

**NOTICE OF INTENDED DECISION
TO ENTER INTO A SINGLE SOURCE CONTRACT
(PUR 7778)**

This notice of intended decision to enter into a single source contract is posted in accordance with section 287.057(3)(c), Florida Statutes.

AGENCY

FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

TITLE

Short description of the commodity or service desired:

FOOD NETWORK MAGAZINE

CONTACT

Name: **VIANKA COLIN, PURCHASING DIRECTOR**
Address: **407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399**
Telephone: **(850) 617-7181**
Email: **Vianka.Colin@FreshFromFlorida.com**

Internal tracking number, if any: **SS 15 16 120**

DMS Single Source number, if applicable:

Date Posted: 06/04/2014; 02:00 P.M. Time Posted: 06/09/2015; 2:00 P.M.

Commodity or Service Required (commodity class and group, manufacturer, model, and description, as appropriate): **80171603**

Requestor (division, bureau, office, individual, as appropriate): **Mindy Lee, Division of Marketing and Development**

Performance and/or Design Requirements (intended use, function or application, compatibility etc. requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

- **Advertise in high circulation magazine with popularity as the #1 epicurean magazine in the United States. The target for this particular ad campaign is a predominantly female audience with an average household income of \$64,000 and the primary household grocery shoppers.**

Intended source (vendor, contractor):

FOOD NETWORK MAGAZINE

Price:

Approximate Amount: Up to \$194,000

Approximate Contract Amount: \$75,000

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

Florida Network Magazine was chosen due to their extraordinary wide demographic reach of 620,000 subscribers regionally with an average household income of \$64,000 a year that also are the primary household grocery shoppers. The magazine is the uniquely qualified to deliver the Florida Gulf Safe message to targeted demographics of the marketing campaign.

Single Source:

In accordance with 216.3475, F.S., as a non-competitive award, the rate of payment stated herein is not in excess of the competitive prevailing rate for these services.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing, DMS approver):

**Susan Nardizzi, Division of Marketing and Development
Mindy Lee, Division of Marketing and Development
Vianka Colin, Purchasing Director
D. Alan Edwards, Director, Division of Administration**

Failure to file a protest within the time prescribed in section 120.57(3), Florida Statutes, or failure to file a bond or other security within the time allowed for filing a bond, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.