

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

AGENCY: Department of Environmental Protection

TITLE: Single Source with The Crawford Group, Inc., dba Crawford Entertainment
Short description of the commodity or service desired: Season Two of Flip My Florida Yard.

CONTACT

Name: Belinda Croft

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Internal tracking number, if any: 2021SS014

Date posted: May 3, 2021 Last day for receipt of information: May 12, 2021

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes, and will remain posted for a period of at least 7 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

45131600 Moving picture media

80171802 Media relations and advisory service

82101605 Television commercials production service

82101801 Advertising campaign services

82101900 Media placement and fulfillment

82131505 Film post production service

82131603 Video production services

Quantity or Term (as appropriate):

May 18, 2021 - December 1, 2022

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

Division of Water Restoration Assistance (DWRA), Nonpoint Source Management Program

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

Program area's expressed authority or implied legal citation authorizes the procurement:
403.067 Establishment and implementation of total maximum daily loads.

The Crawford Group, Inc., dba Crawford Entertainment (CE), 142 W. Lakeview Ave. Suite 2080C, Lake Mary, FL 32746; Office (407) 321-3460; Primary Contact - Cliff Huff, Director of Partnership Development.

SCOPE OF SERVICES: The Crawford Group (“Contractor”) shall produce a program called “Flip My Florida Yard,” season two, as described below (Services). All Services shall be performed in accordance with the requirements set forth in this section. The timeframes outlined in the Scope may be modified at the sole discretion of the Department.

DESCRIPTION OF SERVICES: The Flip My Florida Yard series shall be produced by the Contractor, to provide public education about and promotion for the Florida-Friendly Landscaping™ (FFL) Program, a 28-year partnership between the University of Florida and the Department.

The nine (9) FFL principles were established in 2001 under Chapter 373.185, Florida Statutes:

- 1) Right Plant, Right Place;
- 2) Water Efficiently;
- 3) Fertilize Appropriately;
- 4) Mulch;
- 5) Attract Wildlife;
- 6) Manage Yard Pests Responsibly;
- 7) Recycle;
- 8) Reduce Stormwater Runoff; and
- 9) Protect the Waterfront.

The mission of the FFL program is to protect and conserve Florida's natural resources through efficient landscape practices.

The Department will be responsible for reviewing and approving all final materials for the following services prior to final distribution.

I. Services shall Include:

a. Season Two (Series) Development

Flip My Florida Yard (FMFY) is a Florida-based gardening-themed television show. The Contractor will film the series in Florida locations and distribute produced episodes in first run network, syndication and web formats. The Series will be hosted by the Contractor’s Chad Crawford. The Department will reserve the right to select a co-host for the Series.

Season Two will consist of 11 episodes: 9 home landscape episodes, 1 school landscape episode and 1 “Where are They Now” episode.

The school landscape episode will be an approximately one-hour special. The episode will demonstrate the effectiveness of the Florida-Friendly Landscaping™ principles on community spaces. The episode will feature a Florida school as selected by the Department.

The “Where are They Now” will revisit home landscapes that were flipped in season one. This episode will focus on demonstrating Florida-Friendly maintenance and landscape growth over time. The “Where are They Now” episode will not include a landscape flip or yard science

segment as described below. This episode will include at least one maintenance moment as described below.

Each of the 9 home landscape episodes and 1 school landscape episode will each contain a Flip segment, a Yard Science segment, a maintenance segment and branding as defined below. The Contractor and the Department will work together to ensure the Series' messaging aligns with the Department's principles.

a. The Flip

In each episode the Contractor will feature a flip, for a total of ten flips. Each flip will occur in a Florida landscape, to be selected cooperatively by the Contractor and the Department. The transformation process is a story along with background information on why the Florida homeowner/ school desires a Florida-Friendly Landscape. The Department will be responsible for providing the Contractor and landscape subcontractors with guidance for plant selection, flip design, and any technical advice needed for ensuring a Florida-friendly flip.

b. Yard Science (working title) Segment

In each episode the Contractor will include an approximately two-minute segment shot at a Department-selected location, intended to be an information-based or how-to segment relevant to the series mission that highlights advancements in science and/or help Floridians understand Florida's water resource concerns. The Department will be responsible for selecting the Yard Science location and information. The yard science segments will also be provided as standalone segments with music right to distribute digitally. There will not be a yard science segment in the "Where are they now episode"

c. Maintenance Moment (working title) Segment

In each episode the Contractor will include an approximately two-minute segment shot at a Department-selected location, intended to be an information or how-to segment relevant to the series mission that focuses on teaching practical maintenance practices for homeowners. The segment will be presented by Tom Wichman or another Department approved expert. The Department will be responsible for selecting the Maintenance Moment location and information. The maintenance moment segments will also be provided as standalone content.

