



Sole Source Request Form

Sole Source BidSync #042-2262101-BD-SS

SECTION II – DEPARTMENT INFORMATION (Complete in its entirety)

Department: Health Care Agency		Date: June 8, 2022	
Vendor Name: Anaheim Arena Management, LLC		Sole Source BidSync Number: 042-2262101-BD-SS	
Is the above named vendor a retired employee of the County of Orange? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes", review and Approval is required from CEO Human Resource Services prior to contract execution.			
Contract Term (Dates): August 23, 2022 – June 30, 2025	Is Agreement Grant Funded? Funding Source: MHSA <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Percent Funded: 100%	Proprietary? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Contract Amount? \$8,478,957		Is this renewable? If yes, how many years? No.	
Type of Request: <input checked="" type="checkbox"/> New <input checked="" type="checkbox"/> Multi-Year <input type="checkbox"/> Renewal <input type="checkbox"/> Amendment <input type="checkbox"/> Increase			
Renewal Year: N/A		Did vendor provide a sole source affidavit? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please attach	
Board Date: July 26, 2022	ASR Number: 22-000586	If not scheduled to go to the Board explain why? It is schedule for Board Approval	
Does Contract include Non-Standard Language? If yes, explain in detail. PENDING FEEDBACK FROM VENDOR			
Was Contract Approved by Risk Mgmt.? PENDING FEEDBACK FROM VENDOR		Was Contract Approved by County Counsel? CoCo review is pending.	
Were any exceptions taken? If yes, explain in detail. PENDING FEEDBACK FROM VENDOR			
<input checked="" type="checkbox"/> DPA certifies that they have read and verified that the information is true and satisfies the sole source requirements listed in the County Contract Policy Manual.			
<input type="checkbox"/> Solicitation Exemption <i>(For purchases with special circumstances, and/or when it is determined to be in the best interest of the County.)</i>			



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SECTION III – SOLE SOURCE JUSTIFICATION

- 1. Provide a description of the type of contract to be established.** *(For example: is the contract a commodity, service, human service, public works, or other – please explain.) Attach additional sheet if necessary.*

This is a professional services contract between Health Care Agency (HCA) and Anaheim Arena Management, LLC, which manages the Honda Center, home of the Anaheim Ducks hockey team.

- 2. Provide a detailed description of services/commodities and how they will be used within the department. If this is an existing sole source, please provide some history of its origination, Board approvals, etc.** *(This information may be obtained from the scope of work prepared by the County and the vendor's proposal that provides a detailed description of the services/supplies.) Attach additional sheet if necessary.*

The Mental Health Services Act (MHSA) includes regulations requiring counties to use Prevention and Early Intervention (PEI) funds to: 1) combat stigma associated with mental health and/or the seeking of mental health services, 2) promote awareness of mental health conditions and available resources and 3) engage, encourage and/or educate people (i.e., family members, friends, employers, teachers, etc.) on how to recognize and respond effectively when an important person in their life may be experiencing the early signs of a mental health condition.

Orange County has funded campaigns using multi-media platforms to promote positive messages about mental health and well-being and to reduce stigma. These efforts largely focus on specific at-risk groups (i.e., school-aged youth, unserved and underserved ethnic communities, etc.) and the campaigns, outreach and educational events are frequently advertised or promoted around a mental health theme. While such targeted outreach is essential to increasing needed service utilization among unserved communities, the potential impact is nevertheless constrained by the fact that participants self-select into attending community events focused on mental health. Thus, HCA may fail to reach Orange County residents who are not inherently interested in or gravitate towards mental health issues and yet may nevertheless benefit from such messaging and information. Interestingly, 60 percent of Ducks fans say they are worried about the effect of COVID on personal health and 67 percent are worried about the lasting effects of COVID on society. Thus, Ducks events and media provide a powerful opportunity for promoting activities that reduce stress, support mental health and advertise available wellbeing resources as part of their fans' pursuit of an overall healthy lifestyle.

