

REVISED COVERSHEET

CONCESSIONS/PROCUREMENT COMMITTEE (CPC) AGENDA

DATE: February 10, 2020

DAY: Monday

TIME: 1:30pm

LOCATION: Carl T. Langford Board Room One Jeff Fuqua Blvd. Orlando, FL 32827

I. CALL TO ORDER

II. ANNOUNCEMENTS - Appeal Process and Lobbying Activities

NOTE: If a bidder or proposer is aggrieved by any of the proceedings of today's meeting and wishes to appeal the results of actions made by this Committee, they must file an appeal stating the item they wish to appeal and the basis for which they wish to appeal. Any decision made at these meetings will need record of the proceedings and for that purpose may need to ensure that a verbatim record of the proceeding is made which includes the testimony and evidence upon which the appeal is to be based. Any appeal must be received in writing by the Chief Executive Officer, Mr. Phillip N. Brown, in his office at One Jeff Fuqua Boulevard, Main Terminal Building by Monday, February 17, 2020 at 4:00 p.m.

For individuals who conduct lobbying activities with Aviation Authority employees or Board members, registration with the Aviation Authority is required each year prior to conducting any lobbying activities. A statement of expenditures incurred in connection with those lobbying instances should also be filed prior to April 1 of each year for the preceding year. As of January 16, 2013, lobbying any Aviation Authority Staff who are members of any committee responsible for ranking Proposals, Letters of Interest, Statements of Qualifications or Bids and thereafter forwarding those recommendations to the Board and/or Board Members is prohibited from the time that a Request for Proposals, Request for Letters of Interests, Request for Qualifications or Request for Bids is released to the time that the Board makes an award. As adopted by the Board on September 19, 2012, lobbyists are required to sign-in at the Aviation Authority offices prior to any meetings with Staff or Board members. In the event a lobbyist meets with or otherwise communicates with Staff or a Board member at a location other than the Aviation Authority offices, including the Mayor of the City of Orlando or the Mayor of Orange County, at their offices, the lobbyist shall file a Notice of Lobbying (Form 4) detailing each instance of lobbying to the Aviation Authority within 7 calendar days of such lobbying. As of January 16, 2013, lobbyists will also provide a notice to the Aviation Authority when meeting with the Mayor of the City of Orlando or the Mayor of Orange County at their offices. The policy, forms, and instructions are available in the Aviation Authority's offices and the web site. Please contact the Director of Board Services with questions at (407) 825-2032.

III. CONSIDERATION OF MINUTES FOR JANUARY 13 AND JANUARY 20, 2020

IV. CONSENT AGENDA

- A. Recommendation to Award Purchasing Request for Written Quotation (RFQ) #92914-20, Groundskeeping Chemicals to ATCO International and NaturChem, Inc.

V. NEW BUSINESS

- A. Recommendation to Award Agreement AG-648, Advertising Agreement for Orlando Pride Marketing with Orlando Pride, LLC (Orlando Pride) as a Single Source Procurement

NEXT SCHEDULED CONCESSIONS/PROCUREMENT COMMITTEE MEETING IS ON MONDAY, FEBRUARY 24, 2020

DRAFT

On **JANUARY 13, 2020**, the **CONCESSIONS/PROCUREMENT COMMITTEE** of the **GREATER ORLANDO AVIATION AUTHORITY** met in the Carl T. Langford Board Room at Orlando International Airport, One Jeff Fuqua Boulevard, Orlando, Florida, 32827. Chairman Anderson called the meeting to order at 1:30 p.m. The meeting was posted in accordance with Florida Statutes and a quorum was present.

Committee members present: Raymond Anderson, Chairman
Kathleen Sharman, Vice Chair
Thomas Draper, Senior Director of Airport Operations
Bradley Friel, Director of Planning
Brian Engle, Director of Customer Experience

Staff/Others present: Bruce Gant, Purchasing Manager, Contracts
Denise Schneider, Assistant Director of Purchasing
Jo Thacker, Legal Counsel, Nelson Mullins
Dan Gerber, Rumberger Kirk
Lan Kennedy-Davis, Rumberger Kirk
Larissa Bou, Recording Secretary

Chairman Anderson announced to all present that if a bidder or proposer is aggrieved by any of the proceedings of today's meeting and wishes to appeal the results of actions made by this Committee, they must file an appeal stating the item they wish to appeal and the basis for which they wish to appeal, and it must be received in writing by the Chief Executive Officer, Mr. Phillip N. Brown, in his office at One Jeff Fuqua Boulevard, Main Terminal Building, by Monday, January 21, 2020 at 4:00 p.m.

For individuals who conduct lobbying activities with Aviation Authority employees or Board members, registration with the Aviation Authority is required each year prior to conducting any lobbying activities. A statement of expenditures incurred in connection with those lobbying instances should also be filed prior to April 1 of each year for the preceding year. As of January 16, 2013, lobbying any Aviation Authority Staff who are members of any committee responsible for ranking Proposals, Letters of Interest, Statements of Qualifications or Bids and thereafter forwarding those recommendations to the Board and/or Board Members is prohibited from the time that a Request for Proposals, Request for Letters of Interests, Request for Qualifications or Request for Bids is released to the time that the Board makes an award. As adopted by the Board on September 19, 2012, lobbyists are required to sign-in at the Aviation Authority offices prior to any meetings with Staff or Board members. In the event a lobbyist meets with or otherwise communicates with Staff or a Board member at a location other than the Aviation Authority offices, including the Mayor of the City of Orlando or the Mayor of Orange County, at their offices, the lobbyist shall file a Notice of Lobbying (Form 4) detailing each instance of lobbying to the Aviation Authority within 7 calendar days of such lobbying. As of January 16, 2013, lobbyists will also provide a notice to the Aviation Authority when meeting with the Mayor of the City of

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Orlando or the Mayor of Orange County at their offices. The policy, forms, and instructions are available in the Aviation Authority's offices and the web site. Please contact the Director of Board Services with questions at (407) 825-2032.

MINUTES

1. Upon motion by Mr. Draper second by Mr. Engle, vote carried and motion passed to approve the December 16, 2019 minutes, as written.

RECOMMENDATION TO APPROVE AMENDMENT NO. 6 FOR THE FIRST RENEWAL OPTION AND CONTRACT ADJUSTMENT FOR PURCHASING CONTRACT 05-15, HUMAN RESOURCES TALENT MANAGEMENT SYSTEM WITH CORNERSTONE ON DEMAND, INC. (CORNERSTONE)

2. Ms. Schneider presented the item.

Cornerstone provides a cloud based system which streamlines business processes, with reports, analysis and self-service associated with Talent Acquisition (Recruiting & On-Boarding), Performance Management and Learning Management.

On July 22, 2014, an Invitation to Negotiate was publicly advertised for delivery of a cloud-based Talent Management System. On December 10, 2014, the Aviation Authority approved the ranking of proposers and on March 24, 2015, the Aviation Authority contracted with Cornerstone for a 60-month term with options to renew the contract for an indefinite number of additional periods of one (1) year each. The contract provided for the delivery of software, implementation services, documentation, system testing, employee training, ongoing maintenance and customer service support. The contract includes pricing for unlimited renewals beyond the base 60-month period at the greater of 5% or CPI. The current Contract expires on March 23, 2020.

Five-Year Renewal Option: March 24, 2020 - March 23, 2025.