d. Branding

The Contractor will ensure that each episode of Season Two will include: 1) a URL to the FFL website for more information; 2) a 0:10 Promotional Consideration (i.e. "This episode of 'Flip My Florida Yard' is brought to you by the Department/FFL"); 3) the Department and/or FFL's logo(s) at open and close of each episode or other logo branding requirements as directed by the Department; and 4) The Department logo and/or other information will be featured on flipmyfloridayard.com directing viewers to the website of the Department's choice. Some program and sponsor branding may have to be removed for PBS and Amazon Prime Video distribution.

b. Social Media and Advertising Content Development and Distribution

The Contractor will produce: 1) a minimum of one short social media video per new episode (45 seconds to 1 minute each) from content filmed during FMFY. The Contractor shall retain the

right to use these videos on the FMFY's social media or other video advertising platforms; and 2) at least three Facebook or other social media posts per month for three months to promote the series (these posts can be video, static image or text).

The Department will have content license to use and edit all the above social media and web advertising content for any purpose. For any developed static imagery, photos or graphics, the Contractor must provide applicable editable design files to the Department in Adobe Creative Cloud-compatible file formats packaged with all linked files.

The social media content schedule will be determined by the Contractor and submitted as a part of the final contract schedule and approved by the Department as described in Task 1. The vendor is permitted to conduct optional paid advertising to promote this series but may not build in any advertising placement costs into this contract. There will be no cost-reimbursement allowed under this contract for advertising placements. However, if the Contractor chooses to conduct any paid advertising, the content and ad-buy must be approved by the Department prior to any launch of paid advertising.

c. Commercial Production

The Contractor will produce one Florida-Friendly Landscaping™ approximately 0:30 commercial, including all editing, voiceover, and music licensing fees. Music licensing fees limited to broadcast distribution within Florida and global digital distribution in perpetuity. The Department will be responsible for selecting the commercial subject matter. Services for the commercial will use footage captured during filming new episodes and voiceover.

The Contractor will produce 10 Florida State Parks approximately 0:30 promotional standalone segments, including all editing, voiceover, and music licensing fees. The Department will be responsible for selecting the subject matter. Services for the commercial will use footage captured during filming new episodes and voiceover.

d. Distribution of Series

The Contractor will provide the necessary services to distribute Season Two on PBS, the Discover Florida Channel, and Amazon Prime Video. The quote provided to the Department by the vendor should account for any and all fees associated with this process, as there will be no additional cost-reimbursements allowed or associated with this contract on top of the agreed-upon total cost.

i. PBS:

The Series will be offered to all PBS affiliates across Florida. The Department will receive approximately :15 recognition at open and close of each episode. The script used for this must be approved by the Department prior to use or production. Due to PBS guidelines all call to actions (including web addresses) and special thanks sections(s) in the credits may be removed.

ii. Discover Florida Channel (Streaming Channel):

The Contractor will place all episodes on DFC in perpetuity. The Department will receive 5 x :30 commercials placements to run throughout DFC for the term of one year from the first show release date.

iii. Amazon Prime Streaming Service:

The Contractor will prepare and make best efforts to upload all 11 episodes to Amazon Prime Video. Due to Amazon Prime guidelines call to actions and special thanks from the credits may have to be removed.

e. COVID-19 Safety Measures

The Contractor will ensure that proper safety measures are taken during filming and other project activities. These measures will include, but are not limited to, providing portable restrooms with handwashing and sanitizer stations, hiring and coordinating on-set safety coordinator(s) in charge of enforcing current CDC guidelines, and providing personal protective equipment.

II. Ownership of Series

The Contractor shall grant the Department the following: access to all episodes of Season Two for use by the Department in downloadable, editable formats compatible with Adobe Premier Pro (i.e. the final produced episodes as well as b-roll video footage and audio in separate files); a non-revocable, perpetual license for use of Season Two to the Department, for any purpose; and access to all high-resolution stills taken during production. The State will own the rights to b-roll footage acquired during filming. The Contractor shall own the rights to edited episodes and series defined as “Flip My Florida Yard”. The Department does not have broadcast distribution rights to the series. They have digital rights with platforms such as YouTube, Vimeo, Facebook, and Instagram.

