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SINGLE SOURCE AWARD **BID # SS-10158-21**

Subject: Jax Kids Book Club

Department: Library

Description of Purchase: Recommend approval of award to Broadbased Communications, Inc. to design and print books for the Jax Kids Book Club. Total estimated expenditure amount is $74,623.50.

Funding for this award to be encumbered by the following accounts and executed by purchase order:
11527.181001.534100.001568.00000000.00000.0000000 - $9,641.14
11521.185101.549006.002063.00000000.00000.0000000 - $64,982.36

Single Source Award To: Broadbased Communications, Inc.

Price Justification: See Attached

Requisition #: N/A

Total Award: $74,623.50

Attachments: Recommendation Memo, Single Source Form and Vendor Quote

Certification as to Single Source: Tim Rogers, Director, Jacksonville Public Library

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

Analyst: Annette Burney

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 _____

FORM GB-113, Revised 12/2007

JACKSONVILLE
PUBLIC LIBRARY

Jacksonville Public Library
Finance and Administrative Services
303 Laura Street N.
Jacksonville, Florida 32202

March 22, 2021

MEMORANDUM

TO: Greg Pease, Chief, Procurement Division
Finance and Administration Department

FROM: Amy King, Youth Services Librarian
Learning Services

THROUGH: Chuck McNeil, Assistant Director CM
Finance and Administrative Services

Amber Holley, Assistant Director
Learning Services

SUBJ: **Single Source Request – BroadBased Communications, Inc.**

The Jacksonville Public Library (JPL) is requesting a single source award for BroadBased Communications, Inc. for a total of $74,623.50. The Jax Book Kids Club is a City-wide program that annually distributes 10,000 backpacks to Duval County children of Voluntary Prekindergarten (VPK). BroadBased Communications, Inc. procured Ethan Long, the Illustrator, 15 years at the inception of this program.

Mr. Long has agreed to do additional illustrations and edits each year through BroadBased Communications, Inc., which has all of the illustrations, color palettes, and font capabilities. BroadBased has the only access to Ethan Long, the Illustrator, he completed the original artwork and each year there are changes. BroadBased is the only option for this project. Requisition #PLPL-501008-21 has been created. The following two funding sources will be utilized to pay for these services:

Department	Fund	Center	Account	Project	Activity	Interfund	Future	Amount
Kids Hope Alliance	11527	181001	534100	001568	00000000	00000	0000000	$ 9,641.14
Public Library	11521	185101	549006	002063	00000000	00000	0000000	$64,982.36
							Total	$74,623.50

If you have questions or need further assistance, please contact Amy King at AmyK@coj.net or Amber Holley at 255-6076.

SS10158-21

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): Jacksonville Public Library/Youth Services

FUNDING SOURCE: JPL 11521-163101-549008-143008-002083-00000000-00000-0000000 for $10,897.36 and 11527-181001-534100-001548-00000000-00000-0000000 for $9,641.14 KHA CM

BRIEF DESCRIPTION OF GOODS/SERVICES:

Jax Kids Book Club is a city-wide program that annually distributes 10,000 backpacks (containing 8 books and assorted early childhood literacy products) to Duval County children of VPK age in May of each year. All materials are designed to be educational and engaging for the city's youngest children to encourage lifelong reading and success in school.

AMOUNT OF PROJECT (attach quote): $80,538.50

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

Printing 10,000 copies of: 8 books, Flat Petes, Library Card/Bookmark combos, and fulfillment and delivery of 10,000 book bags. Design includes updating and adding logos, as needed, and edits to each book, designing new Library Card/ bookmark combo, and updating Flat Pete. Detailed quote attached.

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

Broadbased Media procured Ethan Long, the illustrator, 15 years ago at this project's inception during Mayor Peyton's tenure. Mr. Long has agreed to do additional illustrations and edits each year through Broadbased, which has all of the illustrations, color palettes, and font capabilities to do the work effectively and efficiently. This is necessary for consistency and to maintain quality.

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:

Broadbased has the only access to Ethan Long, the illustrator. Since he did the original artwork, and there are changes each year, Broadbased is the only and best option for this project. They have been doing this project since its inception, and it is a complicated project that requires coordination for edits and changes in order to have consistincy/efficiency for production and timely delivery.

