SINGLE SOURCE AWARD **BID # SS-0018-17**

Subject: FY17 Media and Advertising Publications

Department: Office of Special Events

Description of Purchase:
Recommend approval to increase the single source award for media advertising with various media outlets as listed below, for the Office of Special Events. The total requested increase amount not-to-exceed $40,000.00 for a revised award total of $100,000.00 for services through September 30, 2017.

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/SPET011SE-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 #** 198014

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 Renfroe

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 _____

Jacksonville
Where Florida Begins.

MEMORANDUM

TO: Gregory Pease, Chief of Procurement

FROM: Brent Fine, Special Events Manager BF

DATE: April 13, 2017

RE: Increase AD-018-17 --- FY17 Advertising

The Office of Special Events requests to increase AD-018-17 to media and advertising publications for various events sponsored by the City of Jacksonville for the period October 1, 2016 through September 30, 2017.

Actual expenses to date are $59,700.48. With several months remaining in the fiscal year we are requesting an increase of $40,000.

Please also revise the funding source to include index code SPET011SE.

ESTIMATED EXPENDITURES NOT TO EXCEED- $100,000.00
FUNDING SOURCE – SPET01ASE/SPET011SE – 04801/04938 or PRSE134SE - 04904

OFFICE OF SPECIAL EVENTS - SPORTS AND ENTERTAINMENT
117 W. Duval St., Ste. 280 Jacksonville, FL 32202 Phone: 904.630.3690 Fax: 904.630.3693 www.coj.net

REQ/98014

SOLE SOURCE/PROPRIETARY 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

PROPRIETARY ☒

SOLE SOURCE ☐

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): $60,000

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 PROPRIETARY/SOLE 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

Submitted by: Dave Herrell - Sports & Entertainment Officer
(Name) **(Title)**

Date: 9/12/16

Requesting Agency's Director's Signature: [signature] 9/12/16

ADMINISTRATIVE AWARD
BID No.: AD-018-17
55-00

DESCRIPTION OF GOODS/SERVICES: Recommend approval of proprietary award to Media and Advertising Publications for various events sponsored by the City of Jacksonville. Period of service is from October 1, 2016 through September 30, 2017. Advertising services usually require a deposit for services and payment upon delivery. Total estimated expenditures not to exceed $60,000.00.

Funding Source – SPET01ASE-04801/04938 or PRSE134SE-04904 – Payments to be processed by check request, P-Card and/or purchase order.

FOR AGENCY/DEPARTMENT: Sports and Entertainment/Special Events

REQUISITION NUMBERS: REQ198014 – BID #035-17

NUMBER FIRMS SOLICITED: N/A **NUMBER FIRMS BIDDING:** N/A

REASON FOR LESS THAN REQUIRED MINIMUM SOLICITATION/QUOTATION: Section 126.206 Sole-source, noncompetitive purchases

RECOMMEND AWARD TO: Various Media and Advertising Publications

CONCURRENCE BY: Brent Fine, Manager, Special Events

PRICE: $60,000.00 **TERMS:** NET 30

REASON FOR NOT ACCEPTING LOW BID: N/A

Buyer

10/5/2016
Date

Asst. Manager of Purchasing Services

10/5/2016
Date

APPROVAL

Gregory Pease, Chief, Procurement Division

Date

Jacksonville
Where Florida Begins.

MEMORANDUM

TO: Gregory Pease, Chief of Procurement

FROM: Brent Fine, Special Events Manager BF

DATE: September 12, 2016

RE: FY17 Advertising

The Office of Special Events requests a proprietary award to media and advertising publications for various events sponsored by the City of Jacksonville for the period October 1, 2016 through September 30, 2017. 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 $60,000 and payments will be processed by check request, P-Card and/or purchase order.