Contract Adjustment: Cornerstone is transitioning clients to a unified talent management-pricing model for the Learning, Performance and Recruiting Suites utilized by the Aviation Authority. The enhanced version (Cornerstone Choice Package) includes technical support, issue resolution and a broad team of Client Success Managers (CSM) rather than partnering with a single CSM. CSM's will make recommendations regarding product utilization, suggest process changes, implementation of new functionality or configuration updates and make recommendations regarding learning content to improve user adoption and increase learning effectiveness.

In lieu of the contract's yearly 5% or CPI renewal options, Cornerstone proposed a 2% per year increase for the five (5) year period. A portion of the cost is based on headcount

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that will be reconciled annually. Assuming an increase of 40 headcount per year, the annual cost is estimated as follows:

Year 1 - \$ 81,375.00
Year 2 - \$ 86,062.50
Year 3 - \$ 90,904.95
Year 4 - \$ 95,906.10
Year 5 - \$101,069.70

\$455,318.25 Total Estimated 5 Year Cost

An additional \$20,000 per year will be requested and budgeted in the department Operations and Maintenance Fund to cover technical projects and integrations, as needed.

Department - Concurs with the Five-Year Renewal Option and the Contract Adjustment.

Contractor - Based on the information known at this time, Cornerstone has performed satisfactorily during the initial term of the contract.

This contract did not include a Minority and Women Business Enterprise (MWBE) or Local Developing Business (LDB) participation requirement.

The fiscal impact is a total not-to-exceed amount of \$555,318.25 with funding from the Operations and Maintenance Fund 301.511.170.5540001 for annual service fee, annual licensing and maintenance fees and Operations and Maintenance Fund for additional services as required. Funds expected to be spent under the contract in the current fiscal year are within budget. Funding required in current and subsequent fiscal years will be allocated from the Operations and Maintenance Fund as approved through the budget process and when funds become available.

It was respectfully requested that the Concessions/Procurement Committee approve that the following be recommended to the Aviation Authority Board: (1) approve Amendment No. 6 for the First Renewal Option and Contract Adjustment for Purchasing Contract 05-15, Human Resources Talent Management System with Cornerstone on Demand, Inc. (Cornerstone); (2) approve the transition to a unified talent management system; (3) authorize funding in the not-to-exceed amount of \$555,318.25 from the Operations and Maintenance Fund; and (4) authorize an Aviation Authority Officer or Chief Executive Officer to execute an Amendment following satisfactory review by legal counsel.

Chairman Anderson asked if anyone in the audience would like to speak regarding this item. Hearing none, he then asked if any Committee member had questions or comments. Mr. Friel asked if there was a specific reason for doing a 5-year renewal, even though the contract allows for an indefinite number of additional periods of one year each. Ms. Schneider explained that Cornerstone proposed a 2% per year increase for the five-year period, in

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lieu of the 5% yearly increase or CPI renewal options and staff determined this to be a cost-saving deal. Mr. Friel followed up by asking if staff is satisfied with Cornerstone's performance. Ms. Schneider responded in the affirmative.

Vice Chair Sharman indicated that she did an online search and learned that the CPI is expected to be over 2%; therefore, she agrees with staff's recommendation.

By question from Chairman Anderson, Ms. Schneider confirmed that the total amount of the previous five-year agreement was less than the proposed agreement. Chairman Anderson followed up by asking if multiple software packages were considered during the previous contract. Ms. Schneider explained that when they started, Cornerstone implemented a few of the modules, but they have implemented more since.

Vice Chair Sharman asked if Cornerstone was competitively selected on the first contract. Ms. Schneider confirmed yes.

Upon motion from Mr. Draper, second by Mr. Friel, vote carried to approve staff's recommendation.

RECOMMENDATION TO AWARD INVITATION FOR BID (IFB) 15-20 AQUARIUM MAINTENANCE

3. Mr. Gant presented the item.

The term of the contract is for thirty-six (36) months, with the initial service to commence on or about April 1, 2020, and with the Aviation Authority having options to renew the contract for two (2) additional periods of one (1) year each.

This contract award will be to furnish all labor, supervision, marine livestock (fish), food, chemicals, materials (including coral reef materials), tools and all other items necessary or proper for, or incidental to, performing maintenance of the salt-water aquarium (approximately 2,800 gallons) and associated systems located in the terminal at the Orlando International Airport, in accordance with the contract documents.

On December 16, 2019, the following bids were received:

<u>Name of Respondent</u>	<u>Total Three (3) Year Bid Price</u>
Bottled Ocean, Inc.	\$269,556.00
Innovative Acrylics, LLC	\$828,099.00 ¹

¹The bid submitted by Innovative Acrylics, LLC contained mathematical errors which resulted in a \$7,542 overstatement of its bid (bidder miscalculated the estimated annual

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value for Marine Life for years 2 and 3). The corrected prices are reflected in the memorandum (copy on file) and did not affect the rankings.

References for Bottled Ocean and Innovative Acrylics were checked and based thereon were determined to be responsive. Both bidders were determined to be responsive and responsible. Bottled Ocean is the current Contractor for this service.

The Aviation Authority has not established MWBE/LDB participation goals due to the specialized nature of the services to be provided.

The services will be based on a fixed price per month as well as unit prices for various fish species. Pricing will also include hourly rates for additional work. The actual amount to be paid to the contractor will be based on actual maintenance requested, the actual quantity of additional/replacement fish requested, and the actual amount of additional work performed, and approved by the Aviation Authority.

Bottled Ocean's bid in the amount of \$269,556 is to be funded from the Operations and Maintenance Fund 301.631.210.5460001.000.100300. Funds expected to be spent under the contract in the current fiscal year are within budget. Funding required in current and subsequent fiscal years will be allocated from the Operations and Maintenance Fund as approved through the budget process and when funds become available.

It was respectfully requested that the Concessions/Procurement Committee approve that the following be recommended to the Aviation Authority Board: (1) award Purchasing Bid 15-20, Aquarium Maintenance to Bottled Ocean, Inc., as the low responsive and responsible bidder; (2) authorize funding from the Operations and Maintenance Fund in a not-to-exceed amount of \$269,556; and (3) authorize an Aviation Authority Officer or the Chief Executive Officer to execute a contract following satisfactory review by legal counsel.

Chairman Anderson asked if anyone in the audience would like to speak regarding this item. Hearing none, he then asked if any Committee member had questions or comments. Vice Chair Sharman inquired about the significant difference in amount between both bids. Mr. Gant responded that, if he had to guess, it would be because Bottle Ocean has been providing these services to the Aviation Authority for years and they have a low overhead, whereas Innovative Acrylics, LLC is located in Tampa, which significantly impacts their bid price.

Vice Chair Sharman asked if the incumbent has performed satisfactorily. Mr. Gant responded in the affirmative.

Chairman Anderson asked if the fee had increased. Mr. Gant responded that the proposed fee is within \$5.00-\$6.00 from current fees.

Upon motion from Vice Chair Sharman, second by Mr. Friel, vote carried to approve staff's recommendation

ADJOURNMENT

4. Chairman Anderson asked if there was further business to discuss before the Committee. Having no further business to discuss, he adjourned the meeting at 1:44 p.m.

The next scheduled CPC meeting will be held on Monday, January 27, 2020 at 1:30 p.m. in the Carl T. Langford Board Room.

(Digitally signed on, 2020)

Larissa Bou
Recording Secretary

Raymond Anderson
Chairman

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On **JANUARY 27, 2020**, the **CONCESSIONS/PROCUREMENT COMMITTEE** of the **GREATER ORLANDO AVIATION AUTHORITY** met in the Carl T. Langford Board Room at Orlando International Airport, One Jeff Fuqua Boulevard, Orlando, Florida, 32827. Chairman Anderson called the meeting to order at 1:30 p.m. The meeting was posted in accordance with Florida Statutes and a quorum was present.