The services to be provided through this sole source will directly address the limitations of HCA's existing mental health and well-being campaigns by strategically placing its advertising in a professional sporting and recreational event venue (i.e., Honda Center) and family/community-oriented venues (i.e., The Rinks, Artic). These activities will not only considerably increase the total number of people reached through HCA's mental health awareness campaigns, but also reach Orange County residents who might not otherwise be exposed to these messages and information.

Anaheim Ducks Elements (preseason September; regular season October-April):Brand Awareness

- Brand placement on all Anaheim Ducks skater helmets
- One (1) annual branded paper helmet fan giveaway

- Minimum of three minutes (3:00, based on game clock) of TriplePlay rotational exposure during all public Honda Center events; 0:15 second rotation
- One (1) full-page ad in the Anaheim Ducks Game Day Program during all regular season home games
- One (1) Press Release announcing the partnership and Ducks' support of mental health initiatives

In-Person Outreach

- One (1) table or activation space at the Sunday Hockey Spot during four (4) Ducks Sunday regular season home games
- Designation as a Co-Presenting Sponsor of the Captain's Challenge with full brand integration
 - Presidential Fitness Challenge (active lifestyle day, usually in February or March)

Digital media

- Branding of a social media feature on Ducks social media - 'Mental Health Mondays' or similar campaign
- One (1) offseason social/digital content series where players are interviewed about their mental preparation, adverse times on and off the ice, and other mental health-focused questions
- A minimum of 500,000 banner ad impressions on AnaheimDucks.com promoting mental health
- One minute (1:00, based on game clock) of in-game Dual 360 LED Ring (fascia) exposure during Ducks regular season home games
- One (1) month-long, enter-to-win promotion to be run during the Anaheim Ducks regular season with comprehensive in-market support including paid social boosting

Game Ticket Giveaways:

- 14,000 tickets total distributed across Ducks home games, on dates mutually agreed upon by County and Contractor
 - Maximum of 7,000 tickets to include \$25 in food and beverage credit
- Seven hundred (700) general parking passes to be included in ticket giveaways during the regular season for Ducks games

Honda Center Elements:

Brand Awareness

- One minute (1:00) of in-game Dual 360 LED Ring exposure during ingress/egress of all non-hockey Honda Center events
- A minimum of three minutes (3:00) of TriplePlay rotational in-arena exposure during all public Honda Center events
- Inclusion in the LED panel rotation on the bi-directional Honda Center Katella Avenue Marquee screen for a twelve (12) month period - thirty minutes (30:00) of exposure per day
 - First year of partnership (2022/2023) will be prorated to 11 months of Katella Avenue Marquee rotation with the first month of partnership increased to one hour (1:00:00) of exposure per day for the first month only

The Rinks Elements:

Digital media

- Branding of a supporting campaign shared through the social and digital channels of The Rinks network of community skating facilities

Brand Awareness

- One (1) branded dasherboard at all The Rinks locations

Artic Transportation Center Elements:

Brand Awareness

- Monthly inclusion in the LED panel rotation on each of the free-standing Katella Avenue and Douglass Road ARTIC Marquees - minimum of thirty minutes (30:00) of exposure per day

- First year of partnership (2022/2023) will be prorated to 11 months of Artic Katella Avenue Marquee and Douglas Road Marquee rotation with the first month of partnership increased to one hour (1:00:00) of exposure per day for the first month only

Digital media

- Branding on four (4) train stalls at Artic for a twelve (12) month period

Reaching The Media Market:

Broadcast Regional Media

- Five hundred (500) thirty-second (:30) Run-of-Show (ROS) TV spots on Bally Sports
- Media in and around Ducks game broadcasts:
 - Three minutes (3:00) of digitally enhanced dashboards (DED) in at least one (1) zone during all Anaheim Ducks Regular Season games on Bally Sports
 - Designation as the Presenting Partner of the 'Duck Calls' radio call-in feature, with inclusion in-show and in all Duck Calls marketing
 - One (1) thirty-second (:30) radio spot during all Ducks regular season games

By engaging in a large-scale effort with the Anaheim Ducks through Anaheim Arena Management LLC, HCA has the unique opportunity to connect with a diverse Orange County audience not normally reached in its usual mental health campaigns. This kind of expansive effort aligns with the Prevention Pillar of the OC CARES initiative and can support the County in its efforts to reduce mental health-related stigma, and to promote awareness of available mental health and wellbeing resources.

