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SINGLE SOURCE AWARD **BID # SS-13804-23**

Subject: Jax Kids Book Club

Department: Library

Description of Purchase: Recommend approval of award to Broadbased Communications, Inc. to support the Jax Kids Book Club. Total estimated expenditure amount is $132,870.00.

Funding Source: 11402.185106.534100.010671.00000000.00000.0000000 – To be executed by purchase order

Single Source Award To: Broadbased Communications, Inc.

Price Justification: See Attached

Total Award: $132,870.00 **Requisition #:** N/A

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: Corey Sidlo

Dustin Freeman, 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 _____

JACKSONVILLE
PUBLIC LIBRARY

Tim Rogers
Library Director

January 25, 2023

MEMORANDUM

To: Dustin L. Freeman, Chief, Procurement Division
Finance and Administration Department

From: Claire Olson, MLIS
Learning Services

CC: Tim Rogers, Director
Jacksonville Public Library

Leslie Jones, Assistant Director
Finance and Administration Services

Amber Holley, Assistant Director
Learning Services

Subject: Single Source Request – BroadBased Communications Inc

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The Jacksonville Public Library (JPL) is requesting a single source award for BroadBased Communications Inc for a total of $132,870.00. The JaxKids Book Club is a city-wide program that annually distributes over 8,500 backpacks to children attending Voluntary Prekindergarten (VPK) programs. BroadBased Communications Inc procured Ethan Long, the illustrator, 18 years ago at the inception of this program under then Mayor, John Peyton.

Mr. Long has agreed to do additional illustrations and edits each year through his working relationship with BroadBased Communications Inc, which has all of the illustrations, color palettes, and font capabilities to produce the project materials.

In order to meet the production deadline for May 2023 distribution, it is critical that we have funds in place by February 24, 2023 to secure the materials needed and to meet our printing deadlines. The following funding sources will be utilized to pay for these services: 11402-185106-534100-010671-00000000-00000-0000000.

If you have any questions or need further assistance, please contact Claire Olson at 255-6215 or Amber Holley at 255-6076.

Jax Kids Book Club
Justification Letter for Requisition Form

January 24, 2023

The Jax Kids Book Club (JKBC) is managed by JPL Youth Services. This city-wide program annually distributes over 8,000 backpacks (containing 8 books and assorted early childhood literacy products) to Duval County children of VPK age in May of each year. The number of bags distributed is based on VPK enrollment. This is the 18th year for the program.

The Requisition Form is for the single source request that Broadbased Next Generation Marketing continue their work of 17 years of producing materials for the JaxKids Book Club, specifically, the following:

- Design
- Project management
- Printing of 8,500 copies of:
    - 8 books, each with 20 pages of color artwork by illustrator Ethan Long
    - Library Card/Bookmark combos
    - Flat Pete the Dog mascot coloring piece
- Fulfillment of 8,500 bookbags (containing above-described content)
- Distribution of 8,500 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 17 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 2023 JaxKids Book Club is attached.

Thank you for considering this request.

Sincerely,
Claire Olson, MLIS
JaxKids Book Club
Jacksonville Public Library
303 N. Laura St, 32202
O: 904-255-6215
E-mail: molson@coj.net

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:***	Library
*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?***	JaxKids Book Club is a city-wide early childhood literacy initiative of the Jacksonville Public Library that annually distributes 8,000-10,000 backpacks to Duval County children in VPK programs each May. The materials are designed to be educational and engaging for the City's youngest children and to encourage lifelong reading and success in school. Each child receives a new drawstring backpack containing 8 new books, a club mascot coloring piece and a bookmark with early childhood literacy resources. The scope of work includes: printing 8,500 copies of each book title, the Flat Pete club mascot, and the bookmark; procuring and assembling containers; fulfillment and delivery of materials to VPK sites; design updates and edits to each book, the bookmark and the club mascot. Detailed quote attached.
*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:***	BroadBased Next Generation Marketing procured the illustrator, Ethan Long, 17 years ago at the projects' inception during Mayor John Peyton's tenure. Mr. Long has agreed to do additional illustrations and edits each year through BroadBased, which has all of the illustrations, color patettes and font capabilities to do the work most effectively and efficiently. This is necessary for the consistency of the product and to maintin product quality.
*4. **Date of Request***	1/24/2023

*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.]

[BroadBased Next Generation Marketing has the only access to illustrator Ethan Long regarding this project. Since he did the original artwork, and there are changes each year, Broadbased is the only and best option for the project. They have been a part of the project since its inception and understand the complicated coordination for edits and changes that are needed to ensure consistency and efficiency for production and a timely delivery.]

6. ***Other Documentation (Check and attach all that apply)***

√ Supplier Quote

√ Single Source Memo signed by Director

☐ Other [Click here to list other documentation]

Jacksonville Public Library Standard Requisition Form $65,000 and Over

Use this form for all purchases $65,000 and over. When completed send form and supporting documentation (quotes, Sole Source/Proprietary documentation, justification letters etc.) through your chain of command for signatures, with final delivery to JPL Finance. The signed documents can be scanned for delivery to JPL Finance.