Committee members present: Raymond Anderson, Chairman
Kathleen Sharman, Vice Chair
Thomas Draper, Senior Director of Airport Operations
Bradley Friel, Director of Planning
Brian Engle, Director of Customer Experience

Staff/Others present: Dave Deans, Manager, PHS/GSE Contracts
Denise Schneider, Assistant Director of Purchasing
Diana Hershner, Manager, Purchasing
Jihyun Park, Assistant Project Manager, Strategic Projects
Richard Shultz, Manager, Electric Systems
Jo Thacker, Legal Counsel, Nelson Mullins
Dan Gerber, Rumberger Kirk
Larissa Bou, Recording Secretary

Chairman Anderson announced to all present that if a bidder or proposer is aggrieved by any of the proceedings of today's meeting and wishes to appeal the results of actions made by this Committee, they must file an appeal stating the item they wish to appeal and the basis for which they wish to appeal, and it must be received in writing by the Chief Executive Officer, Mr. Phillip N. Brown, in his office at One Jeff Fuqua Boulevard, Main Terminal Building, by Monday, February 3, 2020 at 4:00 p.m.

For individuals who conduct lobbying activities with Aviation Authority employees or Board members, registration with the Aviation Authority is required each year prior to conducting any lobbying activities. A statement of expenditures incurred in connection with those lobbying instances should also be filed prior to April 1 of each year for the preceding year. As of January 16, 2013, lobbying any Aviation Authority Staff who are members of any committee responsible for ranking Proposals, Letters of Interest, Statements of Qualifications or Bids and thereafter forwarding those recommendations to the Board and/or Board Members is prohibited from the time that a Request for Proposals, Request for Letters of Interests, Request for Qualifications or Request for Bids is released to the time that the Board makes an award. As adopted by the Board on September 19, 2012, lobbyists are required to sign-in at the Aviation Authority offices prior to any meetings with Staff or Board members. In the event a lobbyist meets with or otherwise communicates with Staff or a Board member at a location other than the Aviation Authority offices, including the Mayor of the City of Orlando or the Mayor of Orange County, at their offices, the lobbyist shall file a Notice of Lobbying (Form 4) detailing each instance of lobbying to the Aviation

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Authority within 7 calendar days of such lobbying. As of January 16, 2013, lobbyists will also provide a notice to the Aviation Authority when meeting with the Mayor of the City of Orlando or the Mayor of Orange County at their offices. The policy, forms, and instructions are available in the Aviation Authority's offices and the web site. Please contact the Director of Board Services with questions at (407) 825-2032.

Ms. Thacker made point to mention that the original agenda distributed to Committee members and legal counsel stated that the appeal deadline was Tuesday, February 3, 2020, when it should read Monday, February 3, 2020. Ms. Bou, Recording Secretary, clarified for the record that the agenda was corrected prior being posted on the website for public access.

CONSENT ITEM (S)

1. Chairman Anderson asked if anyone in the audience would like to speak regarding the Consent Agenda item. Hearing none, he then asked if any Committee member had questions or wished to pull the item for discussion. There was no response to either inquiry.

Upon motion by Mr. Draper, second by Vice Chair Sharman, vote carried to approve the following Consent Agenda item(s):

A. recommend to the Chief Executive Office approval of the following: (1) find the quotation received from Groupo GTE, LLC as non-responsible, and the quotation received from Y-Not Design & Manufacturing, Inc. as non-responsive, for the reasons stated in the memorandum (copy on file); (2) award Purchasing Request for Written Quotation #92951-20, Can Liners, to Central Poly-Bag Corp. for the not-to-exceed amount of \$151,834; (3) authorize funding from previously-approved Operations and Maintenance Fund; and (4) authorize the Purchasing Office to issue the necessary Blanket Purchase Agreement.

RECOMMENDATION TO AWARD PURCHASING CONTRACT 14-20 ELECTRICAL AND RELAMPING SERVICES TO M&M ELECTRIC OF CENTRAL FLORIDA, INC.

2. Ms. Schneider presented the item.

The contract period will be for thirty-six (36) months with the initial service to commence on or about May 1, 2020, and with the Aviation Authority having two additional option periods of one (1) year each.

This award will result in a contract for the service provider to provide all labor, supervision, tools, materials, equipment, subcontractors, accessories and all other items necessary or proper for, or incidental to, performing electrical and relamping services on an as-needed basis.

Upon review of the existing conditions of older equipment and the addition of locations (Orlando Executive Airport and South Terminal Complex APM), the scope of services has increased over the present contract. On November 25, 2019, the Aviation Authority issued

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the solicitation for Purchasing Contract 14-20, Electrical and Relamping Services. A total of 152 notifications were sent out to potential vendors registered under the Electrical categories in the Central Florida area, which 15 of those vendors viewed, and 6 downloaded the solicitation. On December 10, 2019, only one prospective vendor, M&M Electric of Central Florida, Inc., attended the Pre-Bid Conference.

After the bid opening, Staff reached out to 7 vendors to inquire why these companies did not submit a bid. The vendors stated that they were unable to bid due to the amount of work they have for other construction projects.

On January 7, 2020, the following bid was received:

<u>Name of Respondent</u>	<u>Total Three (3) Year Bid Price</u>
M&M Electric of Central Florida, Inc.	\$1,997,450.00

References for M&M Electric of Central Florida, Inc. were checked and based thereon was determined to be responsive. Staff reviewed the submittal provided and the bidder was responsive and responsible.

This contract includes a Minority and Women Business Enterprise (MWBE) participation requirement. The participation goal for this contract is 13% for MWBE. The Small Business Development Office certifies that the respondent met the participation requirements.

M&M Electric of Central Florida, Inc. bid in the amount of \$1,997,450.00 is to be funded from the following Operations and Maintenance Fund:

- 301.687.210.5460001.000.100742
- 301.687.611.5460001.000.100742
- 301.687.615.5460001.000.100742
- 301.687.692.5460001.000.100742
- 301.656.170.5460001.000.100742
- 301.656.330.5460001.000.100742
- 301.656.340.5460001.000.100742
- 301.656.612.5460001.000.100742
- 301.656.661.5460001.000.100742
- 301.656.661.5460001.000.100742
- 901.443.810.5460002.000.100118
- 901.443.820.5460002.000.100118
- 301.656.613.5460001.000.100742

Funds expected to be spent under the contract in the current fiscal year are within budget. Funding required in current and subsequent fiscal years will be allocated throughout the budget process and when funds become available.

It was respectfully requested that the Concessions/Procurement Committee approve that the following be recommended to the Aviation Authority Board: (1) award Purchasing Contract 14-20 Electrical and Relamping Services to M&M Electric of Central Florida; (2) authorize funding from the Operations and Maintenance Funds, in the not-to-exceed amount of

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\$1,997,450; and (3) authorize an Aviation Authority Officer or the Chief Executive Officer to execute an agreement following satisfactory review by legal counsel.

Chairman Anderson asked if anyone in the audience would like to speak regarding this item. Hearing none, he then asked if any Committee member had questions or comments. Vice Chair Sharman asked staff to clarify if November 25, 2019, is the date when the contract was issued or when the solicitation was issued. Ms. Schneider clarified that on November 25, 2019, the solicitation for bids was issued.

Vice Chair Sharman followed up by asking for how long has the incumbent had this contract. Ms. Schneider replied that the contract has been in place for 5 years.

