SINGLE SOURCE AWARD **BID # SS-0289-18**

Subject: FY18 Media and Advertising Publications

Department: Office of Special Events

Description of Purchase:
Recommend approval to ratify award from October 1, 2017 through date of award.

Recommend approval of single source award for media advertising with various media outlets as listed below, for the Office of Special Events. The total requested amount not-to-exceed $100,000.00 for services through September 30, 2018.

Sample media outlets include but are not limited to: The Florida Times Union, Clear Channel Outdoor, Entertaining U, Resident Community News, Buzz Magazine, Folio Weekly, Jacksonville Free Press, Hola Noticias, The Florida Star, Jax4Kids, Jacksonville and Regional Military Publications, St. Augustine Record, Orlando Sentinel, Jacksonville Magazine, Tallahassee Democrat, Jazz Times, Downbeat Magazine, Mint Magazine, Daily Billboard, Arbus and the Financial News and Daily Record, I Heart Media, Caribbean Corner Magazine, Facebook, Twitter, Instagram, Snapchat, Money Pages, Cox Media, First Coast Parent, Brunswick News Publishing, Onyx Magazine, WCGL Gospel Radio/JBD Communications, Inc., Pure Radio Jacksonville, Chesapeake Broadcasting, Eco Latino, Morris Publishing, Jazziz Magazine, SmoothJazz News, Metro Jacksonville, Lamar Advertising, Void Magazine, WJCT, Clay Today, Jacksonville Aviation Authority, Jacksonville Transportation Authority, Groupon and Living Social.

Funding for this award to be encumbered by accounts SPET01ASE -04801/04938 or PRSE134SE-04904, to be executed by purchase order(s), check requests and/or P-Card.

Sole Source Award To: Various Media and Advertising Publications

Price Justification: See Attached

Total Award: $100,000.00 **Requisition #** N/A

Attachments: Agency Memo, Previous Award

Certification as to Sole Source: Brent Fine, Special Events Manager

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

ANALYST: Chelsey Fleming

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN ***DATE***

ACTION OF AWARDING AUTHORITY

DATE: _____

APPROVED_____ **DISAPPROVED** _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

SINGLE SOURCE REQUEST

Pursuant to the City of Jacksonville Procurement Code § 126.206 & § 126.312, when requesting a purchase from a vendor subject to the referenced sections, please complete this form to justify your request and submit to Procurement with applicable attachments.

REQUESTING AGENCY (DEPT./DIVISION): Office of Special Events

FUNDING SOURCE: SPET01ASE-04801/04938 OR PRSE134SE-04904

BRIEF DESCRIPTION OF GOODS/SERVICES:

Media advertising through various media outlets and advertising companies.

AMOUNT OF PROJECT (attach quote): $100,000.00

PROVIDE A SUMMARY OF THE SCOPE OF GOODS/SERVICES TO BE PROVIDED; IDENTIFY EACH ITEM, COMPONENT OR SERVICE BEING PROCURED (ATTACH QUOTE/PROPOSAL):

Electronic media (website/online/social/media): radio, television, print publications for the purpose of promoting events produced/ sponsored by the Office of Special Events.

PROVIDE A DETAILED JUSTIFICATION AS TO WHY THE REQUESTED GOODS/SERVICES CAN ONLY BE EFFICIENTLY AND EFFECTIVELY PROCURED THROUGH THE RECOMMENDED SINGLE SOURCE PROVIDER:

Multiple providers are needed for this level of service to effectively promote and communicate using a variety of mediums with the goal of outreach, engagement, and participation in events produced and/or sponsored by the Office of Special Events.

ASSERT THAT YOU HAVE RESEARCHED THE AVAILABILITY OF THE REQUESTED GOODS/SERVICES FROM OTHER SOURCES IN APPLICABLE MARKETS AND HAVE DISCUSSED AND EVALUATED THE SAME WITH COJ'S PROCUREMENT AND EBO DIVISIONS:

The Office of Special Events has researched the availability of the requested goods/services from other sources.

Submitted by: Brent Fine — Special Events Manager

(Name) (Title)

Date: 10/2/17

Requesting Agency's Director's Signature:

Jacksonville
Where Florida Begins.