ESTIMATED EXPENDITURES NOT TO EXCEED- $60,000.00
FUNDING SOURCE – SPET01ASE – 04801/04938 or PRSE134SE - 04904

OFFICE OF SPECIAL EVENTS – SPORTS AND ENTERTAINMENT
117 W. Duval St., Ste. 280 Jacksonville, FL 32202 Phone: 904.630.3690 Fax: 904.630.3693 www.coj.net

QWS3270X 4/14/2017 9:18 AM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 04/14/2017
LINK TO: ACCOUNT SUMMARY INQUIRY 9:17 AM

FISCAL MO/YEAR : 07 2017 CURRENCY CODE :
INDEX CODE : SPET01ASE OFFICE OF SPECIAL EVENTS
SUBOBJECT : 04801 ADVERTISING AND PROMOTION
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	APR 2017	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	31,500.00	31,500.00
EXPENDITURES	.00	13,062.68	13,062.68
ENCUMBRANCES	.00	2,012.01	2,012.01
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	.00	16,425.31	16,425.31

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

G014 - RECORD FOUND

QWS3270X 4/14/2017 9:18 AM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 04/14/2017
LINK TO: ACCOUNT SUMMARY INQUIRY 9:18 AM

FISCAL MO/YEAR : 07 2017 CURRENCY CODE :
INDEX CODE : SPET01ASE OFFICE OF SPECIAL EVENTS
SUBOBJECT : 04938 MISCELLANEOUS SERVICES & CHARGES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	APR 2017	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	913,292.11	913,292.11
EXPENDITURES	54.06	531,597.25	531,597.25
ENCUMBRANCES	3,917.84	79,774.32	79,774.32
PRE-ENCUMBRANCES	7,424.00	13,978.75	13,978.75
REMAINING BALANCE	-11,395.90	287,941.79	287,941.79

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

G014 - RECORD FOUND

QWS3270X 4/14/2017 9:19 AM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 04/14/2017
LINK TO: ACCOUNT SUMMARY INQUIRY 9:19 AM

FISCAL MO/YEAR : 07 2017 CURRENCY CODE :
INDEX CODE : SPET011SE OFFICE OF SPORTS & ENTERTAINMENT
SUBOBJECT : 04938 MISCELLANEOUS SERVICES & CHARGES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	APR 2017	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	400.00	400.00
EXPENDITURES	.00	.00	.00
ENCUMBRANCES	.00	.00	.00
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	.00	400.00	400.00

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

G014 - RECORD FOUND

QWS3270X 4/14/2017 9:19 AM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 04/14/2017
LINK TO: ACCOUNT SUMMARY INQUIRY 9:19 AM

FISCAL MO/YEAR : 07 2017 CURRENCY CODE :
INDEX CODE : SPET011SE OFFICE OF SPORTS & ENTERTAINMENT
SUBOBJECT : 04801 ADVERTISING AND PROMOTION
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	APR 2017	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	25,110.00	25,110.00
EXPENDITURES	110.00	10,786.80	10,786.80
ENCUMBRANCES	-110.00	.00	.00
PRE-ENCUMBRANCES	.00	.00	.00
REMAINING BALANCE	.00	14,323.20	14,323.20

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

G014 - RECORD FOUND

QWS3270X 4/14/2017 9:19 AM
FAML6350 V5.1 ** NW COJ FAMIS PRODUCTION ** 04/14/2017
LINK TO: ACCOUNT SUMMARY INQUIRY 9:19 AM

FISCAL MO/YEAR : 07 2017 CURRENCY CODE :
INDEX CODE : PRSE134SE SPECIAL EVENTS
SUBOBJECT : 04904 TRUST FUND AUTHORIZED EXPENDITURES
PROJECT :
PROJECT DETAIL :
GRANT :
GRANT DETAIL :
USER CODE :

S	APR 2017	ANNUAL BALANCE	ALL YEARS BALANCE
ESTIMATED REVENUES	.00	.00	.00
REVENUES	.00	.00	.00
UNREALIZED REVENUES	.00	.00	.00
BUDGET	.00	585,466.93	14,641,590.33
EXPENDITURES	2,500.00	995,950.89	12,933,378.96
ENCUMBRANCES	27,075.00	108,578.95	115,167.87
PRE-ENCUMBRANCES	-2,400.00	.00	.00
REMAINING BALANCE	-27,175.00	-519,062.91	1,593,043.50

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

G014 - RECORD FOUND