

SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM

SUBJECT: Publication of 2006 Delinquent Tax Lists

DEPARTMENT: Fiscal Services DIVISION: Administration/Resource Mgt.

AUTHORIZED BY: Lisa Spriggs CONTACT: Lin Polk EXT. 7177

Agenda Date <u>1/23/07</u>	Regular <input type="checkbox"/>	Consent <input checked="" type="checkbox"/>	Work Session <input type="checkbox"/>	Briefing <input type="checkbox"/>
	Public Hearing – 1:30 <input type="checkbox"/>		Public Hearing – 7:00 <input type="checkbox"/>	

MOTION/RECOMMENDATION:

Authorization by the Board of County Commissioners for the Tax Collector to publish the 2006 Tax Delinquent Lists in the Sanford Herald at the quoted rates.

BACKGROUND:

The Sanford Herald and the Orlando Sentinel were requested to submit quotes to publish the 2006 Seminole County Tax Delinquent Lists.

Section 197.402, Florida Statutes, provides that the Board of County Commissioners select the newspaper in which the Tax Delinquent Lists are published, but that the Tax Collector pay for the advertising costs.

The following legal advertisement rates for publication of the Tax Delinquent Lists were submitted:

Sanford Herald

Quote: \$1.60 per square inch based on a one-time insertion. The full page cost will be \$386.40.

Orlando Sentinel

Quote of \$4.50 per inch insertion. The Orlando Sentinel does not quote per square inch. The full page cost would be \$945.

Based on the above, the Department of Fiscal Services recommends the 2006 Tax Delinquent Lists be published in the Sanford Herald.

The Seminole County Tax Collector concurs with the recommendation.

Reviewed by:
Co Atty: _____
DFS: _____
Other: _____
DCM: _____
CM: <u>[Signature]</u>
File No. <u>CFSA10</u>

December 22, 2006

Good morning,

Please accept this letter as The Sanford Herald's written request to publish the 2007 County Tax Delinquent Lists in accordance with Chapter 50 of the Florida Statutes.

We are unable to continue to offer the same rates as we have for numerous years. After speaking with the Florida Press Association attorney and carefully reading the statute, I have learned that the third paragraph of the statute states:

"(3) Where the regular established minimum commercial rate per square inch of the newspaper publishing such official public notices or legal advertisements is in excess of the rate herein stipulated, said minimum commercial rate per square inch may be charged for all such legal advertisements or official public notices for each insertion, except that a governmental agency publishing an official public notice or legal advertisement may procure publication by soliciting and accepting written bids from newspapers published in the county, in which case the specified charges in this section do not apply."

The current rate for legal advertising in The Sanford Herald is \$4.95 per column inch, but I am able to offer a better price. I am bidding \$1.60 per square inch, which is slightly more than half of the established minimum. The rise in costs is due to the substantial rise in the cost of paper and printing over the past few years.

We believe The Sanford Herald can once again publish these lists at a substantial savings to the taxpayers of Seminole County, as we have for so many years. Please contact us at 407-322-2611, via return email or at 300 N. French Ave., Sanford, FL 32771, if you have any questions or need additional information.

Thank you for allowing us to submit this bid; we look forward to your favorable consideration.

Respectfully yours,
Kate Thompson
Publisher

January 9, 2007

Linda P. Polk, Financial Manager I
Seminole County
Department of Fiscal Services
1101 East 1st Street
Sanford, FL 32771

Dear Ms. Polk:

Please accept this letter as a formal bid for the *Orlando Sentinel* to publish the 2007 Delinquent Tax Notices for Seminole County.

Our 2007 proposed legal rate is \$4.50 per inch.

If selected, the information would be sent to us electronically and test data would need to be supplied. Additionally, please be aware the page count must go up or down two pages at a time (i.e., if you have 23 pages of data, you will have a 24 page product). You may choose to use the last page in any way you desire---public service message, etc. providing you supply camera ready art.

The *Orlando Sentinel* appreciates the consideration of Seminole County Government and your office. Please feel free to contact me at 407-420-6002.

We look forward to working with you.

Sincerely,

Phyllis Sloane
Legal Supervisor

Cc: Katie Bost,
Classified Telephone Sales Manager