Docusign Envelope ID: 55975D2A-4537-45D3-A41E-3C6C1E0C4A0A

City of Jacksonville, Florida
Procurement Award Form (PAF)

Part 1: Form Type JPAC Award Request and Administrative Details

Goods and/or Services: Advertisement and Marketing Single Source Request for FY25

Requested Action/Authority:

Advertisement and Marketing Single Source Request for FY25-Various Suppliers in the not to exceed expenditure amount of $250,000. Period of service is from October 1, 2024 through September 30, 2025.

Justification/Explanation:

Advertisement and Marketing Single Source Request for FY25-Various Suppliers. Annual expenditure not to exceed $250,000.00

Legal Contract #:	N/A	Contract Date:	08/01/2024	Change Order/AMD #:	na	
PO/Release #:	N/A	Bid Date:	08/01/2024	Awarded Supplier:	Various	
Licenses Verified:	N/A	Effective Date:	10/01/2024	Basis of Award:	N/A	
Federally Funded:	N/A	No. Invited:	N/A	Responses Received:	N/A	Attachments:
Solicitation:	SS - 15878 - 24			Procurement Contract #:	POA - N/A	
Executed By:	N/A					

PoP:Base:	N/A	Options:	na	Extension(s):	N/A
JSEB Rec.:	N/A	%:	N/A	Bonds Waived Pursuant To:	N/A

Fund:	10302	Center:	133101	Acct:	549006	Proj:	000000	Activity:	00000000	$	250000
Fund:		Center:		Acct:		Proj:		Activity:		$	
Fund:		Center:		Acct:		Proj:		Activity:		$	

New NTE/GMP:	$ 250000.00	Contingent Amount:	$ 0	DMP/ODPO Amount:	$ 0

Using Agency/BU:	SPET:SPORTS_AND_ENTERTAINMENT			
Concurrence:	Signed by: A122A06F5BBD491...	Title:	ACTING SPORTS AND ENTERTAINMENT OFFICER	8/13/2024
Concurrence:		Title:		
Concurrence:		Title:		
Concurrence:		Title:		

Procurement Analyst/Buyer:	Signed by: LeeAnn Warchol 72F42AB443D04B7...	Chief of Procurement:	DocuSigned by: B19F1D517352456... 8/16/2024
Name:	LeeAnn Warchol	Name:	Dustin L. Freeman

Part 2: JPAC Actions on Above Requests/Recommendations
All Award Actions Subject to Lawfully Appropriated Funds

Members Who Approve:	
Members Who Disapprove:	
Other Action:	

Date:

Part 3: Final Awarding Authority Action

Action:

Date:

Signature:

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PAF Instructions

Form Type: Select the type of award from the dropdown options. This form will be used for all Procurement awards (Administrative Awards and JPAC Requests).

Goods and/or Services: Enter a brief description of the types of goods and services included in the request.

Requested Action/Authority: Enter a brief description of the requested action or authority being sought. i.e.; *request permission to award to the lowest, responsive responsible bidder for ITB or award the highest ranked supplier for an RFP*.

Justification/Explanation: Enter a brief justification or explanation for the requested action. Use this box to add any additional information such as additional account strings, or other information essential for contract execution.

Legal Contract Number: Provide the existing City contract number if applicable. This will be the same number as your POA number.

Contract Date: Select the effective date for the contract using the calendar option in the form. Leave blank for contracts to become effective on the execution date.

Change Order/AMD #: Provide the applicable Change Order or Amendment number represented by this request.

Date: Enter the date of PAF submission.

Effective Date: Enter the effective date of requested authority and/or action.

Solicitation: Select the competitive procurement method used (1Cloud generated prefix), enter the 1Cloud generated numbering sequence, and 1Cloud generated fiscal year of solicitation

Basis of Award: Select from Lowest Price Technical Acceptable (LPTA), Highest Price Technical Acceptable (HPTA),

Procurement Contract #: This is your PO number. Select Type, Enter Number

PO/Release Number: Enter PO Release Number

Awarded Supplier: Enter Awarded Supplier Name

Federally Funded: Select yes or no from dropdown if Federal Funds will be used.

Responses Received: This is the number of responses received.

No Bids Received: The number of responses received that indicated supplier would not bid.

Executed By: Select whether executed by OGC or JPAC / Chief of Procurement

PoP Base: Select the Period of Performance for the initial period.

Options: Period for each renewal period i.e. one (1) two (2) year.

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Extensions: How many extensions have we preformed after the initial base period and option periods have been completed?

JSEB Goal: Select the percentage established by JSEB.

JESB Other: Select Encouragement or Set Aside Option

Bonds Waived Pursuant to: Select authority allowing bonds to be waived.

