

**DESCRIPTION OF INTENDED
SINGLE SOURCE PURCHASE
(PUR 7776)**

AGENCY: Florida Fish and Wildlife Conservation Commission (FWC)

TITLE The Guy Harvey Magazine Special Edition to Florida Fish and Wildlife Conservation Commission
Short description of the commodity or service desired:

This advertising service is to create a special edition of Guy Harvey Magazine (GHM) solely dedicated to Florida Fish and Wildlife Conservation Commission. GHM will promote FWC through distribution of the Guy Harvey Magazine, eBlasts, websites, and social media outlets across the country. GHM will also provide online fisherman outreach for a period of three months through development of videos, newsletters, advertisements using online media resources. These services will provide awareness of fish, game and wildlife opportunities in the state of Florida to Floridians and visitors. Additional benefits will be to build a searchable FWC library of video content and provide a digital version of the magazine online in perpetuity.

CONTACT

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Internal tracking number, if any: FWC SS 15/16-003

Date posted: 10/7/2015 at 2:30

Last day for receipt of information: 10/16/2015 at 2:30

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with section 287.057(5)(c), Florida Statutes and will remain posted for a period of at least 7 business days.

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

82101503: Magazine Advertising
82101500: Print advertising
82101603: Internet advertising

Quantity or Term (as appropriate):

Award through June 30, 2016

Requestor (division, bureau, office, individual, as appropriate):

Jim Estes, Deputy Division Director
Division of Marine Fisheries Management

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):

Florida Fish and Wildlife Conservation Commission has a need to promote public awareness of managing fish and wildlife resources for their long-term well-being for the benefit of Floridians as well as visitors to the state of Florida. This service will leverage our message to a world-wide audience. The goal is to promote conservation of wildlife and resources as well as promote the rights to hunt and fish within the state of Florida in accordance with F.S. 379.104. The FWC Division of Marine Fisheries requests

Intended source (vendor, contractor):
Guy Harvey Magazine

Estimated Dollar Amount:
\$65,000

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):

Guy Harvey is widely recognized as the world's finest marine wildlife artist, this combined with the magazines attention and promotion of marine conservation and a massive worldwide audience makes Guy Harvey Magazine (GHM) unique in their distribution to artists and anglers alike. Part of FWC's Strategic Plan, Theme One, and Goal One is to, "Protect fish and wildlife species through **effective outreach...**" Marine Fisheries believes that GHM has a unique audience and can achieve effective outreach. Services will also include the following:

- Will promote FWC through their unique distribution of the Guy Harvey Magazine, eBlasts, websites, and social media outlets across the country.
- Will run weekly and reach fishing and boating enthusiasts.
- Their photo gallery from FWC will reach individual anglers over a three month span.
- Will produce seven 30-45 second videos with FWC themes and will promote the videos to reach their unique audience.
- Additional benefits will be to build a searchable FWC library of video content and provide a digital version of the magazine online in perpetuity.

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

Zandra Wostel, Senior Management Analyst 1
Jim Estes, Deputy Division Director
Rachel Bozeman, Tallahassee Regional Purchasing Director
Lance Dyal, Agency Purchasing Director

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall:

1. Provide notice of its intended decision to enter a single-source purchase contract in the manner specified in s.120.57(3) FS, if the amount of the contract does not exceed the threshold amount provided in s.287.017 for CATEGORY FOUR.
2. Request approval from the Department of Management Services for the single-source purchase, if the amount of the contract exceeds the threshold amount provided in s.287.017 for CATEGORY FOUR. If the Department of Management Services approves the agency's request, the agency shall provide notice of its intended decision to enter a single-source contract in the manner specified in s.120.57(3), FS.