- 3. Explain why the recommended vendor is the only one capable of providing the required services and/or commodities. How did you determine this to be a sole source and what specific steps did you take? Please list all sources that have been contacted and explain in detail why they cannot fulfill the County's requirements. Include vendor affidavit and/or other documentation which supports your sole source.** *(Responses will include strong programmatic and technological information that supports the claim that there is only one vendor that can provide the services and/or commodities. Your response will include information pertaining to any research that was conducted to establish that the vendor is a sole source, include information pertaining to discussions with other potential suppliers and why they were no longer being considered by the County.)*
Attach additional sheet if necessary.

Anaheim Ducks is the only National Hockey League team in Orange County. A contract with Anaheim Arena Management LLC enables HCA to sustain raised awareness and continuous outreach concerning Mental Health Awareness to Orange County residents during the hockey season (October – April). Moreover, Ducks fans rank number one among National Hockey League (NHL) fans in doing “whatever possible” to promote a healthy lifestyle (75 percent). Importantly, 60 percent of Ducks fans say they are worried about the effect of COVID on personal health and 67 percent are worried about the lasting effects of COVID on society. Thus, Ducks events and media are a powerful opportunity for promoting activities that reduce stress, support mental health and advertise available wellbeing resources as part of their fans’ pursuit of an overall healthy lifestyle.

- 4. How does recommended vendor's prices or fees compare to the general market?**
Attach quotes for comparable services or supplies. Attach additional sheet if necessary.

There are no others to compare to as the Anaheim Ducks are the only National Hockey League team in Orange County, and no other team or organization has the same reach during the September to April months.



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5. If the recommended vendor was not available, how would the County accomplish this particular task?

Attach additional sheet if necessary.

Without this contract, HCA would lose a significant opportunity to provide mental health and well-being information to large Orange County audiences, many of whom may not otherwise be exposed to this information. Although HCA does currently fund other mental health and well-being promotion efforts, these existing campaigns and events are specifically promoted around a mental health theme. While such targeted outreach is essential to increasing needed service utilization among unserved communities, the potential impact of existing efforts is nevertheless constrained by the fact that participants self-select into attending a mental health-focused event.

Although HCA has a mental health awareness campaign agreement with Angels Baseball, regular baseball season typically spans April to September, thus resulting in minimal overlap in timing with regular hockey season. In addition, the fanbase for professional hockey and professional baseball do not entirely overlap. Thus, by engaging in a large-scale effort with the Anaheim Arena Management LLC, HCA has the unique opportunity to reach a large, diverse Orange County audience not normally reached in its mental health promotion efforts. This kind of expansive effort could help reduce mental health-related stigma, promote awareness of signs, symptoms and available resources, thus improving the health and wellbeing of Orange County residents.

6. Please provide vendor history – name change, litigation, judgments, aka, etc. for the last 7 years.

No name changes, litigation or judgments exist that are pertinent to the contract..

7. If vendor is a retired, former employee, has the vendor previously been rehired as a contractor within the last three years? ☐ Yes ☒ No

If yes, provide explanation/support for hiring the retired, former employee as a vendor and provide contract dates, scope of work, and total amounts paid under each contract.

8. Explain (in detail) why a request for Solicitation Exemption is needed. (Only applicable for Solicitation Exemption)

Attach additional sheet if necessary.

N/A



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SECTION IV – AUTHOR/REQUESTOR

Signature:	DocuSigned by: <i>Sharon Ishikawa</i> B2D3B2CFBF30465...	Print Name: Bhuvana Rao Sharon Ishikawa	Date: 6/28/2022
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SECTION V – CEO Human Resource Services APPROVAL (Review and approval is required when vendor is a Retired, Former Employee.)

