



DATE: April 06, 2018

TO: Brenda J. Billingsley, Director, Purchasing Division

THRU:

FROM: Stacy Ritter, President/CEO, Greater Fort Lauderdale Convention & Visitors Bureau

PROJECT TITLE: Group Reservation Process for CVB

REQUISITION NO. CVB0000270

## SOLE SOURCE/SOLE BRAND REQUEST

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

The Greater Fort Lauderdale Convention & Visitors Bureau is requesting **most reasonable source designation** for the purchase of a Standard Service Agreement from Cvent/Passkey which would allow continued software support of Passkey's GroupMAX software. Cvent/Passkey remains as the travel industry's most recognized group reservation and optimization technology provider. The Company's core GroupMAX product is the Software as a Service ("SaaS") solution that is deployed to power reservations for all sizes of meetings across a wide range of event settings including Convention & Visitor Bureaus (CVBs), corporations, travel management companies, brand hotels, independent hotels, and casinos.

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 equivalents 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:



**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:

Though not the only source, Cvent/Passkey is the most reasonable source for this procurement. Passkey is the industry standard and commands 90% of the nationwide market share in city-wide online reservations/group block management. Implementation of another software solution would be costly to implement and the GFLCVB would lose more than sixteen years worth of convention group history which is only available in this system. This Service Agreement is a revenue generating contract. The GFLCVB is charged for each reservation made. This cost is then invoiced to participating hotels thereby resulting in no cost to the GFLCVB. In addition, a percentage of revenue generated from "cancellation fees" (if/when applicable per group) is also shared with the GFLCVB.

The Greater Fort Lauderdale Convention & Visitors Bureau has been using Passkey's GroupMax software for over sixteen years (recently purchased by Lanyon, and now Cvent). To switch to another online housing software application would require that all data be manually entered from reports run by the GFLCVB from the Cvent/Passkey system. Many of our hotel partners have national brand license agreements utilizing the Passkey system which remains most effective with its multi-faceted access for the CVB/Hoteliers & Clients (simultaneously able to view/manage city-wide data).

The GFLCVB did have to use another smaller online housing company in the past and dealt with issues on an ongoing basis for the entire event. The level of service was unacceptable and lead to a number of customer issues and dissatisfied clients. After all was completed a net of less than ten reservations were made.

Future convention groups considering selecting Greater Fort Lauderdale request the Passkey GroupMax system for their housing needs because they utilize the same database software in other markets when required to rotate according to their By-Laws. Upon their return, repeat group bookings are streamlined as much of the reservation data is easily accessible allowing the GFLCVB to provide a superior level of service as expected by our clients.

**Most importantly:** GFLCVB is currently managing 4 major repeat city-wide events in Cvent/Passkey (arriving through Summer 2018) which would require a consistent software database and cannot be changed mid-stream!

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: \$300,000

Contract length (if applicable): 4 years

Expenses to date:

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

If yes, when and by whom? Passkey International

How was item/service procured? Reasonable source



What is the current contract (MA) or purchase order number? A1096602A1

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.

Other vendors that offer comparable services will be closely priced based on features offered. The question is not so much the cost savings as this software has been purchased by many of our large hotel partners who will not be willing to now have to purchase a new software for the same process. Hotels have the ability to log into their listing to manage inventory and produce reports. If the CVB went to a different company this ability would be lost on all hotels that purchased the Passkey software in the past.

The CVB is currently building records and starting to sell for summer groups already on the books. We cannot manage these groups in another system for commitments made to convention groups who committed to Greater Fort Lauderdale with the expectation of utilizing the CVB Housing Services with Passkey software.

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"

Barbara DeMott	BARBARA DEMOTT	Digitally signed by BARBARA DEMOTT Date: 2018.04.10 12:32:10 -04'00'	4/10/2018
REQUESTOR/EVALUATOR (PRINT)	REQUESTOR/EVALUATOR (SIGN)	DATE	
Stacy Ritter	STACY RITTER	Digitally signed by STACY RITTER Date: 2018.04.06 15:49:07 -04'00'	4/6/2018
DEPT/DIV DIRECTOR OR DESIGNEE (PRINT)	DEPT/DIV DIRECTOR OR DESIGNEE (SIGN)	DATE	

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:

Cvent represents the most reasonable source procurement for the Software Service to manage the group reservation process for the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB). The GFLCVB currently utilize Passkey's propriety software, Group MAX software, a meeting reservation solution for all sizes of meetings across a wide range of event setting including convention and visitor Bureaus, corporations, travel management companies, brand hotels, independent hotels and casinos.

It is not feasible at this time to procure another system due to additional cost, time constraints and the potential loss of convention group history that is only available in this system.

The Purchasing agent recommends Cvent as the most reasonable source for a replacement agreement for five years. The Purchasing Agent will also concurrently process a name change with Cvent which acquired Passkey International Inc. through a subsequent merger with Lanyon Inc.

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: 2018.04.10 16:12:11 -04'00'

Date: April 10, 2018

**APPROVAL AUTHORITY**  
REASON/SUGGESTED ACTION (IF DISAPPROVED):

Signature: KAREN WALBRIDGE

Digitally signed by KAREN WALBRIDGE  
DN: dc=city, dc=broward, dc=bc, ou=Organization, ou=BCC, ou=PU, ou=Users, cn=KAREN WALBRIDGE  
Date: 2018.04.11 08:23:46 -04'00'

Date: