SINGLE SOURCE AWARD **BID # SS-9333-21**

Subject: FY21 Media and Advertising Companies

Department: Parks, Recreation and Community Services Department, Office of Special Events

Description of Purchase:
Recommend approval of single source award with various media and advertising companies below for various events produced by the City of Jacksonville. Total requested annual expenditure not to exceed $103,360.00. Period of service will be from date of award through September 30, 2021.

Media advertising outlets include, but are not limited to the following: The Florida Times Union, Clear Channel Outdoor, Entertaining U, Resident Community News, Buzz Magazine, Folio Weekly, 904 Happy Hour, Jacksonville Free Press, Hola Noticias, The Florida Star, 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, WCGL Gospel Radio/JBD Communications, Inc., Peachjar, 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.

Funding to be encumbered by various accounts and will be processed by contract, check request, Non PO Payment, P-Card and/or purchase order(s).
Single Source Award To: Various Media and Advertising Companies

Price Justification: See Attached

Total Award: $103,360.00 **Requisition #** N/A

Attachments: Single Source Form; Agency Memo; Previous Award

Certification as to Single Source: Daryl T. Joseph, Director, Parks, Recreation and Community Services Department

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

ANALYST: Ruben Ola

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 _____

City of Jacksonville, Florida

Daryl T. Joseph, Director

Parks, Recreation and Community Services Department
214 N Hogan Street, 4th Floor
Jacksonville, FL 32202
(904) 255-7907
www.coj.net

ONE CITY. ONE JACKSONVILLE.

October 14, 2020

TO: Greg Pease, Chief
Procurement Division

FROM: Daryl T. Joseph, Director
Parks, Recreation and Community Services Department

Subject: FY21 Single Source Request- Advertising

The Division of Sports & Entertainment requests a single source award to media and advertising companies for various events produced by the City of Jacksonville for 1 year from the date of this award. 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, 904 Happy Hour, Jacksonville Free Press, Hola Noticias, The Florida Star, 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, WCGL Gospel Radio/JBD Communications, Inc., Peachjar, 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 $103,360 and payments will be processed by contract, check request, Non PO Payment, P-Card and/or purchase order.

FUNDING SOURCE – SPET01ASE 04801/04938 &/or PRSE134SE – 04904
00113.133105.548010/549040 &/or 10302.133101.549006

JM

CC: Rene'e Harriman, Parks, Recreation and Community Services Department
Claire Stine, Parks, Recreation and Community Services Department
Jennifer Malice, Sports & Entertainment

Requisition PRSP-500393-20

Requisitioning BU	PRSP: Sport and Entertainment	**Requisition Amount**	0 USD
Entered By	Jennifer Malice	**Justification**	
Status	Pending approval	**Funds Status**	Reserved
Description	FY21 Advertising Single Source Request		
Emergency Requisition	No		

Lines

Line	Item	Description	Category Name	Quantity	UOM	Price	Amount (USD)	Status	Funds Status
1		The Division of Sports & Entertainment requests a single source award to media and advertising companies for various events produced by the City of Jacksonville for the period October 1, 2020 through September 30, 2021. Advertising services	915.01 Advertising Agency Services	1	Each	0.00 USD	0	Pending approval	Reserved

Requester	Jennifer Malice	**Supplier**	
Urgent	No	**Supplier Site**	
Requested Delivery Date	10/12/20	**Supplier Contact**	
Deliver-to Location	Ed Ball 4th Floor Charge	**Contact Phone**	
Deliver-to Address	214 North Hogan Street, 4th Floor, Jacksonville, FL 32202, Duval, United States	**Charge Account**	00113.133105.549040.000000.00000000.00000.0000000
Note to Buyer			

I CERTIFY THAT FUNDS FOR THIS PURCHASE WERE AUTHORIZED AND PROVIDED FOR IN THE CURRENT BUDGET.

SINGLE SOURCE REQUEST

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

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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 City of Jacksonville

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 City of Jacksonville Sports and Entertainment.

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 Division of Sports and Entertainment 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.