Funding Source: Fund/Center/Account/Project/Activity, all fields are required even if zeros.

New NTE/GMP: Enter the new total not to exceed the amount. Note, this should match the contract maximum indebtedness, if applicable**.**

Contingent Amount: If your agency requests an allowance for unforeseen additional expenses, then specify the amount of your requested increase and new NTE that represents the contingency allowance. This is over and above any quote.

DMP/ODPO Amount: Enter the total Direct Materials Purchase/Owner Direct Purchase Order amount for project.

Attachments: Name any attachments included as supplemental information to the PAF.

Using Agency/BU: This should be the requesting agency/requirement owner.

Concurrence: Electronic Signature

Title: Enter the title of person electronically signing form.

**Any fields where there is no data available, or no entry is required, either leave it blank or enter N/A. Any fields where there is known data, include for informational purposes. Any changes to an original award should contain the data that is being changed and any other relevant data required for JPAC review and approval.*

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A NEW DAY.

City of Jacksonville, Florida

Donna Deegan, Mayor

Office of Sports & Entertainment
214 N. Hogan Street, 4th Floor
Jacksonville, FL 32202
(904) 255-5422
www.specialevents.coj.net

June 26, 2024

To: Dustin Freeman, Chief
Procurement Division

From: Alex Alston, Executive Director
Office of Sports & Entertainment

Subject: FY25 Advertisement & Marketing Single Source Request

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The Office of Sports & Entertainment respectfully requests The Procurement Division grant a single source award to various media and advertising companies for events produced and hosted by the City of Jacksonville from the date of this award through September 30, 2025.

Sample media advertising outlets include, but are not limited to: The Florida Times Union, Clear Channel Outdoor, Resident Community News, Buzz Magazine, Folio Weekly, 904 Happy Hour, Jacksonville Free Press, Hola Noticias, Jax4Kids, Jacksonville and Regional Military Publications, St. Augustine Record, Orlando Sentinel, Jacksonville Magazine, Jazz Times, Downbeat Magazine, Mint Magazine, Daily Billboard, Arbus and the Financial News and Daily Record, iHeart Media, Caribbean Corner Magazine, Facebook, Twitter, Instagram, Snapchat, Money Pages, Cox Media, First Coast Parent, Brunswick News Publishing, Onyx Magazine, Outfront Media, 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, Mailchimp, and Living Social.

Expenditures are not expected to exceed $250,000 and payments will be processed by Non PO Payment Requests, Purchase Card and/or Purchase Order.

Funding Sources: 00113.133101.548010/549040 All Activities
00111.133104.548010.000000.00000000.00000.000000
10302.133101.549006.000000.00000000.00000.000000

JMK

CC: Jennifer Malice-Kelly, Finance Manager, Sports & Entertainment

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JUSTIFICATION FOR SINGLE SOURCE (JSS)	
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.	
1. Requesting Agency:	Sports & Entertainment
2. Nature and/or description of the requirement being requested. ***Identify each item, component or service being procured. (Attach quote/proposal):*** ***Why does the city need these particular goods or services?***	Various firms and suppliers expendiatures for marketing, media, advertisement etc.
3. Provide a detailed justification as to why the requested goods/services can only be efficiently and effectively procured through the recommended Single Source vendor:	Indivudual suppliers are firms are the excusive suppliers to offer advertisement and marketing services.
4. Date of Request	6/26/2024

5. Summary of Market Research

[Provide a description of the market research performed, how it was performed, by whom, and market research results. Please spell out acronyms.]

[Office of Sports & Entertainment (Jennifer Malice-Kelly) has researched availablity of services required and the sole suppliers for services are the individual firms, and suppliers.]

6. Conflict of Interest (Must Check)

√ By checking this box, I affirm that there are no actual, potential, or perceived conflicts of interest with the entity in which I am requesting a single source award. Conflict of Interest shall be interpreted consistent with *Chapter 112, Florida Statutes.*

7. Other Documentation (Check and attach all that apply)

☐ Supplier Quote

√ Single Source Memo signed by Director

☐ Other [Click here to list other documentation.]

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FINANCE & ADMINISTRATION DEPARTMENT, PROCUREMENT DIVISION

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Attach: Completed Single Source Form:=Attached
Attach: Department/Division Memo (Formal threshold only):=Attached
Attach: Scope, Cost Summary and Supplier Proposal:=Not Applicable
List the total requested amount for the request:=
Select the purchasing outcome for this request:=Contract Purchase Agreement
Will require formal contract executed by the Office of General Counsel?=No

→ BPA supplies 2 lines

Purchase

SS to CPA → Services no lines

SS to PO → one time purchase