Signature:	Print Name: N/A	Date:
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SECTION VI – DEPUTY PURCHASING AGENT CONCURRENCE

Signature:	DocuSigned by: <i>Brittany Davis</i> CBA8D65B77D2461...	Print Name: Brittany Davis	Date: 6/27/2022
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SECTION VII – DEPARTMENT HEAD APPROVAL

Signature:	DocuSigned by: <i>Clayton Chau</i> AFEE619990EB464...	Print Name: Clayton Chau	Date: 6/27/2022
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SECTION VIII – COUNTY PROCUREMENT OFFICE

Prior to execution of a contract, the County Procurement Officer or designee shall approve All Sole Source requests for Commodities that exceed \$250,000, Capitol Assets and services exceeding \$75,000, and All other Sole Source requests that require Board approval despite the amount. Approvals are obtained electronically through the County's online bidding system.

SOLICITATION EXEMPTION – CEO USE ONLY:

Board of Supervisor Notification Date:			
Comments:			
CPO:	<input type="checkbox"/> Approved	<input type="checkbox"/> Denied	CFO: <input type="checkbox"/> Approved <input type="checkbox"/> Denied
CPO Authorized Signature:	Date:	CFO Authorized Signature:	Date:



Sole Source Request Form Instruction Sheet

COUNTY POLICY ON SOLE SOURCE CONTRACTS:

It is the policy of the County of Orange to solicit competitive bids and proposals for its procurement requirements. Per the Contract Policy Manual, a sole source procurement shall not be used unless there is clear and convincing evidence that only one source exists to fulfill the County's requirements, CPM section 4.5. All sole source purchases requiring Board of Supervisors approval shall be justified as meeting the sole source standard in the Agenda Staff Report. The Agenda Staff Report shall clearly state that it is a sole source procurement. The Sole Source Justification, as described below, shall be attached within the Agenda Staff Report (CPM, Section 4.5)

SECTION I – INSTRUCTIONS FOR COMPLETING THE ATTACHED FORM

(To be completed by the department's end-user, Program Manager, or Subject Matter Expert)

1. Formal justification is required for sole source procurements when competitive bid guidelines require pricing from competing firms.
2. A written justification will be prepared by the department and approved by the department head or designee.
3. Prior to execution of a contract, the County Procurement Officer or designee shall approve ALL sole source requests for commodities that exceed \$250,000 annually, services exceeding \$75,000 annually and all Board contracts despite the amount. Board approval is required for all sole source contracts for commodities that exceed \$250,000 annually and services exceeding \$75,000 annually or a two (2) year consecutive term, regardless of the contract amount. Any amendments to Board approved sole source contracts require a new sole source form.
4. If vendor is a retired, former Orange County employee, CEO Human Resource Services shall approve the sole source request, regardless of the sole source amount.
5. Valid sole source requests will contain strong technological and/or programmatic justifications. Requests will explain how it is a sole source purchase, provide a clear and convincing justification and detail the purchasing history (who, what, when, how and where).
6. Sole source procurements may be approved based upon emergency situations in which there is not adequate time for competitive bidding.
7. Sole source requests for Human Service contracts will be guided by the regulations of the funding source.
8. Each question in Section II of this form must be answered in detail and the form signed by the department head with concurrence of the Deputy Purchasing Agent.
9. All sole source request forms must be entered into the County's online bidding system along with its supporting documentation.
10. The Deputy Purchasing Agent (DPA) shall retain a copy of the justification/approval as part of the contract file.
11. Request for Solicitation Exemption (*For purchases with special circumstances, and/or when it is determined to be in the best interest of the County*) – check the Solicitation Exemption box and complete additional question no 8.

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Release Bid Workflow

Name: Roland Tabangin
Phone: 714-834-3151
Email: rtabangin@ochca.com
Status: Submitter Jun 28, 2022 8:47:01 AM PDT

Bid Information

Bid Number:[042-2262101-DB-SS](#)**Bid Title:**

ANAHEIM ARENA MANAGEMENT LLC

Status

Status:

Approved

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