

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

AGENCY: FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

TITLE: AMAZON ADVERTISING, LLC

Short description of the commodity or service desired:

CONTACT

Name: BRITTANY HARVEY

Address: 407 S. CALHOUN STREET, TALLAHASSEE FLORIDA 32399

Telephone: (850) 617-7181

Email: BIDS@FDACS.GOV

Internal tracking number, if any: SS 21 22 60

**Date posted: 10/05/2021    Last day for receipt of information: 10/26/2021**

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):  
80141600- Sales and business promotion activities

Quantity or Term (as appropriate):  
Upon Execution through June 30, 2022

Requestor (division, bureau, office, individual, as appropriate):  
Yolanda Roundtree, Division of Marketing and Development

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):

The Division of Marketing and Development administers the "Fresh From Florida" program to help Florida growers and producers market their products. We partner with retail grocery stores on product promotions and encourage the use of the "Fresh From Florida" logo for advertising to increase the purchase of Florida-grown commodities in accordance to F.S. 570.53. Amazon Advertising will feature Fresh From Florida ads on Amazon ad platform and Amazon Fresh site.

Intended Single Source:  
Amazon Advertising, LLC/ AMAZON MEDIA

Estimated Dollar Amount:  
Approximate Amount:            Up to \$300,000

Approximate Contract Amount: \$240,600

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):

Amazon Advertising, LLC is the only vendor to provide these services due to exclusive ownership, licensing, naming rights and trademark.

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

Yolanda Roundtree, Bureau Chief

Jackie Moalli, Division Director

Brittany Harvey, Government Analyst

Carmelita Graham, Purchasing Director

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