III. Pricing

The Contractor can invoice the fixed price amount for each task upon task completion for all services described herein related to Season Two of FMFY. Included in the fixed price and not reimbursable separately includes all the Contractor’s travel-related expenses; landscaping products, labor and props; and all related services to acquire flip candidates for episodes.

IV. Project Timeline and Pricing Detail

The tasks must be completed by, and all documentation received by, the corresponding task end date.

Task No.	Deliverable	Maximum Budget Amount	Task Start Date	Task End Date
1	Casting - Phase 1	\$40,000	Upon Execution	7/1/21
2	Casting - Phase 2	\$29,500	Upon Execution	8/1/21
3	Pre-production - Phase 1	\$70,000	Upon Execution	9/1/2021
4	Pre-production - Phase 2	\$70,000	Upon Execution	11/1/2021
5	Production – Phase 1	\$100,000	Upon Execution	12/1/2021
6	Production - Phase 2	\$100,000	Upon Execution	3/1/2022
7	Content Delivery – Phase 1	\$40,000	Upon Execution	4/1/2022
8	Content Delivery – Phase 2	\$40,000	Upon Execution	4/1/2022
9	Remaining Associated Content/Distribution	\$40,000	Upon	Execution
	7/1/2022			

Project Total: \$529,500

V. FIXED PRICE TASKS: All documentation should be submitted electronically unless otherwise indicated. The Department's contract manager must approve all materials for each task prior to public distribution.

Task 1: Casting – Phase 1

Deliverables: The Contractor will take the necessary actions to begin identifying the filming locations and topics for all episodes including the following:

1. Conduct season two kick-off meeting
2. Conduct home landscape survey
3. Identify top candidates for home landscape flip
4. Identify top candidates for “where are they now” landscapes
5. Identify yard science and maintenance moment topics

Documentation: The Contractor will receive payment for deliverables in Task 1 upon the submission of the following:

1. Meeting notes from the kick-off meeting
2. Copy of home landscape survey with number of responses
3. List of yard science topics/experts and maintenance moment segment topics
4. List of top 30 recommended home landscapes based on criteria provided at the kick-off meeting
5. List of three “Where are They Now” landscapes, with at least two alternates

Performance Standard: The Department’s Contract Manager will review the documentation to verify that the deliverables are completed as described above. Upon review and written acceptance by the Department’s Contract Manager, the Contractor may proceed with payment request submittal.

Task 2: Casting - Phase 2

Deliverables: The Contractor will take the necessary actions to finalize filming locations and topics for all episodes including the following:

1. Conduct school landscape survey
2. Identify top 5 recommended schools based on criteria provided at the kick-off meeting
3. Finalize location selection and will secure any and all necessary releases and permissions in connection with
such filming/recording from employees, homeowners and business invitees for the Department.

Documentation: The Contractor will receive payment for deliverables in Task 2 upon the submission of the following:

1. Final list of filming locations (home, school and “Where are They Now” landscapes)
2. Copy of school landscape survey with number of responses
3. Copies of all necessary landowner agreements, including any necessary releases and permissions for the Department as required by this Agreement

Performance Standard: The Department’s Contract Manager will review the documentation to verify that the deliverables are completed as described above. Upon review and written acceptance by the Department’s Contract Manager, the Contractor may proceed with payment request submittal.

Task 3: Pre-Production – Phase 1

Deliverables: The Contractor will complete content outlines for the first five episodes: the school flip and four home landscape flips. This will include the following:

1. Selection of core flip team including designer and installer (additional supporting vendors and material donations may be determined closer to the flip day)
2. Coordinating and facilitation to zoom meetings including all major stakeholders of each flip
3. Final design and plant selection
4. Identify episode messaging and FFL principles incorporated
5. Identifying yard science, and maintenance moments
6. Identifying on camera experts and UF/IFAS agents

Documentation: The Contractor will receive payment for deliverables in Task 3 upon the submission and Department approval of the following:

1. Content outlines for each of the first five episodes which will include:
 - a. Flip design, plant selection and profile
 - b. Film schedule
 - c. Description of episode messaging and FFL principles incorporated
 - d. Yard science profile
 - e. Maintenance Moment profile
 - f. List of on camera experts and UF/IFAS agents
 - g. List of core vendors
 - h. Description of additional creative elements

Performance Standard: The Department’s Contract Manager will review the documentation to verify that the deliverables are completed as described above. Upon review and written acceptance by the Department’s Contract Manager, the Contractor may proceed with payment request submittal.