In response to Vice Chair Sharman's question regarding the original value of the contract, Mr. Shultz responded that it was approximately \$1.4 million for the first 3 years of the initial contract. Vice Chair Sharman continued by asking if the original scope of work included the Orlando Executive Airport and the South Terminal Complex. Mr. Schultz responded no and stated they are now included in the scope of work and, therefore, the contract value is higher.

Chairman Anderson asked Mr. Shultz to elaborate on how staff determined that the prices are within market range. Mr. Shultz explained that he is working on a switchgear contract with Electrical Services, Inc. (ESI), and compared hourly rates with M&M's prices, which resulted to be lower. He also compared prices from Commercial Lighting Enterprises, Inc., which has a neon cold cathode contract, and with American Lighting and Signalization, LLC, which has a roadway electric maintenance services contract with the Aviation Authority. These price comparisons also demonstrated M&M's prices to be reasonable.

Vice Chair Sharman asked if staff is satisfied with M&M's performance. Mr. Schultz confirmed that staff is very satisfied with M&M's services.

Chairman Anderson asked Ms. Schultz to elaborate on the increase of scope, since it looks like a 30% increase in the fee. Mr. Schultz indicated that there has been an addition to the assets being maintained and they included a dollar amount for materials in all three years, which has increased the price of the contract. Chairman Anderson followed up by asking if these items were not included in the previous term. Mr. Schultz confirmed that they were not included.

Chairman Anderson asked legal counsel, what right does the Aviation Authority reserves, if any, to negotiate this fee with the sole bidder or can they reject the bid and re-solicit. Ms. Thacker responded that the Aviation Authority would have to demonstrate that there is a reason to reject the bid, which could be difficult to do if the market range is adequate. Ms. Thacker continued by stating that the Aviation Authority has the right to terminate a contract throughout the term of that contract. Also, the contract is not exclusive;

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therefore, the Aviation Authority has the right to bring other contractor(s) during the contract term.

Chairman Anderson asked Mr. Schultz if the hourly rate price comparison he conducted was for similar services. Mr. Schultz responded that M&M price sheet indicates the hourly rate for standard hours for a licensed electrician is \$48.17 and non-standard hours for a licensed electrician is \$66.16 an hour. Furthermore, M&M's material mark-up was only 10%, which shows a reduction from the last agreement. He indicated that in comparison, ESI has an hourly rate of \$58 for a licensed electrician. Chairman Anderson thanked Mr. Schultz for the information.

Upon motion from Vice Chair Sharman, second by Mr. Engle, vote carried to approve staff's recommendation.

RECOMMENDATION TO APPROVE AMENDMENT NO. 5 FOR FIRST RENEWAL OPTION OF PURCHASING CONTRACT 17-17 BAGGAGE HANDLING SYSTEM (BHS) OPERATION, MAINTENANCE, REPAIR SERVICES AND PASSENGER BOARDING BRIDGES (PBB) AND ASSOCIATED GROUND SUPPORT EQUIPMENT MAINTENANCE AND REPAIR SERVICES WITH JSM & ASSOCIATES, LLC (JSM)

3. Ms. Schneider presented the item.

On February 15, 2017, the Aviation Authority Board awarded Purchasing Contract 17-17 to JSM. The initial term of the contract is for thirty-six (36) months, effective April 1, 2017, at an initial cost of \$45,288,230 with the Aviation Authority having options to renew the contract for two (2) additional periods of three (3) years each. The initial term expires on March 31, 2020.

This contract requires JSM to provide all labor, supervision, management oversight, training, materials, tools, equipment, submissions, reports, consumables, uniforms and all other items and services necessary, or proper for, or incidental to performing twenty-four (24) hours per day seven (7) days per week, on-site operations, maintenance and repair, Corrective Maintenance, Preventative Maintenance and Predictive Maintenance of the BHS, PBB and Associated Ground Support Equipment Maintenance and Repair Services located at the Orlando International Airport, and to utilize and maintain the Aviation Authority's Enterprise Asset Management System (EAMS) Maximo for the equipment and systems covered herein, all in accordance with the contract documents. JSM is also responsible for the management of spare parts inventory as described in Part Three of the Specification, in accordance with the contract documents and appropriate manufacturer's instructions.

The contract includes a Minority and Women Business Enterprise (MWBE) and a Local Developing Business (LDB) participation requirement. The participation goal for this contract is 20% for MWBE and 5% for LDB. The Small Business Development Office certifies that JSM is in good standing as it relates to the small business participation.

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First 3-year renewal option: April 1, 2020 through March 31, 2023.

Department - Concurs with the renewal.

Contractor - Based on the information known at this time, the contractor has performed satisfactorily during the initial term.

Pricing is based on Management fee and reimbursable Payroll and Operating Expenses budget for the BHS/PBB and Ground Support Equipment Maintenance and Repair Services.

The Management fee is inclusive of salaries of management positions, workers compensation, general liability and other insurance, badges and keys, payroll processing, recruitment and training, tools and equipment including vehicles, office and operating supplies, profit and overhead.

The reimbursable Payroll and Operating Expenses budget is limited to salaries for the reimbursable positions, associated payroll taxes, health and welfare benefits, uniforms, repair parts and additional services as approved by the Aviation Authority.

The 3-year renewal option total is of \$53,378,890, which includes a management fee of \$15,652,430 and a reimbursable Payroll and Operating Expenses amount of \$37,726,460.

The Management fee amount of \$15,652,430 includes a 3% increase from the third year of the initial term and a 3% increase at the start of each year of the renewal.

The reimbursable payroll and operating expenses budget for the 3-year renewal option is in the amount of \$37,726,460. The reimbursable Payroll and Operating Expenses budget is provided by the Aviation Authority and agreed upon by the contractor. The Aviation Authority is only obligated to reimburse for the actual expenses approved and incurred by the contractor.

The reimbursable Payroll and Operating Expenses budget for the 3-year renewal option includes additional GSE Technician and BHS support staff positions and associated benefits and an increase to repair parts, all due to the increase of passenger activity and expanded hours of operation. It also includes a 3% increase for the renewal option years 2 and 3.

The total value for the first 3-year renewal option is in the not-to-exceed amount of \$53,378,890.

The fiscal impact for the 3-year renewal option is a not-to-exceed amount of \$53,378,890. Funding is from the Operations and Maintenance Fund 301.413.212.5460001.000.100420; 301.413.213.5460001.000.100424 and 301.413.225.5460001.000.100424. Funds expected to be spent under the contract in the current and subsequent fiscal years will be allocated from the Operations and Maintenance Fund as approved through the budget process and when funds become available.

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It was respectfully requested that the Concessions/Procurement Committee approve that the following be recommended to the Aviation Authority Board: (1) approve Amendment No. 5 for First Renewal Option of Purchasing Contract 17-17, Baggage Handling System (BHS) Operation, Maintenance, Repair Services and Passenger Boarding Bridges (PBB) and Associated Ground Support Equipment Maintenance and Repair Services with JSM & Associates, LLC; (2) authorize funding from the Operations and Maintenance Fund in the not-to-exceed amount of \$53,378,890; and (3) authorize an Aviation Authority Officer or the Chief Executive Officer to execute an amendment following satisfactory review by legal counsel.

Chairman Anderson asked if anyone in the audience would like to speak regarding this item. Hearing none, he then asked if any Committee member had questions or comments. Mr. Draper noted, for the record, that there are two scrivener's errors on the documents provided. First, the last sentence of the first paragraph on the Small Business memorandum should read, "The initial term is due to expire on March 31, 2020". Second, Attachment C (Contract History), under Amendment No. 4, Chief Executive Officer's approval date should read, "6/11/2019".