Submitted by: Amy King — Youth Services Librarian/JKBC Project Manager

(Name) (Title)

Date: February 17, 2021

Requesting Agency's Director's Signature: CM 3-2-21

Procurement Division ☑

March, 2017

BROADBASED
NEXT GENERATION MARKETING

Project Estimate

Jacksonville Public Library
303 N. Laura St.
JACKSONVILLE FL 32202

Date
Mar 15, 2021

Expiry
Apr 14, 2021

Quote Number
QU-0415

Reference
JaxKids Book Club - 2021

1301 RIVERPLACE BLVD.
SUITE 1830
JACKSONVILLE, FL 32207
PH: 904.398.7279 ext. 20
FAX: 904.398.6696
WWW.BBASED.COM

JaxKids Book Club - 2021 Quote - REVISION 1

JaxKids Book Club for 2021 - REVISION to Printing of 8,000 each of Eight (8) books (totaling 64,000 books), 8,000 Flat Petes, 8,000 Library Card/Bookmark Combos, and Fulfillment and Delivery of 8,000 bags.
Design includes updating and adding logos, as needed, and edits to each book, design new Library Card/Bookmark Combo, and update Flat Pete. Project Management includes proofing and editing as needed, project liaison, phone calls, emails, estimating, press checks, and troubleshooting.
Quote includes 15% BroadBased Services Discount on time.

Description	Quantity	Unit Price	Discount	Amount USD
Design	127.00	145.00	15.00%	15,652.75
Project Management	51.00	145.00	15.00%	6,285.75
Printing (8) Books: 20 pages self-cover, 8,000 each version for a total of 64,000 books	1.00	34,560.00		34,560.00
Printing Library Card/Bookmark Combo: 8,000 pieces	1.00	1,600.00		1,600.00
Printing Flat Pete: 8,000 pieces	1.00	2,600.00		2,600.00
Fulfillment of Bags: 8,000 bags	1.00	6,225.00		6,225.00
Distribution of Bags: 8,000 bags	1.00	7,700.00		7,700.00
		Subtotal *(includes a discount of 3,871.50)*		74,623.50
		TOTAL TAX		0.00

TOTAL USD	74,623.50

Terms

Rights transferred: BroadBased transfers all available rights to the client upon full payment.

Note: This is an estimate only. This estimate is valid only for 30 days. Client requested changes are additional and require a change order. The client will be notified of any price changes. Estimates do not include sales tax or shipping. Any out of pocket expenses including photography, illustration, proofs, color copies, telephone and couriers are additional.

Jax Kids Book Club
Justification Letter for Requisition Form

February 17, 2021

The Jax Kids Book Club (JKBC) is now being managed by JPL Youth Services (formerly by Kids Hope Alliance). This city-wide program annually distributes 10,000 backpacks (containing 8 books and assorted early childhood literacy products) to Duval County children of VPK age in May of each year. This is the 16th year for the program.

The Requisition Form is for the single source request that Broadbased Next Generation Marketing continue their work of 15 years of producing materials for the Jax Kids Book Club, specifically, the following:

- Design
- Project management
- Printing of 10,000 copies of:
    - 8 books, each with 20 pages of color artwork by illustrator Ethan Long
    - Library Card/Bookmark combos
    - Flat Pete the Dog
- Fulfillment of 10,000 bookbags (containing above-described content)
- Distribution of 10,000 bookbags

The JKBC program is research-based and designed to provide all of Jacksonville's children with high quality books for their home, to foster a love of reading and success in school. The program was created in 2005, and Mayor Peyton's administrative team chose Broadbased to be the planner and designer of the project. Broadbased procured Ethan Long who has now written and illustrated over 40 books. He has agreed to continue doing the additional illustration edits and drawings each year through Broadbased. Broadbased has all of the illustrations, color palette and font capability to do this work effectively and efficiently and work with Ethan Long. Because of their experience over the last 15 years, they know what to look for in changes, printing quality, and putting the whole package together. If we were to have to work through another company to do this work, it would require extraordinary effort to explain the books, purpose, editing process, printing, and putting all of the pieces together. Another company would not have access to Ethan Long and so the illustrations and edits would not be consistent with the rest of the books, and it would affect the overall quality of the program, as well as a timely delivery.

The detailed quote from Broadbased for the cost of the 2021 Jax Kids Book Club is attached.

Thank you for considering this request,