Task 4: Pre-Production – Phase 2

Deliverables: The Contractor will complete content outlines for the final six episodes: five home landscape flips and the “Where are They Now” episode. This will include the following:

1. Content outlines for the final five home landscape flips
 - a. Selection of core flip team including designer and installer (additional supporting vendors and material donations may be determined closer to the flip day)
 - b. Coordinating and facilitation of meetings including all major stakeholders of each flip
 - c. Final design and plant selection
 - d. Identify episode messaging and FFL principles incorporated
 - e. Identifying yard science, and maintenance moments
 - f. Identifying on camera experts and UF/IFAS agents
2. Content outline for the “Where are They Now” episode
 - a. Coordinating and facilitation of meetings including all major stakeholders
 - b. Identifying episode messaging and FFL principles incorporated
 - c. Identifying maintenance moment(s)
 - d. identifying on camera experts and/or UF/IFAS agents

Documentation: The Contractor will receive payment for deliverables in Task 4 upon the submission and Department approval of the following:

1. Content outlines for each of the final five home landscape flips which will include:
 - a. Flip design, plant selection and profile
 - b. Film schedule
 - c. Description of episode messaging and FFL principles incorporated
 - d. Yard science profile
 - e. Maintenance Moment profile
 - f. List of on camera experts and UF/IFAS agents
 - g. List of core vendors
 - h. Description of creative elements
2. Content outline for the “Where are They Now” episode
 - a. Film schedule
 - b. Description of episode messaging and FFL principles incorporated
 - c. Maintenance Moment profile
 - d. List of on camera experts and/or UF/IFAS agents
 - e. Description of creative elements

Performance Standard: The Department’s Contract Manager will review the documentation to verify that the deliverables are completed as described above. Upon review and written acceptance by the Department’s Contract Manager, the Contractor may proceed with payment request submittal.

Task 5: Production – Phase 1

Deliverables: The Contractor will complete principle photography for the first five episodes: the school flip and four home landscape flips. This includes all Department pre-approved research/development and associated filming (the Flip, the Yard Science section, and Maintenance Moment).

Documentation: The Contractor will receive payment for deliverables in Task 5 upon the submission of the following:

1. Signed certification that filming for the first five episodes is complete
2. Access to view B-roll footage through downloadable writer's links for the first five episodes

Performance Standard: The Department's Contract Manager will review the documentation to verify that the deliverables are completed as described above. Upon review and written acceptance by the Department's Contract Manager, the Contractor may proceed with payment request submittal.

Task 6: Production – Phase 2

Deliverables: The Contractor will complete principle photography for the final six episodes: five home landscape flips and the "Where are They Now" flip. This includes all Department pre-approved research/development and associated filming (the Flip, the Yard Science section, and Maintenance Moment).

Documentation: The Contractor will receive payment for deliverables in Task 5 upon the submission of the following:

3. Signed certification that filming for the final six episodes is complete
4. Access to view B-roll footage through downloadable writer's links for the final six episodes

Performance Standard: The Department's Contract Manager will review the documentation to verify that the deliverables are completed as described above. Upon review and written acceptance by the Department's Contract Manager, the Contractor may proceed with payment request submittal.

Task 7: Content Delivery - Phase 1

Deliverables: The Contractor will complete final editing for the first five episodes: the school flip and four home landscape flips. Final approval will be determined by the Department.

Documentation: The Contractor will receive payment for deliverables in Task 7 upon the submission of the following:

1. Access to view final edited versions of the five completed episodes through downloadable writer's links;

Performance Standard: The Department's Contract Manager will review the documentation to verify that the deliverables are completed as described above. Upon review and written acceptance by the Department's Contract Manager, the Contractor may proceed with payment request submittal.

Task 8: Content Delivery - Phase 2

Deliverables: The Contractor will complete final editing for the final six episodes: the school flip and four home landscape flips. Final approval will be determined by the Department.

Documentation: The Contractor will receive payment for deliverables in Task 8 upon the submission of the following:

1. Access to view final edited versions of the six completed episodes through downloadable writer's links;

Performance Standard: The Department's Contract Manager will review the documentation to verify that the deliverables are completed as described above. Upon review and written acceptance by the Department's Contract Manager, the Contractor may proceed with payment request submittal.

