SINGLE SOURCE AWARD **BID # SS-12145-22**

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 $99,583.40.

Funding for this award to be encumbered by the following accounts and executed by purchase order: 11521.185101.549006.002063.00000000.00000.0000000

Single Source Award To: Broadbased Communications, Inc.

Price Justification: See Attached

Requisition #: N/A

Total Award: $99,583.40

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.

for **Analyst: Annette Burney**

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 _____

FORM GB-113, Revised 12/2007

SS-12142-22

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): Jacksonville Public Library--Youth Services

FUNDING SOURCE: 11521 185101 - Library Board Trust

BRIEF DESCRIPTION OF GOODS/SERVICES:

JaxKids Book Club is a city-wide program that annually distributes 8,000-10,000 backpacks (with 8 books and assorted early childhood literacy products) to Duval County children of VPK age in May of each year. Materials are designed to be educational and engaging for the City's youngest children to encourage lifelong reading & succes in school.

AMOUNT OF PROJECT (attach quote): $99,583.40

PROVIDE A SUMMARY OF THE SCOPE OF GOODS/SERVICES TO BE PROVIDED; IDENTIFY EACH ITEM, COMPONENT OR SERVICE BEING PROCURED (ATTACH QUOTE/PROPOSAL):

Printing 8,000 copies of: 8 books, Flat Petes, Library Card/Bookmark combos, procuring backpacks, and fulfillment & delivery of backpacks. Design includes updating and adding logos as needed and edits to each book, updating Library Card/Bookmark combo, and updating Flat Pete. Detailed quote attached.

PROVIDE A DETAILED JUSTIFICATION AS TO WHY THE REQUESTED GOODS/SERVICES CAN ONLY BE EFFICIENTLY AND EFFECTIVELY PROCURED THROUGH THE RECOMMENDED SINGLE SOURCE PROVIDER:

Broadbased Media procured illustrator, Ethan Long, 16 years ago at the project's inception during Mayor Peyton's tenure. Mr. Long has agreed to do addtional illustrations and edits each year through Broadbased, which has all of the illustrations, color palettes, and font capabilities to do the work effectively and efficiently. This is necessary for consistency and to maintain quality.

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:

Broadbased Media has the only access to illustrator Ethan Long. 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 doing this project since its inception, and it's a complicated project that requires coordination for edits and changes in order to have consistency & efficiency for production and timely delivery.

Submitted by: Amy King — JKBC Project Lead, YS Librarian

(Name) (Title)

Date: January 26, 2022

Requesting Agency's Director's Signature:

JACKSONVILLE
PUBLIC LIBRARY

Jacksonville Public Library
Learning Services Department
303 Laura Street North
Jacksonville, Florida 32202

January 26, 2022

MEMORANDUM

TO: Greg Pease
Chief of Procurement

FROM: Amy King, Youth Services Librarian
Learning Services

CC: Tim Rogers
Library Director

Gretchen Mitchell
Deputy Director for Support Services

Leslie Jones
Assistant Director Finance & Administrative Services

SUBJECT: Single Source Request for BroadBased Communications, Inc
001521.185101.549006.002063.00000000.00000.0000000

The Jacksonville Public Library (JPL) is requesting a single source award for BroadBased Communications, Inc for a total of $99,583.40. The JaxKids Book Club is a City-wide program that annual distributes 8,000-10,000 backpacks to Duval County children enrolled in Voluntary Prekindergarten (VPK). BroadBased Communications, Inc procured Ethan Long, the illustrator of the books distributed annually, 16 years ago at the inception of this program.

Mr. Long has agreed to do additional illustrations and edits each year through BroadBased Communications, Inc. which has all of the illustrations, color palettes, and font capabilities. BroadBased has the only access to Ethan Long, the Illustrator, who is necessary for the annual updates to the books. BroadBased is the only option for this project.

Thank you for your consideration.

Jax Kids Book Club
Justification Letter for Requisition Form

January 26, 2022

The Jax Kids Book Club (JKBC) is managed by JPL Youth Services. This city-wide program annually distributes approximately 10,000 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 17th year for the program.

The Requisition Form is for the single source request that Broadbased Next Generation Marketing continue their work of 16 years of producing materials for the Jax Kids Book Club, specifically, the following:

- Design
- Project management
- Printing of 8,000 copies of:
    - 8 books, each with 20 pages of color artwork by illustrator Ethan Long
    - Library Card/Bookmark combos
    - Flat Pete the Dog
- Fulfillment of 8,000 bookbags (containing above-described content)
- Distribution of 8,000 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 16 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 2022 Jax Kids Book Club is attached.

