(5)

SINGLE SOURCE AWARD **BID # SS-14440-23**

Subject: FY24 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. The requested total annual expenditure not to exceed $250,000.00. Period of service will be from date of award through September 30, 2024.

Media advertising outlets include, but are not limited to the following: 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.

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: $250,000.00 **Requisition #** PRSP-500673-23

Attachments: Agency Memo; Single Source Form; 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

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 _____

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.

July 11, 2023

To: Dustin Freeman, Chief
Procurement Division

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

From: Chandler Fussell, Chief
Sports & Entertainment Division

Subject: FY24 Single Source Request- Advertising

The Department of Parks, Recreation and Community Services, Division 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, 2024.

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: Rene'e Harriman, Parks, Recreation and Community Services Department
Jennifer Malice-Kelly, Sports & Entertainment

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?***	Electronic media (website online social media) Radio, television, print publications for the purpose of promoting events produced sponsored by the City of Jacksonville
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:	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.
4. Date of Request	7 11 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.]

[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.]

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

√ Supplier Quote

√ Single Source Memo signed by Director

SINGLE SOURCE AWARD **BID # SS-12952-22**

Subject: FY23 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 $250,000.00. Period of service will be from date of award through September 30, 2023

Media advertising outlets include, but are not limited to the following 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

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: $250,000.00 **Requisition #** PRSP-502163-22

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 8/25/2022

ACTION OF AWARDING AUTHORITY

DATE: 8/29/22

APPROVED ✓ **DISAPPROVED** _____

OTHER _____

SIGNATURE OF AUTHENTICATION

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

FORM GB-114, Revised 12/2007