Mr. Draper continued by stating that this is one of the Aviation Authority's largest contracts and one of extreme importance for the Customer Experience program. Additionally, he made a point to mention that when the BHS first started, they were allowed a few hours in the middle of the night to perform maintenance and repairs, and now that the ticket counters are opened almost 24 hours a day, the window of time for maintenance and repairs is very limited; therefore, it takes more people to provide the services in a shorter amount of time. Lastly, Mr. Draper thanked the team for a job well done in negotiating this contract with JSM.

Mr. Friel acknowledged JSM for currently meeting and exceeding the required Small Business minority goals with an overall achievement of 38.8% participation.

Chairman Anderson asked if a 3% increase was included in the contract. Mr. Deans replied in the affirmative and stated that a 3% was included for the initial term and for each year. Chairman Anderson followed up by asking if the management fee, which is roughly 29% of the total contract, is typical for the industry. Mr. Deans confirmed yes.

Chairman Anderson asked Ms. Schneider if she recalled when the competitive bid was awarded. Ms. Schneider indicated that she recalls receiving five (5) bids for this contract. Chairman Anderson followed up by asking Ms. Schneider if she had seen similar management fees from other competing bids. Ms. Schneider indicated that the Management fee is in line with other Invitations to Negotiate (ITNs). Chairman Anderson asked Ms. Schneider to provide an example of one of those ITNs, to which Ms. Schneider responded that both the Security and Janitorial contracts have similar management fees.

DRAFT MINUTES FOR THE JANUARY 27, 2020, CONCESSIONS/PROCUREMENT COMMITTEE

Mr. Draper reiterated that the management fee is where all of the contractor's cost are, including overhead, training, and tools. He further stated that staffing comes out of the reimbursable line, as well as the insurance and taxes. Ms. Schneider added that the Aviation Authority only pay for hours used.

Upon motion from Mr. Friel, second by Mr. Engle, vote carried to approve staff's recommendation.

RECOMMENDATION TO AWARD PURCHASING REQUEST FOR WRITTEN QUOTATION (RFQ) #92935-20, PURCHASE OF TEN (10) PRE-CONDITIONED AIR UNITS TO VERDE GSE

4. Ms. Schneider presented the item.

On November 18, 2019, Staff issued Purchasing Request for Written Quotation #92935-20, Preconditioned-Air (PCA) Units for the Aviation Authority's Operations Department at the Orlando International Airport. On December 6, 2019, the Aviation Authority received five (5) responses. The award will result in a Purchase Order (PO) for ten (10) PCA units. The RFQ required that the unit prices include all costs associated with delivery to GOAA.

These units will replace existing PCA units that have exceeded their life expectancy.

The RFQ requested that the Respondents quote sixty (60) ton PCA units with the minimum life expectancy of ten (10) years. The RFQ also requested that spare parts remain available for a minimum fifteen (15) years after commissioning of the units.

Installation and maintenance was not included in the scope of this RFQ. The purchased units will have a 24 month warranty.

On December 6, 2019, the Aviation Authority received the following five (5) responses:

FIRM	PRODUCT QUOTED	TOTAL QUOTATION
Verde GSE, Inc.	V60-VPAC60	\$721,190.00
Twist Aero, LLC	PCABR060480WH	\$732,660.50
B GSE Group, LLC	PCA0540DXBMA054J1TSA00	\$757,600.00
ITW GSE, Inc.	3400 PCA/1302XH	\$890,000.00
John Bean Technologies Corporation	SJ115	\$1,068,640.00

Staff's review of the quotations found that:

- John Bean Technologies Corporation's quotation listed exceptions to the Aviation Authority's Terms and Conditions; therefore, John Bean Technologies Corporation has been found non-responsive; and
- All other bidders' quotations were found responsive and responsible to the RFQ requirements.

DRAFT MINUTES FOR THE JANUARY 27, 2020, CONCESSIONS/PROCUREMENT COMMITTEE

At this time, the Aviation Authority is using PCA units from Verde GSE Inc., Twist Aero LLC and John Bean Technologies Corporation (which was rebranded from FMC AeroTech in 2008), all of which have operated satisfactorily.

The Small Business Development Department has reviewed the requirements for the above-referenced solicitation and determined that, due to the limited and specialized scope of the required services, and/or lack of ready, willing and able certified small businesses, it does not lend itself to MWBE/LDB/VBE participation.

The amount quoted by the low responsive and responsible bidder, Verde GSE Inc, is a not-to-exceed amount of \$721,190, to be funded from previously-approved Capital Expenditure Fund 308.413.212.5640001.000.501100. Funds expected to be spent in the current fiscal year are within budget.

It was respectfully requested that the Concessions/Procurement Committee approve that the following be recommended to the Aviation Authority Board: (1) find the quotation submitted by John Bean Technologies Corporation non-responsive for the reasons stated in the memorandum; (2) award RFQ 92935-20 for the purchase of ten (10) Pre-Conditioned Air Units to Verde GSE, Inc. as the low, responsive and responsible bidder; (3) authorize funding from previously-approved Capital Expenditure Fund in a not-to-exceed amount of \$721,190; and (4) authorize the Purchasing Office to issue the necessary Purchase Order.

Chairman Anderson asked if anyone in the audience would like to speak regarding this item. Hearing none, he then asked if any Committee member had questions or comments. Mr. Engle noted, for the record, that there is a scrivener's error in the memorandum, under "Recommended Action". The name of the company should read "John Bean" not "John Beach".

Mr. Engle followed up by asking if these PCA units replace the units that had icing issues. Mr. Deans indicated that some of those units will be replaced, but not all.

Chairman Anderson asked if there is a separate contract for installation. Mr. Deans responded that JSM provides installation and maintenance.

Upon motion from Vice Chair Sharman, second by Mr. Friel, vote carried to approve staff's recommendation

RECOMMENDATION TO AWARD AGREEMENT AG-641, 2020 ORLANDO CITY SOCCER MARKETING AGREEMENT WITH ORLANDO SPORTS HOLDINGS, LLC (ORLANDO SPORTS HOLDINGS) AS A SINGLE SOURCE PROCUREMENT

5. Ms. Schneider presented the item.

The term of the agreement is for eleven (11) months, effective February 1, 2020, expiring December 31, 2020.

DRAFT MINUTES FOR THE JANUARY 27, 2020, CONCESSIONS/PROCUREMENT COMMITTEE

The Aviation Authority wishes to enter into an eleven (11) month marketing agreement with Orlando Sports Holdings to support marketing activities between the Aviation Authority and Orlando City SC. During the contract term, the Aviation Authority will receive advertising and sponsorship benefits including, but not limited to: three (3) minutes of exposure via a field side LED Ribbon for all locally and nationally broadcast Orlando City MLS regular season home games; four (4) minutes of exposure on the upper level fascia LED Ribbon for all Orlando City MLS regular season home games; ten (10) minutes of rotating exposure on the stadium IPTV system for all Orlando City MLS regular season home games; a rotating tri-vision position on the Scoreboard for all Orlando City MLS regular season home games; two (2) 30 seconds spots for all Orlando City MLS locally televised broadcast regular season games; ten (10) minutes of clock wrap time during all Orlando City MLS locally broadcast regular season games; one (1) open and close billboard during all Orlando City MLS locally broadcast regular season games; collaboration with the Aviation Authority to promote the "Scarves Around the World" promotion; ten (10) Social Media posts throughout the season showing Orlando City players traveling to their games through the airport; and two (2) 90-minute mascot appearances at the Orlando International Airport.