Thank you for considering this request,

BROADBASED
NEXT GENERATION MARKETING

Project Estimate

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

Date
Jan 25, 2022

Expiry
Feb 24, 2022

Quote Number
QU-0439

Reference
JaxKids Book Club - 2022

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

JaxKids Book Club - 2022 - FINAL ESTIMATE

JaxKids Book Club - 2022
Design includes updates to pages and edits throughout books, retouch art/pages as needed, update Library card/bookmark, updates and edits re Sponsor logos as needed and prep all files for printing.

Account Service includes emails, meetings in person and Zoom meetings; work on bag procurement - vendor from last year, looking for vendor in and out of U.S., working with several printers trying to figure out best options for packaging, lots of emails, calls and meetings with vendors. 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 includes 8,000 clear drawstring backpacks made of PVC, 12" W x 12" H, Clear with Black accent, Silk-Screen with Jacksonville Public Library logo on front (same as 2021). Delivery is estimated 21 days from order date.

Printing includes 8,000 each of Eight (8) books (totaling 64,000 books), 8,000 Flat Petes and 8,000 Library Card/Bookmark Combos (redesigned).

Description	Quantity	Unit Price	Discount	Amount USD
Design	41.00	145.00	12.00%	5,231.60
Account Service	53.00	145.00	12.00%	6,762.80
Printing Eight (8) Books:	1.00	51,200.00		51,200.00
20-page self-cover, 8,000 each version for a total of 64,000 books				
Printing Flat Pete:	1.00	2,700.00		2,700.00
8,000 Pieces				
Printing Library Card/Bookmark:	1.00	1,900.00		1,900.00
8,000 Pieces				

Description	Quantity	Unit Price	Discount	Amount USD
Bags (Clear drawstring bag - 12" x 12" PVC). Shipping is included. 8,000 Pieces	1.00	15,689.00		15,689.00
Fulfillment Collate one of each book (eight total), Flat Pete, and Bookmark/Library Card into sets; insert one set into each backpack, zip bag and insert bag into box. Box holds about 30 bags	1.00	8,400.00		8,400.00
Storage/Delivery: Storage at Priority and Delivery to schools and day care centers as requested	1.00	7,700.00		7,700.00
	Subtotal *(includes a discount of 1,635.60)*			99,583.40
			TOTAL TAX	0.00
			TOTAL USD	**99,583.40**

Terms

RIGHTS TRANSFERRED: BroadBased transfers all available rights to the client upon full payment.
NOTE: This is an estimate only. This estimate is valid only for 30 days. Client requested changes are additional and require a change order. The client will be notified of any price changes. Estimates do not include sales tax. Any out of pocket expenses including photography, illustration, proofs, color copies, telephone and couriers are additional.

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 ✓ 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

Jacksonville Public Library Standard Requisition Form

Use this form for all purchases under $65,000. 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. Contact JPL Finance for requests above $65,000. If this is a Single Source request you must provide a written justification with written qoute/ proposal that a purchase can be made only from one justifiable source without competition. (Procurement Manual; Single Source)

Requested By: Amy King Date: 1/26/22 Phone: 255-6485

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

- [ ] Regular Purchase Order
- [ ] City Credit Card Purchase
- [ ] Check Request
- [x] Single Source
- [ ] Request Foundation Card
- [ ] Foundation Purchase Order

Amount of Request: $ 99,583.40 Funding Source: C 11521 185101 - Library Board Trust

Account: 549006 - Authorized Expenditures Grant/Project name / #: JaxKids Book Club/002063

Vendor Name: Broadbased Communications, Inc.

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

Design, project management, printing 8,000 of: 8 books (total 64,000 books), library card/bookmark combo, Flat Pete, purchase of backpacks, fulfillment and distribution of filled backpacks. Itemized quote attached. Justification letter attached.

- [x] Vendor in attached quote/estimate is Registered in 1Cloud.
- [x] **Justification Letter Attached**. Required for Single Source purchase per Procurement Manual.

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

Supervisor: Rebekah Mitchell Signature _____ Date: 1/26/22

Division Dir. Amber Holley Signature _____ Date: 1/26/22

Library Finance Leslie Jones Signature _____ Date: ~~1/26/22~~ 2/10/22

Finance Use Only

SINGLE SOURCE AWARD **BID # SS-10158-21**

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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.

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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