Task 9: Remaining Associated Content

Deliverables: The Contractor will produce all remaining associated content with this Contract. This includes the following: 1) approval and distribution of the all eleven Season Two episodes (the Series) (placed on the Discover Florida Channel in perpetuity, uploaded to Amazon Prime Video); 2) delivery of final commercial content 3) copies of any package materials (high-resolution stills taken during production, b-roll footage, commercials and promotional segments, etc.); and 4) delivery of all social media content.

Documentation: The Contractor will receive payment for deliverables in Task 9 upon the submission of the following:

1. Access to view all eleven completed episodes through downloadable writer's links
2. Signed certification that all eleven episodes have been approved and distributed as agreed upon by the Department, with associated documentation
3. Access to view the approximately :30 Florida-Friendly Landscaping™ commercial through downloadable writer's links
4. Access to view the approximately :30 State Parks promotional segments through downloadable writer's links;
5. Delivery of standalone yard science segments
6. Delivery of standalone maintenance moment segments
7. Final approved copies of season two materials
8. Final approved copies of all social media content

Performance Standard: The Department's Contract Manager will review the documentation and the episodes to verify that the deliverables are completed as described above. Upon review and written acceptance by the Department's Contract Manager, CE may proceed with payment request submittal.

Intended Single Source:

The Crawford Group, Inc., dba Crawford Entertainment

Estimated Dollar Amount:

\$529,500.00

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):

Nonpoint Source Pollution is a leading contributor to pollution in Florida. The Florida-Friendly Landscaping™ (FFL) Program is a 28-year partnership between the University of Florida and the Department. The nine FFL principles were established in 2001 under Chapter 373.185, Florida Statutes. The mission of the FFL program is to protect and conserve Florida's natural resources through efficient landscape practices.

The Flip My Florida Yard series provides public education about and promotion for the FFL program. The series will transform 10 (nine home and one school) landscapes representing Florida geographies and demography with FFL practices. The series will also feature a “where are they now” episode revisiting landscapes from season one of Flip My Florida Yard to demonstrate landscape growth and maintenance requirements over time.

Flip My Florida Yard aims to educate (and entertain) viewers about how Florida yards can become more water efficient, attract wildlife, control stormwater runoff and reduce nonpoint source pollution. The series is designed to reach Florida audiences and educate them on simple behavior changes they can make to benefit Florida’s environment.

Crawford Entertainment is the only contractor suited to effectively execute season two of Flip My Florida Yard within the proposed budget for the following reasons:

1. Crawford Entertainment owns the rights to the brand Flip My Florida Yard. This includes the name, website, all social media channels and all associated audience/fanbase we’ve created since its inception. We also own all the final edited masters of Season One (ten half-hour episodes) of Flip My Florida Yard and the Flip My Florida Yard one hour special (FDEP approved re-edit of the first original five episodes into an hour-long format).
2. We’ve forged relationships with the brand Flip My Florida Yard with television stations, cable networks and media outlets across all Florida markets.
3. Crawford Entertainment has developed partners statewide who are willing and eager to donate their time, resources and materials at zero or very little cost. Some of our flips from season one totaled in the \$25,000-\$35,000 range and were executed with nearly 90% of that total expense covered through partner donations.
4. The owner of Crawford Entertainment, Chad Crawford, is the show host which eliminates the expense of casting a qualified host through a talent agency and incurring an expense that could range between \$5,000 - \$7500 per episode.

5. Crawford Entertainment will be releasing a survey to cast the final ten homeowners who's yards will be flipped. We expect to see between 2500-3000 submission from all around the state. These homeowners will be narrowed down via scheduled Zoom calls.

6. Outside of filming and distributing 9 half hour episodes and a one-hour special of Flip My Florida Yard we'll also be delivering the following assets to the FDEP: 10 Florida State Parks promotional segments, 10-yard science segments, 10 maintenance moment segments and a scheduled social media promotional plan.

7. Part of our distribution plan includes the release of season two on,= Discover Florida Channel, owned by Crawford Entertainment, at no additional cost to the sponsor.

8. Crawford Entertainment has a deep understanding of the content which ultimately helps with planning, production and meeting client expectations.

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

Jennifer Vickers, Division Budget Coordinator

Trina Vielhauer, Division Director

Belinda Croft, Purchasing Specialist Supervisor

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: provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Section 120.57(3), F.S.