Orlando City SC has previously worked with the Aviation Authority by providing various opportunities to promote the Aviation Authority's marketing activities. The first agreement with Orlando Sports Holdings in the amount of \$200,000 commenced in 2017, a second agreement in the amount of \$225,000 was executed in 2018, and a third agreement in the amount of \$235,000 was executed in 2019. Staff has conducted annual performance reviews to review the effectiveness of the marketing opportunities. Since its commencement, Orlando City SC has provided marketing opportunities and exposure to diverse audiences who watch the advertisements. The agreement also has unique capabilities because it supports a relationship with customers both locally and nationally. Many Orlando City SC fans use the Aviation Authority's facilities, whereby engaging with these fans will allow the Aviation Authority to understand their needs and preferences. This will also aid the Aviation Authority to better support our customers.

A marketing agreement with Orlando Sports Holdings allows the Aviation Authority to expand its marketing opportunities by getting exposure at the games with various in-game inventories and with fans who not only watch the advertisements but also engage with them.

This award shall be made with Orlando Sports Holdings based on a Single Source Procurement Justification in accordance with Aviation Authority's Policy, Section 450.03, Purchasing/Non-Competitive Procurement. This policy permits the procurement of Goods and Services pursuant to a Single Source Procurement. A Single Source Procurement is a procurement made from one firm among others in a competitive market place which, for justifiable reasons, is found to be most advantageous for the purpose of fulfilling the given purchasing need.

DRAFT MINUTES FOR THE JANUARY 27, 2020, CONCESSIONS/PROCUREMENT COMMITTEE

The Small Business Development Department has reviewed the specifications for the above referenced Single Source Procurement and determined that, due to limited and specialized scope of services, it does not lend itself to MWBE/LDB/VBE participation.

The estimated not-to-exceed amount of \$225,000 for the eleven (11) month term is within budget. Funding is from previously-approved Operations and Maintenance Fund 301.006.170.5480001000.000000. Funds expected to be spent under the agreement in the current fiscal year are within budget. Funding required in current and subsequent fiscal years will be allocated from the Operations and Maintenance Fund as approved through the budget process and when funds become available.

It was respectfully requested that the Concessions/Procurement Committee approve that the following be recommended to the Aviation Authority Board to: (1) authorize the agreement with Orlando Sports Holdings, LLC based on a Single Source Procurement Justification; (2) authorize funding from previously-approved Operations and Maintenance Fund in the not-to-exceed amount of \$225,000; and (3) authorize an Aviation Authority Officer or the Chief Executive Officer to execute an Agreement following satisfactory review by legal counsel.

Chairman Anderson asked if anyone in the audience would like to speak regarding this item. Hearing none, he then asked if any Committee member had questions or comments. Mr. Friel asked what does the acronym IPTV stands for. Mr. Draper responded that it stands for Internet Protocol Television. Mr. Friel inquired about the third agreement from 2019 which was \$235,000; however, the proposed agreement is for \$225,000. As an explanation, Ms. Schneider indicated that this contract is for 11 months instead of 12 months.

Mr. Friel asked staff to elaborate on their annual performance review of these services and if they considered this to be an effective marketing campaign. Ms. Park explained that Executive Staff, Marketing, Public Affairs and Customer Experience conduct an annual performance review. However, in 2019, the Marketing Department conducted the performance review on behalf of all other departments.

Ms. Jihyun clarified that the 2019 Orlando Sports Holdings' contract was for \$235,000; however, this year's contract is for \$225,000, because Orlando City Soccer contract is now separate from the Orlando Pride contract.

Chairman Anderson asked Ms. Parks if Orlando Sports Holdings is the sole company that controls the marketing activities for Orlando City Soccer. Ms. Park confirmed yes. Chairman Anderson followed up by asking if the Aviation Authority has similar agreements with other venues in town. Ms. Park responded in the affirmative and stated that the Aviation Authority has sports marketing agreements with Orlando Magic, Fox Sport and UCF. Chairman Anderson asked if those contracts are similar in size to the Orlando Sports Holdings contract. Ms. Park responded that they are very similar in scope, but slightly different in dollar amount.

DRAFT MINUTES FOR THE JANUARY 27, 2020, CONCESSIONS/PROCUREMENT COMMITTEE

Mr. Engle inquired if Orlando Magic, Fox Sports and UCF fall under Orlando Sports Holdings.
Ms. Park clarified that they are under different entities.

Upon motion from Mr. Draper, second by Mr. Engle, vote carried to approve staff's recommendation

ADJOURNMENT

6. Chairman Anderson asked if there was further business to discuss before the Committee.
Having no further business to discuss, he adjourned the meeting at 2:07 p.m.

The next scheduled CPC meeting will be held on Monday, February 10, 2020 at 1:30 p.m. in the Carl T. Langford Board Room.

(Digitally signed on, 2020)

Larissa Bou
Recording Secretary

Raymond Anderson
Chairman



GREATER ORLANDO AVIATION AUTHORITY

Orlando International Airport
One Jeff Fuqua Boulevard
Orlando, Florida 32827-4399

MEMORANDUM

TO: Members of the Concessions/Procurement Committee
FROM: Diana Hershner, CPPO, CPPB, Purchasing Manager
DATE: February 10, 2020

ITEM DESCRIPTION

Recommendation to Award Purchasing Request for Written Quotation (RFQ) #92914-20, Groundskeeping Chemicals to ATCO International and NaturChem, Inc.

BACKGROUND

This award will result in two (2) Blanket Purchase Agreements (BPAs) through February 28, 2021, for various groundskeeping chemicals, provided on an as-needed basis. The RFQ required that the unit prices submitted include all costs associated with delivery to the Aviation Authority. The actual amount spent will be based upon the quantities ordered at the agreed upon unit prices.

The RFQ listed a total of nine (9) separate items, each with estimated quantities for a twelve (12) month period, through February 28, 2021. The RFQ did not require that Bidders quote all items.

ISSUES

On October 11, 2019, the Aviation Authority received three (3) responses to RFQ 92914-20 as listed below, in alphabetical order:

<u>Firm</u>	<u>Number of Items Quoted</u>
ATCO International	6 of 9
NaturChem, Inc.	8 of 9
United Labs, Inc.	2 of 9

Staff's review of the quotations found that all of the bidders are authorized to sell and/or distribute the products quoted. Staff is recommending that all of the bidders be deemed responsible and responsive.

Since none of the Bidders quoted every product, Staff determined that splitting the award would result in an award to ATCO International for 6 of the 9 items for a total amount of \$118,356, and an award to NaturChem, Inc. for 3 of the 9 items for a total amount of \$21,662.40, for a combined not-to-exceed amount of \$140,018.40. The award recommendation is based on the lowest price submitted for each item, thereby splitting the award between ATCO International and NaturChem, Inc.

The Small Business Development Department has reviewed the requirements for this purchase and has determined that, due to limited and specialized scope of the required services, and/or lack of ready, willing and able certified small businesses, this recommendation does not lend itself to MWBE/LDB/VBE participation.

FISCAL IMPACT

The quotations received from ATCO International and NaturChem in the combined not-to-exceed amount of \$140,018.40 is to be funded from previously-approved Operations and Maintenance Fund 301.654.110.5460001.000.000000. Funds expected to be spent under the BPAs in the current fiscal year are within budget. The department intends to submit requests for funds expected to be spent under the BPAs in future years and such requests, when considered with other known or anticipated obligations of the department for such future years, do not exceed expected or reasonable funding approvals.