MEMORANDUM

TO: Gregory Pease, Chief of Procurement

FROM: Brent Fine, Special Events Manager BF

CC: Joey Bergman, Business & Finance Manager

DATE: August 29, 2017

RE: FY18 Advertising

The Office of Special Events requests a proprietary award to media and advertising publications for various events sponsored by the City of Jacksonville for the period October 1, 2017 through September 30, 2018. Advertising services typically require a deposit for services and payment upon delivery.

Sample media advertising outlets include, but are not limited to: The Florida Times Union, Clear Channel Outdoor, Entertaining U, Resident Community News, Buzz Magazine, Folio Weekly, Jacksonville Free Press, Hola Noticias, The Florida Star, Jax4Kids, Jacksonville and Regional Military Publications, St. Augustine Record, Orlando Sentinel, Jacksonville Magazine, Tallahassee Democrat, Jazz Times, Downbeat Magazine, Mint Magazine, Daily Billboard, Arbus and the Financial News and Daily Record, I Heart Media, Caribbean Corner Magazine, Facebook, Twitter, Instagram, Snapchat, Money Pages, Cox Media, First Coast Parent, Brunswick News Publishing, Onyx Magazine, WCGL Gospel Radio/JBD Communications, Inc., Pure Radio Jacksonville, Chesapeake Broadcasting, Eco Latino, Morris Publishing, Jazziz Magazine, SmoothJazz News, Metro Jacksonville, Lamar Advertising, Void Magazine, WJCT, Clay Today, Jacksonville Aviation Authority, Jacksonville Transportation Authority, Groupon and Living Social.

Expenditures are not expected to exceed $100,000 and payments will be processed by check request, P-Card and/or purchase order.

ESTIMATED EXPENDITURES NOT TO EXCEED- $100,000.00
FUNDING SOURCE – SPET01ASE – 04801/04938 or PRSE134SE - 04904

SINGLE SOURCE AWARD **BID # SS-0018-17**

Subject: FY17 Media and Advertising Publications

Department: Office of Special Events

Description of Purchase:
Recommend approval to increase the single source award for media advertising with various media outlets as listed below, for the Office of Special Events. The total requested increase amount not-to-exceed $40,000.00 for a revised award total of $100,000.00 for services through September 30, 2017.

Sample media outlets include but are not limited to: The Florida Times Union, Clear Channel Outdoor, Entertaining U, Resident Community News, Buzz Magazine, Folio Weekly, Jacksonville Free Press, Hola Noticias, The Florida Star, Jax4Kids, Jacksonville and Regional Military Publications, St. Augustine Record, Orlando Sentinel, Jacksonville Magazine, Tallahassee Democrat, Jazz Times, Downbeat Magazine, Mint Magazine, Daily Billboard, Arbus and the Financial News and Daily Record, I Heart Media, Caribbean Corner Magazine, Facebook, Twitter, Instagram, Snapchat, Money Pages, Cox Media, First Coast Parent, Brunswick News Publishing, Onyx Magazine, WCGL Gospel Radio/JBD Communications, Inc., Pure Radio Jacksonville, Chesapeake Broadcasting, Eco Latino, Morris Publishing, Jazziz Magazine, SmoothJazz News, Metro Jacksonville, Lamar Advertising, Void Magazine, WJCT, Clay Today, Jacksonville Aviation Authority, Jacksonville Transportation Authority, Groupon and Living Social.

Funding for this award to be encumbered by accounts SPET01ASE/SPET011SE-04801/04938 or PRSE134SE-04904, to be executed by purchase order(s), check requests and/or P-Card.

Sole Source Award To: Various Media and Advertising Publications

Price Justification: See Attached

Total Award: $100,000.00 **Requisition #** 198014

Attachments: Agency Memo, Previous Award

Certification as to Sole Source: Brent Fine, Special Events Manager

THE ABOVE PURCHASE IS RECOMMENDED FOR AWARD IN ACCORDANCE WITH CHAPTER 126.206.

ANALYST: Chelsey Renfroe

Gregory Pease, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

Teresa R. Eidson
CHAIRMAN

4/20/17
DATE

James R. McCain

ACTION OF AWARDING AUTHORITY

DATE: 4/20/17

APPROVED _____ **DISAPPROVED** _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Sam E. Mousa
Chief Administrative Officer
For: Mayor Lenny Curry
Under Authority of:
Executive Order No. 2015-05

FORM GB-114, Revised 12/2007