

**CITY OF FLAGSTAFF**  
**Purchasing Section**

**Special Procurement Justification** (check applicable box below)

Divisions/Sections Requesting Sole Source, Proprietary or Emergency Procurement Must Complete This Form

- Sole Source Procurement Justification**  
 **Proprietary Procurement Justification**  
 **Emergency Procurement Justification**

**TO:** Purchasing Section Buyer

**PREPARER:** Sabrina Beard

**DIVISION/SECTION:** EVD/CVB

**DATE SUBMITTED:** 3/3/2020

***Is this a sole source procurement?** "Sole Source" is defined as a product or service available from only one known source. Please answer the 4 questions below and attach all documentation and sign.*

***Is this a proprietary procurement?** A proprietary specification restricts the acceptable product(s) or service(s) to one manufacturer or vendor. A common example would be specification by brand name which excludes consideration of approved "equals". Although all sole source specifications are proprietary, all proprietary specifications are not necessarily sole source. Proprietary items may be available from several distributors. If available, please attach a list of proprietary suppliers which might assist in expediting this procurement. Please answer the 4 questions below and attach all documentation and sign.*

***Is this an emergency procurement?** "Emergency" is a threat to public health, welfare, or safety. Emergency procurements shall be made with such competition as is practicable under the circumstances. Please answer the 3 questions below and attach all documentation and sign.*

City Policy is to maximize competition in the procurement process. Exceptions to competition (sole source/propriety procurement/emergency) must be fully justified, documented, and pre-approved. The following is a list of questions which will substantiate a Sole Source, Proprietary or Emergency Procurement. It will help expedite processing if you provide thorough and sufficient detail when answering each of these questions. Please use additional sheets and attach all additional information to this form if necessary.

**Sole Source/Proprietary Justification**

1. Briefly, what is the scope of the project in which this product or service will be used.

The CVB is requesting a renewal of the FY'19 two-year contract for an outdoor billboard located in downtown Phoenix to inspire and motivate Flagstaff visitation. The static board measures 18' x 84' and is strategically located to capture visitors and local residents alike delivering nearly 13.7 million annual impressions. The board is located in a premiere intersection at 4th Street and Jefferson, between Talking Stick Resort Arena (Phoenix Suns, high profile concerts and events) and Chase Field (AZ Diamondbacks). The board is also two (2) blocks away from the newly opened Block 23 at Cityscape multi-use project, including downtown's first grocery store (Fry's), a 330-unit luxury apartment complex, over 200k square ft. of creative office, restaurant & retail space.

2. Who is the identified vendor and why is this the only product or service that can meet the

City's requirements? Uniqueness? Compatibility? Integral component? Availability? Delivery Date? If purchase qualifies as proprietary and there are multiple Distributors, why is this the only Distributor who can satisfy the City's purchasing request?

Vendor: Legends Entertainment District. The Legends Entertainment District is a special entitlement area in downtown Phoenix that allows for marketing executions unavailable anywhere else in the State. The Legends District offers the ability to deliver large-format, high-impact and dynamic out-of-home messaging including unique opportunities for creative enhancements such as display extensions and multi-dimensional add-ons. This platform allows us to meet our marketing objectives via a unique display in a high density and energetic environment. Upon renewal, this board will permit Flagstaff a fluid and seamless continuation of an already existing Discover Flagstaff message.

3. Why is this vendor the only available source from which to obtain this product or service? You must provide clear and convincing evidence.

As mentioned above, the Legends Entertainment District operates under special permits as granted by the City of Phoenix. These permits are exclusive to the area in which the Legends Entertainment District operates, and we would be unable to execute this same marketing program in the same area without the partnership of the Legends Entertainment District.

4. What efforts have been made to obtain the best price possible? Why do you feel this price is fair and reasonable?

The price that has been proposed represents a 25% discount from the established market rate. Additionally, we have been able to negotiate a rate with NO price increase compared to the same program we contracted for from July 1, 2017 through June 30, 2018. Lastly, we have negotiated for the vendor to cover certain production hard costs with an associated value of over \$15,000. The FY '21 – FY '22 price will remain the same as negotiated and contracted in FY '19.

This justification is valid through May 22, 2023 (Maximum 3 years).

Heidi Hansen                      5-22-2020  
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Authorized Signature                      Date  
Heidi Hansen                      Economic Vitality Director  
Printed Name                      Title

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Purchasing Section Buyer's Signature      Date  
Matthew Luhman, Purchasing Manager  
Printed Name                      Title

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Purchasing Director Signature                      Date