RECOMMENDED ACTION

It is respectfully requested that the Concessions/Procurement Committee approve that the following be recommended to the Chief Executive Officer: (1) award Purchasing Request for Written Quotations #92914-20, Groundskeeping Chemicals to ATCO International for 6 of the 9 items in the amount of \$118,356 and to NaturChem, Inc. for 3 of the 9 items in the amount of \$21,662.40, as the low, responsive and responsible bidders for the combined not-to-exceed amount of \$140,018.40; (2) authorize funding from previously-approved Operations and Maintenance Fund; and (3) authorize the Purchasing Department to issue the necessary Blanket Purchase Agreements.

Attachments

- A - Award Criteria
- B - Small Business Memo
- C - Finance Form

Attachment A

Award Criteria:

The RFQ documents stated that the bidders provide a certificate from the manufacturer stating they are authorized to sell their products. The RFQ documents also required that the bidders submit specification sheets for each item quoted as an alternate to the item listed.

Clarifications Required During the Process:

N/A

Irregularities or Issues that Impact Recommended Ranking:

The RFQ documents reserved the right to make awards by individual item, groups of items, all or none, or a combination thereof, with one or more vendors. The quotation from ATCO International included items B, C, D, E, F, and H; the quotation from NaturChem, Inc. included items A, B, C, D, E, F, G and I; and the quotation from United Labs, Inc. was for items G and H. The award recommendation is based on the lowest price submitted for each item, thereby splitting the award between ATCO International for items B, C, D, E, F, and H, and NaturChem, Inc. for items A, G and I.

Item	Description	Respondent
A	Herbicide; Total Vegetation Weed Killer - 30 Gal. Drum	NaturChem
B	Herbicide; Diquat Dibromide - 55 Gal. Drum	ATCO International
C	Pesticide; Liquid Growth Retardant - 55 Gal. Drum	ATCO International
D	Herbicide; Dual-Purpose Aquatic & Terrestrial - 55 Gal. Drum	ATCO International
E	Herbicide; General - 55 Gal. Drum	ATCO International
F	Herbicide; Non-Selective - 55 Gal. Drum	ATCO International
G	Herbicide; Emulsifiable Vegetation Killer Concentrate - 55 Gal. Drum	NaturChem
H	Herbicide; Weed Killer Spray/Aerosol, 16.5 oz.	ATCO International
I	Temporary Colorant Dye - 30 Gal. Drum	NaturChem



GREATER ORLANDO AVIATION AUTHORITY

Orlando International Airport
5850-B Cargo Road
Orlando, Florida 32827-4399

MEMORANDUM

To: Denise K. Schneider, CPPO, C.P.M., C.M., Assistant Director, Purchasing and Material Control

From: Somdat Jiawan, Manager, Small Business Programs
Orlando Santiago, Small Business Compliance Administrator

A handwritten signature in blue ink, appearing to be 'AS' or similar initials, written over the name Orlando Santiago.

Date: January 30, 2020

Re: Recommendation to Award Purchasing Request for Written Quotation (RFQ) #92914-20, Groundskeeping Chemicals to ATCO International and NaturChem, Inc.

The Small Business Development Department has reviewed the requirements for the above referenced solicitation and determined that, due to limited and specialized scope of the required services, and/or lack of ready, willing and able certified small businesses it does not lend itself to MWBE/LDB/VBE participation.

Should you have questions, you may contact Orlando Santiago at 407-825-7134.

Attachment C

**Greater Orlando Aviation Authority
Finance Attachment**

Date:	<u>1/29/2020</u>	Requestor's Extension:	<u>2468</u>
Requestor's Name:	<u>Tony McClendon</u>	Preparer's Extension:	<u>3070</u>
Form Preparer's Name:	<u>Diana Hershner</u>	Purchasing Solicitation #:	<u>92914-20</u>
Requestor's Department:	<u>Airfield & Grounds</u>	CCM / CPC / PSC:	<u>CPC</u>
Description:	<u>Groundskeeping Chemicals</u>	Committee Date:	<u>2/10/2020</u>
Vendor:	<u>ATCO International and NaturChem, Inc.</u>	Committee Agenda Item#:	<u></u>

NON-PROJECT FUNDS: O&M, CAP EX, I&D, R&R, OEA REVENUE FUNDS

Account Code Format: xxx.xxx.xxx.xxxxxxx.xxx.xxxxxx	FY 20 Amount	FY 21 Amount	FY 22 Amount	FY 23 Amount	FY 24 Amount	Total Contract
301.654.110.5460001.000.000000	81,677.40	58,341.00				140,018.40
						-
						-
						-
						-
						-
						-
						-
						-
						-
						-
						-
						-
						-
						-
Total Requisition	81,677.40	58,341.00	-	-	-	140,018.40
Requisition Number	Multiple TBD					

BPA

OMB Notes:
Funding Approver Attanaph

Converted Into PO #: _____
Date: _____
Buyer: _____

Total Requisition \$ -
PO Amount \$ 140,018.40
Grand Total - Agree to Committee Item \$ 140,018.40



GREATER ORLANDO AVIATION AUTHORITY

Orlando International Airport
One Jeff Fuqua Boulevard
Orlando, Florida 32827-4399

MEMORANDUM

TO: Members of the Concessions/Procurement Committee
FROM: Denise K. Schneider - Assistant Director Purchasing and Material Control
DATE: February 10, 2020

ITEM DESCRIPTION

Recommendation to Award Agreement AG-648, Advertising Agreement for Orlando Pride Marketing with Orlando Pride, LLC (Orlando Pride) as a Single Source Procurement

BACKGROUND

The term of the Agreement will be for the 2020 Regular Season, effective upon signature, expiring December 31, 2020.

The Aviation Authority wishes to enter into an eleven (11) month marketing agreement with Orlando Pride, LLC to support marketing activities between the Aviation Authority and Orlando Pride. During the Contract Year, the Aviation Authority will receive advertising and sponsorship benefits including, but not limited to: three (3) minutes of in-game exposure via field side LED Ribbon for all local MLS regular season home games; four (4) minutes of exposure on the upper level fascia LED Ribbon for all regular season home games; ten (10) minutes of rotating exposure on the stadium Internet Protocol Television (IPTV) system for all regular season home games; one (1) video scoreboard digital Tri-Vision positions during all season home games; five (5) Social Media posts throughout the season showing Orlando Pride players traveling to their games through the Orlando International Airport; Orlando City will create a player profile post for ten (10) Pride players with the Authority being tagged on each social post; the Aviation Authority will be the presenting partner of the fan game day social feature and the Aviation Authority's profile logo and click-through link will be included on the Corporate Partner's page.

Orlando Pride has previously worked with the Aviation Authority by providing various opportunities to promote the Aviation Authority's marketing activities. Orlando Pride is a women's soccer league team that competes as a separate entity under the Major League Soccer (MLS). Since its commencement, Orlando Pride has provided marketing opportunities and exposure to diverse audiences who watch the advertisements. Orlando Pride supports a relationship with customers both locally and nationally. Many Orlando Pride fans use the Aviation Authority's facilities, whereby engaging with these fans will allow the Aviation Authority to understand their needs and preferences. This will also aid the Aviation Authority to better support our customers.

The Aviation Authority has similar sport marketing agreements with Fox Sports, Orlando City, Orlando Magic and UCF.

ISSUES

A marketing agreement with Orlando Pride, LLC allows the Aviation Authority to expand its marketing opportunities by getting exposure at the games with various in-game inventories and with fans who not only watch the advertisements but also engage with them.

This award shall be made with Orlando Pride, LLC based on a Single Source Procurement Justification in accordance with Aviation Authority's Policy, Section 450.03, Purchasing/Non-Competitive Procurement. This policy permits the procurement of Goods and Services pursuant to a Single Source Procurement. A Single Source Procurement is a procurement made from one firm among others in a competitive market place which, for justifiable reasons, is found to be most advantageous for the purpose of fulfilling the given purchasing need.