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

City of Jacksonville
Sports and Entertainment

Purchase Request Form

Submit Completed Form with Documentation and Signatures in Section 10 to Accounting Manager

1 Clear Channel Outdoor
SUPPLIER NAME

2 $5,415.00
AMOUNT REQUESTED/ESTIMATE

3 [X] Purchase Order [ ] Check (Mailed) [ ] Check (On Site) [ ] P-Card [ ] Internal Service [ ] Other:
PAYMENT METHOD

4 Billboards for GA/FL
REQUESTED PURCHASE ITEMS

5 Georgia-Florida
EVENT NAME

11/7/20
EVENT DATE

6
JUSTIFICATION

PAYEE INFORMATION

7 Clear Channel Outdoor
SUPPLIER NAME

SUPPLIER WEBSITE

4601 Touchton Rd
STREET

3290
APARTMENT/SUITE

Jacksonville
CITY

FL
STATE

32246
ZIP

Jasmine O'Shields
CONTACT NAME

904-996-0441
TELEPHONE

jasmineoshields@clearchannel.com
EMAIL

PURCHASE INFORMATION

8 List any special instructions or information regarding your order not listed on the business quote, e.g. - quantity, color, size, etc.

Billboards for Georgia-Florida

DOCUMENTATION

9 Attach official itemized quotes, contracts or other documentation for the requested purchase

AUTHORIZATION

10 By signing, I indicate that the above information is true and correct to the best of my knowledge and understand that requests are not approved until a PO, contract or other authorized procurement method is approved; available budget does not indicate approval for particular expenditures; all expenditures are subject to Chief and Procurement approval.

REQUESTOR SIGNATURE — DATE 10/19/2020

SUPERVISOR SIGNATURE (If Required) — DATE

April Hartwich
REQUESTOR PRINTED NAME — DATE 10/19/20

SUPERVISOR PRINTED NAME (If Required) — DATE

OFFICE USE

APPROVE [ ] DISSAPPROVE [ ] — ACCOUNTING MANAGER — DATE 10/20/20

APPROVE [✓] DISSAPPROVE [ ] — Director, Parks Recreation and Community Services — DATE 10/21/20

[ ] Artistic Award [ ] Bid [ ] Contract [ ] Sole Source
PROCUREMENT METHOD

Requisition: _____ Fund(5)/Center(6): SPET ✓ PRSE ____ Misc ____

Account(6): Adv. Activity(8): FLGA FY: 21 Date entered: _____

1Cloud: 00113.133101.548010.00001328

NOTES:
Adver. Purchase

915.04
FLGA/Adv.

Clear Channel Outdoor

October 16, 2020

Brent Fine
City of Jacksonville – Special Events
117 W. Duval Street, Suite 280
Jacksonville, FL 32202

Re: 2020 Florida/Georgia Game – Digital Billboard Campaign

Dear Mr. Fine,

Thank you for choosing Clear Channel Outdoor for your upcoming OOH advertising campaign. Below is a quote for the 2020 Florida/Georgia game.

Locations	Length in Days	Program Description	Start Date	End Date	Contract Total
Jacksonville 1 spot at each location 19 locations	3	19 spots in custom digital network	11/5/20	11/7/19	$5,415.00

Total # Spots per Day	23,750	Space Amount	$5,415.00
Display Commences	11/5/20	Production Charges	n/a
Special Instructions: Space is guaranteed on the following locations: 1092, 2934, 2935, 3034, 3164, 3165, 3177, 3178, 4193, 4194, 5103, 5104, 6900, 6901, 7023, 9200, 9301, 9402, 9501		**TOTAL INVOICE AMOUNT**	**$5,415.00**

Thank you for your business and I look forward to working with you in the future. As always, please contact me directly at 904-996-0441 with any questions or if you need anything further.

Sincerely,
Jasmine O'Shields
Account Executive
Clear Channel Outdoor-Jacksonville

Clear Channel Outdoor
4601 Touchton Rd. Suite 3290 Jacksonville, Fl 32246
Call 904.997.7727 / Fax 904.997.7720 / Visit ClearChannelOutdoor.com

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 126.205.

Analyst: David Klages

GregoryEase, Chief
Procurement Division

APPROVAL OF GENERAL GOVERNMENT AWARDS COMMITTEE

"ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS"

CHAIRMAN ***DATE*** 6/27/19

ACTION OF AWARDING AUTHORITY DATE: 6/27/19

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

FORM GB-113, Revised 12/2007

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

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 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):
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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