Requested By: Claire Olson Date: Phone: 904-255-6215

Requesting Division: Branch/Public Service Branch/Other: Learning Services

☐ Regular Purchase Order ☐ Other:

☑ Single Source

Amount: $ 132,870.00

Cost not to Exceed: $ Funding Source: 11402 185106 - Library Services & Tech Act

(P-Card Only) Grant/Project Name/ JaxKids Book Club

Account: 534100-010671 Supplier Name: BroadBased Communications, Inc.

#: Project # 010671

Summary of the Scope of goods/services to be provided, List each item, component or service and attach quote, proposal or work specifications:

The scope of work includes: printing 8,500 copies of each book title, the Flat Pete club mascot, and the bookmark; procuring and assembling containers; fulfillment and delivery of materials to VPK sites; design updates and edits to each book, the bookmark and the club mascot. Detailed quote attached.

☑ Vendor in attached quote/estimate is Registered in 1Cloud.

☑ **Justification Letter Attached**. Required for Single Source purchase per Procurement Manual.

Signature Approvals: Type Name and send to appropriate person for signature.

Requestor Signature Date: 1/24/23

Division Dir. Amber Holley Signature Date: 1/24/23

Library Finance Leslie Jones Signature ~~Received By~~ Date:

Reviewed Date 1-25-2023

Approved By

Finance Use

Project #010671

Task # 1

Contract # 11402-331720

Expenditure Type: 534100

Expenditure Organization: PLPL Library Services & Tech Act - Libraries

BROADBASED
NEXT GENERATION MARKETING

Project Estimate

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

Date
24 Jan 2023

Expiry
13 Feb 2023

Quote Number
QU-0455

Reference
JaxKids Book Club - 2023

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

JaxKids Book Club - MAY 2023 - FINAL ESTIMATE

JaxKids Book Club - May 2023

DESIGN
- Book design includes minimal text edits to the bookmark and minimal text edits for the eight (8) books including story edits and activity page edits.
- Reconfigure existing Flat Pete Mascot to fit 8.5 x 8.5 b/w die cut for use as a coloring page. Update Sponsor logos as needed, prep all files for printing.
- Create a custom logo for the Book Club Program. Program name and tagline will be provided.
- Produce a new fall mascot file using supplied artwork (front) and supplied copy (back).
- New mascot logo production includes saving poses in a variety of formats, sizes and colors designed to suit variable future needs.

ACCOUNT SERVICE
Account Service includes emails, meetings in person and Zoom meetings; produce program manufacturing and production budgets. Prepare estimate and paperwork, purchasing, proofing and editing any changes provided by Client, review proofs for book club elements when ready and review with client, finalize schedule, press check, send all signed quotes and final print files to printer, review all documents from procurement, and liaise re deliveries as needed.

PURCHASING
Purchasing includes 8,500 White Jacksonville Public Library logo printed on Reflex Blue polyester bag. Size: 17.5 H x 14.5 W with logo.

PRINTING & FULFILLMENT
Printing & Fulfillment includes printing 8,500 sets of eight (8) books, Flat Pete and Library Card/Bookmark Combos. Collate one of each book (eight total),
Flat Pete and Library Card into sets. Insert one set into drawstring bag & insert bag into box.

Description	Quantity	Unit Price	Amount USD
Design	61.00	145.00	8,845.00
Design	48.00	100.00	4,800.00
Account Service	107.00	145.00	15,515.00

Description	Quantity	Unit Price	Amount USD
Printing Eight (8) Books:	1.00	69,540.00	69,540.00
20-page self-cover, 8,500 each version for a total of 80,000 books			
Printing Flat Pete:	1.00	2,935.00	2,935.00
8,500 Pieces			
Printing Library Card/Bookmark:	1.00	1,762.00	1,762.00
8,500 Pieces			
Bags - White logo printed on Reflex Blue polyester bag. 17.5 H x 14.5 W	1.00	12,078.00	12,078.00
8,500 Pieces			
Fulfillment	1.00	9,839.00	9,839.00
Collate one of each book (eight total), Flat Pete, and Bookmark/Library Card into sets; insert one set into each backpack, and insert bag into box. Box holds about 20-25 bags			
Storage/Delivery:	1.00	7,556.00	7,556.00
Store at Priority and delivery to 281 schools VPK sites. Remainder delivered to the JPL storage facility.			
		Subtotal	132,870.00
		TOTAL TAX	0.00
		TOTAL USD	**132,870.00**

Terms

RIGHTS TRANSFERRED: BroadBased transfers all available rights to the client upon full payment.

NOTE: Printing estimates are valid only until February 13. The printing industry is experiencing unprecedented shortages, delays, and price changes daily on stock and materials. If the quoted paper is not available at time of order, comparable options will be presented. Estimates do not include sales tax.

FORCE MAJEURE: Neither party shall be liable for damages for its failure to perform due to contingencies beyond its reasonable control, including (without limitation) fire, storm, flood, earthquake, explosion, accidents, public disorder, acts of terrorism, sabotage, war, strike, labor shortages, epidemic, riots or acts of God.

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 3/25/2021

ACTION OF AWARDING AUTHORITY DATE: 3/26/21

APPROVED ✓ BH DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Brian Hughes
Chief Administrative Officer
For: Mayor Lenny Curry
Under Authority of:
Executive Order No: 2019-02

FORM GB-113, Revised 12/2007