The Small Business Development Department has reviewed the specifications for the above referenced Single Source Procurement and determined that, due to limited and specialized scope of services, it does not lend itself to MWBE/LDB/VBE participation.

FISCAL IMPACT

The estimated not-to-exceed amount of \$10,000 for the eleven (11) month term is within budget. Funding is from the Operations and Maintenance Fund 301.006.170.5480001.000.000000. Funds expected to be spent under the agreement in the current fiscal year are within budget. Funding required in current and subsequent fiscal years will be allocated from previously-approved Operations and Maintenance Fund as approved through the budget process and when funds become available.

RECOMMENDED ACTION

It is respectfully requested that the Concessions/Procurement Committee approve that the following be recommended to the Aviation Authority Board: (1) authorize the eleven (11) month term agreement with Orlando Pride, LLC based on a Single Source Procurement Justification; (2) authorize funding from previously-approved Operations and Maintenance Fund in the not-to-exceed amount of \$10,000.00; and (3) authorize an Aviation Authority Officer or the Chief Executive Officer to execute an Agreement following satisfactory review by legal counsel.

Attachments

- A - Single Source Justification
- B - Small Business Memo
- C - Pricing Proposal
- D - Finance Form



Single Source Procurement Request

Requested By

Jihyun Park

Request Date

1/14/2020

Department

006 – Executive Administration

Request ID

SG-00092

Request Info

Initiated By

Jihyun Park

Supplier/Firm Name

Orlando Pride, LLC

Description

1-Year Sports Marketing Agreement to support marketing activities between the Aviation ...

Procurement Details

Need By

2/20/2020

Document Number

Estimated Amount

\$10,000.00

1. What is the end use of the Item or nature of the Goods, Services or Professional Services being requested?

This is a 1-year marketing agreement with Orlando Sports Holdings to support marketing activities between the Aviation Authority and Orlando City SC. The marketing activities include, but are not limited to: airport category involvement, stadium signage (digital), social media, In-Stadium feature, etc.

2. What capacity does the supplier for the Goods, Services or Professional Services have that make it uniquely capable of satisfying the need?

Orlando Pride has previously worked with the Aviation Authority providing various activities to promote the Aviation Authority's marketing opportunities. Since its commencement, Orlando Pride has provided marketing opportunities and an exposure to diverse audiences who watch the advertisements.

3. Why are these unique capabilities or characteristics essential and necessary to meet the need?

Orlando Pride supports a relations with customers both locally and nationally. Many Orlando Pride fans use the Aviation Authority's facilities, whereby engaging with these fans will allow the Aviation Authority to understand their needs and preferences. This will also aid the Aviation Authority to better support our customers.

4. What market research was done to ensure no other available source was capable of fulfilling the requirement?

Staff has various meetings with Orlando Pride and conduct analyses to evaluate the effect...

5. Is there a specification, statement of work or purchase description available that is sufficient for competitive procurement? If not, is one being developed?

See the attached Term Sheet (FINAL) negotiated with Orlando Pride, LLC

6. What steps are being taken to foster competition in subsequent procurements of the Goods, Services or Professional Services?

The annual performance review sessions are being developed to review the effectiveness of the marketing opportunities.

7. What would the impact be in job accomplishment and/or financial loss if another supplier's Goods, Services or Professional Services with similar capabilities were substituted?

The potential impact would be: 1) Delay on Schedule: The Aviation Authority may be required to conduct additional analyses in order to review its effectiveness of the marketing opportunities; 2) Additional Cost: The Aviation Authority may be required to re-negotiate with another supplier's product, which may affect the cost of the services.

8. If this request is for a one-time procurement, what is the estimated cost of the Goods, Services or...

\$10,000.00

9. If this request is for multiple procurements over a 12 month period, what is the estimated total cost of the Goods, Services or Professional Services over that time period?

This is 1-year contract.

10. Circumstances change over time. If this request is for approval for a continuing requirements, what is the length of time this procurement approval is needed prior to re-evaluating available commercial solutions and the Authority's requirements?

1-year.

Is Project Related

Project Number

No

Is Committee Approved

Committee Approved On

No

Is Board Approved / Notified

Board Approved On

No

Notes

This expenditure does not bridge the compete threshold and does not require Committee ...

Activity History

Procurement Step	Action Taken	Action Taken On	Comment	User
CEO Review	Approve	1/21/2020 3:17 ...		Phil Brown
COO Review	Approve	1/21/2020 2:37 ...		Stan Thornton
CFO Review	Approve	1/21/2020 12:2...		Kathleen Sharman
Purch AD	Approve	1/21/2020 9:51 ...		Denise Schneider
Purch Mgr	Approve	1/21/2020 9:42 ...		Diana Hershner
Dept Approver	Approve	1/14/2020 4:49 ...		Stan Thornton
Create Procurem...	Workflow Initiali...	1/14/2020 4:07 ...		Jihyun Park




GREATER ORLANDO AVIATION AUTHORITY

Orlando International Airport
5850-B Cargo Road
Orlando, Florida 32827-4399

MEMORANDUM

To: Denise K. Schneider, CPPO, C.P.M., C.M., Assistant Director, Purchasing and Material Control

From: Somdat Jiawan, Manager, Small Business Programs
Orlando Santiago, Small Business Compliance Administrator 

Date: January 30, 2020

Re: Recommendation to Award Agreement AG-648, Advertising Agreement for Orlando Pride Marketing with Orlando Pride, LLC ("Orlando Pride") as a Single Source Procurement

The Small Business Development Department has reviewed the specifications for the above referenced Single Source and determined that, due to limited and specialized scope of services, it does not lend itself to MWBE/LDB/VBE participation.

Should you have questions, you may contact Orlando Santiago at 407-825-7134.

ORLANDO PRIDE 2020 TERM SHEET

A. Category Involvement

- GOAA will be designated as the Official Airport Partner of Orlando Pride. OCSC will not sign another airport partner within 100-mile radius.

B. Intellectual Property Rights

GOAA will have the right to use the following marks and logos to create custom promotions or programs:

- Orlando Pride

C. Stadium Signage - Digital

GOAA will receive the following during each NWSL regular season Orlando Pride home game:

- Three (3) minutes of in-game exposure on field side LED Ribbon
- Four (4) minutes of in-game exposure on upper level fascia LED ribbon
- One (1) video scoreboard digital Tri-Vision positions
- Minimum of ten (10) minutes of exposure on the in-stadium IPTV system

D. Social Media

- Orlando City will create a minimum of five (5) posts throughout the season that show the Orlando Pride players at the airport to give followers a behind the scenes look at the team traveling to games. Orlando International Airport will be tagged on each post.
- Orlando City will create a player profile post for ten (10) Pride players. GOAA will be tagged on each social post.

E. In-Stadium Feature

- GOAA will be the presenting partner of the fan gameday social feature.
 - Fans are encouraged to post pictures of their gameday experience using specific hashtag #myPridegameday
 - During halftime of each home game fan social posts using that hashtag will be featured on the video scoreboard along with logo placement for GOAA.

F. Orlando City SC Website

GOAA will receive the following on the Orlando Pride webpage:

- Company profile logo and click-through link included on the Corporate Partner's page

Terms and Investment

In exchange for the partnership benefits outlined above, GOAA and Orlando Pride, LLC will agree to the following terms and investment:

- One (1) year partnership starting with the 2020 season and ending on December 31, 2020
- \$10,000 (Net)
- Four (4) equal payments to be paid on or before February 1st, April 1st, June 1st, and August 1st

