




October 17, 2011

MEMORANDUM

TO: District Board of Trustees
FROM: Jim Murdaugh, President 
SUBJECT: Grants and Contracts - TCC as Provider

Item Description:

This item requests that the Board approve the receipt of funding for the listed projects.

Overview:

The following are recommended for approval:

I. COMMITMENTS, EXPENDITURES, CONTRACTS FOR SERVICES

FDOT Professional Sports Marketing – Florida Panthers Hockey Club, Ltd.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Florida Panthers games at the Bank Atlantic Center. The amount of the contract is \$330,000 with an indirect cost rate of 8%. The contract period is from the date of approval through 9/30/2012.

FDOT Professional Sports Marketing – Orlando Magic, Ltd.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Orlando Magic games at the Amway Arena. The amount of the contract is \$280,000 with an indirect cost rate of 8%. The contract period is from the date of approval through 9/30/2012.

FDOT Professional Sports Marketing – Tampa Bay Arena, L.P.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Tampa Bay Lightning games at the St. Pete Times Forum. The amount of the contract is \$270,000 with an indirect cost rate of 8%. The contract period is from the date of approval through 9/30/2012.

FDOT Professional Sports Marketing – Tampa Bay Rays, Ltd.

TCC will require contractual services to provide advertising and promotional benefits to support the impaired driving campaign during the Tampa Bay Rays games at Tropicana Field. The amount of the contract is \$250,000 with an indirect cost rate of 8%. The contract period is from the date of approval through 9/30/2012.

Salient Facts:

The Board of Trustees has authority to contract with outside agencies for provider management.

Past Actions:

The Board approved the acceptance of the award for the Florida Department of Transportation – Professional Sports Marketing in September 2011. The contracts listed above are authorized under that funding source.

Future Actions:

No further activity on the part of the Board is necessary.

Funding/Financial Matters:

N/A

Staff Resource:

Teresa Smith

Recommended Action:

Authorize the contracts listed above.