SINGLE SOURCE AWARD **BID # SS-0006-20**

Subject: FY20 Media and Advertising Publications for Various Special Events

Department: Office of Special Events

Description of Purchase:
Recommend approval of Single Source award with multiple media outlets for the advertisement and promotion of various special events in FY20. Period of service is from date of award through September 30, 2020. Total requested expenditure not to exceed $100,000.00.

Funding Source: SPET01ASE-04801/04938 or PRSE134SE-04904 – To be processed by check request, P-Card and/or purchase order(s).

Single Source Award To: Multiple Media Outlets

Price Justification: See attachment

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

Attachments: Single Source Form, Recommendation Memo, Previous Awards

Certification as to Single Source: Marlene Russell, Director Organizational Effectiveness

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

Analyst: David Klages

Gregory Rease, 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 _____

City of Jacksonville, Florida

Lenny Curry, Mayor

Office of Special Events
117 W. Duval Street
Jacksonville, FL 32202
(904) 630-3690
www.coj.net

ONE CITY. ONE JACKSONVILLE.

MEMORANDUM

TO: **Gregory Pease, Chief of Procurement**

FROM: **Marlene Russell, Director Organizational Effectiveness**

CC: **Brent Fine, Special Events Manager**

SUBJECT: **Single Source Request – FY20 Advertising**

DATE: **May 16, 2019**

The Office of Special Events requests a single source award to media and advertising publications for various events sponsored by the City of Jacksonville for the period October 1, 2019 through September 30, 2020. 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 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. Due to the nature of advertising, a single source is needed to allow for the best services and marketing quality for City events.

Submitted by: Marlene Russell (Name) — Director Organizational Effectiveness (Title)

Date: 5/21/19

Requesting Agency's Director's Signature: Marlene Russell

Procurement Division ____

March, 2017

SINGLE SOURCE AWARD **BID # SS-0239-19**

Subject: FY19 Media and Advertising Publications

Department: Office of Special Events

Description of Purchase:
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 from October 1, 2018 through September 30, 2019.

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: Single Source Form, 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"

Teresa R. Eichner
CHAIRMAN

9/27/18
DATE

ACTION OF AWARDING AUTHORITY

DATE: 9/27/18

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

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 10/12/17

ACTION OF AWARDING AUTHORITY

APPROVED **DISAPPROVED** **DATE:** 10/14/17

OTHER

SIGNATURE OF AUTHENTICATION

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

FORM GB-114, Revised 12/2007

QWS3270X 6/12/2019 3:56 PM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 06/12/2019
LINK TO: ACCOUNT SUMMARY INQUIRY 3:56 PM

FISCAL MO/YEAR : 09 2019 CURRENCY CODE :
INDEX CODE : SPET01ASE OFFICE OF SPECIAL EVENTS
SUBOBJECT : 04801 ADVERTISING AND PROMOTION
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	JUNE 2019	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	43,945.00	43,945.00
EXPENDITURES	3,556.80	38,790.94	38,790.94
ENCUMBRANCES	-3,556.80	1,000.00	1,000.00
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	.00	4,154.06	4,154.06

F1-HELP F2-SELECT F4-PRIOR F5-NEXT
F9-LINK F10-PRIOR-MO F11-NEXT-MO

G014 - RECORD FOUND

QWS3270X 6/12/2019 3:57 PM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 06/12/2019
LINK TO: ACCOUNT SUMMARY INQUIRY 3:57 PM

FISCAL MO/YEAR : 09 2019 CURRENCY CODE :
INDEX CODE : PRSE134SE SPECIAL EVENTS
SUBOBJECT : 04904 TRUST FUND AUTHORIZED EXPENDITURES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	JUNE 2019	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	657,128.08	17,243,316.20
EXPENDITURES	122,597.90	908,535.74	15,962,905.73
ENCUMBRANCES	-174,136.38	156,548.84	156,548.84
PRE-ENCUMBRANCES	22,796.25	22,796.25	22,796.25
REMAINING BALANCE	28,742.23	-430,752.75	1,101,065.38

F1-HELP F2-SELECT F4-PRIOR F5-NEXT
F9-LINK F10-PRIOR-MO F11-NEXT-MO

G014 - RECORD FOUND

QWS3270X 6/12/2019 3:56 PM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 06/12/2019
LINK TO: ACCOUNT SUMMARY INQUIRY 3:56 PM

FISCAL MO/YEAR : 09 2019 CURRENCY CODE :
INDEX CODE : SPET01ASE OFFICE OF SPECIAL EVENTS
SUBOBJECT : 04938 MISCELLANEOUS SERVICES & CHARGES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	JUNE 2019	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	1,093,599.04	1,093,599.04
EXPENDITURES	118,471.85	771,233.90	771,233.90
ENCUMBRANCES	-107,439.85	237,325.63	237,325.63
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	-11,032.00	85,039.51	85,039.51

F1-HELP F2-SELECT F4-PRIOR F5-NEXT
F9-LINK F10-PRIOR-MO F11-NEXT-MO

G014 - RECORD FOUND