@broward.org
DN: cn=cmangan@broward.org
Date: 2016.06.10 16:47:48 -04'00'