

**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Publication of 2005 Delinquent Tax Lists

**DEPARTMENT:** Fiscal Services      **DIVISION:** Administration/Resource Mgt.

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

|   |
|---|
| <b>Agenda Date</b> <u>1/24/06</u> <b>Regular</b> <input type="checkbox"/> <b>Consent</b> <input checked="" type="checkbox"/> <b>Work Session</b> <input type="checkbox"/> <b>Briefing</b> <input type="checkbox"/><br><b>Public Hearing – 1:30</b> <input type="checkbox"/> <b>Public Hearing – 7:00</b> <input type="checkbox"/> |
|---|

**MOTION/RECOMMENDATION:**

Authorization by the Board of County Commissioners for the Tax Collector to publish the 2005 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 2005 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.

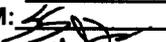
The following legal advertisement rates for publication of the Tax Delinquent Lists were submitted:

Sanford Herald  
Quote: \$0.85 per square inch based on a one-time insertion. The full page cost will be \$205.28.

Orlando Sentinel  
Quote of \$4.95 per inch insertion. The Orlando Sentinel does not quote per square inch. The full page cost will be \$1,724.00 for each insertion.

Based on the above, the Department of Fiscal Services recommends the 2005 Tax Delinquent Lists be published in the Sanford Herald.

The Seminole County Tax Collector concurs with the recommendation.

|  |
|--|
| <b>Reviewed by:</b>  |
| Co Atty: _____   |
| DFS: _____   |
| Other: _____   |
| DCM:  |
| CM:   |
| File No. <u>CFSA04</u>   |

# THE SANFORD HERALD

Seminole County's hometown newspaper since 1908

December 28, 2005

Lisa H. Spriggs, Director of Fiscal Services  
County Services Building  
1101 E. 1st Street  
Sanford, FL 32771

Ms. Spriggs:

Please accept this letter as *The Sanford Herald's* written bid and request to publish the 2005 Seminole County Delinquent Tax Lists in accordance with Chapter 50 of the Florida Statutes.

*The Sanford Herald* has published these lists for many years. Our staff is experienced in working with county officials and abiding by county policies. Furthermore, I believe *The Herald* can once again publish these lists at a substantial savings to the Seminole County taxpayers, as we have done for many years.

Section 50.061 (2)(a) of the Florida Statutes allows newspapers to charge 80 cents per square inch for the first insertion, and 60 per square inch for each subsequent insertion. In accordance with the statute and per your letter of Dec. 28, 2005, to publish the delinquent tax list once per week for three weeks, *The Herald* will charge **80 cents per square inch** for the first insertion and **60 cents per square inch** for the second and third insertions. *The Herald's* page deminsions are 11.5 inches wide by 21 inches tall for a total of 241.5 square inches per page. That translates to a cost of \$193.20 per page for the first insertion and \$144.90 per page for the second and third insertions.

*The Herald* will produce the tax lists using electronic PDF files provided by Seminole County.

If you have any questions or need additional information, please contact me at the address or phone number at the top of this page.



Dan Ping  
Editor/Publisher

300 N. French Ave. Sanford, Fla. 32771

Phone: 407-322-2611 Fax: 407-323-9408 E-mail: [dping@seminoleherald.com](mailto:dping@seminoleherald.com)



Dan Ping  
<dping@seminoleherald.com>  
>

01/04/2006 04:09 PM

To <LPolk@seminolecountyfl.gov>

cc

bcc

Subject Re: Advertisement of 2005 Delinquent Property Taxes

Ms. Polk,

The updated price to print the delinquent tax list based on a one-time insertion will be .85 cents per square inch. The Herald's page deminsions are 11.5 inches wide by 21 inches tall for a total of 241.5 square inches per page. That translates to a cost of \$205.28 per page.

If you have questions, please call me at 407-322-2611 (office) or 407-314-0379 (cell).

Dan Ping  
The Sanford Herald

On 01/03/06 9:09 am, LPolk@seminolecountyfl.gov wrote:

> Per our discussion on December 29, 2005, I wanted to confirm your  
> advertising rates quoted in your December 28th memo, based on a one time  
> publication as stated below, versus a once a week for three weeks  
> publication.  
>  
> Thanks.  
>  
> lin  
>  
> Linda P. Polk, Principal Analyst  
> Department of Fiscal Services  
> 1101 E. First Street ? Sanford, FL 32771  
> (407) 665-7177 ? Fax: (407) 665-7183  
> lpolk@seminolecountyfl.gov  
> ----- Forwarded by Lin Polk/Seminole on 01/03/2006 09:01 AM -----  
>  
> Lin Polk/Seminole  
> 12/20/2005 09:58 AM  
>  
> To  
> dping@seminoleherald.com, jtoyloy@orlandosentinel.com  
> cc  
> Lisa Spriggs/Seminole@Seminole, lhedrick@seminoletax.org, Ginine  
> Hanco/Seminole@Seminole  
> Subject  
> Advertisement of 2005 Delinquent Property Taxes  
>  
>  
>  
>  
> In the spring of 2006, Seminole County will advertise the 2005 delinquent  
> property tax list. This list of real or personal delinquent property

> taxes will be advertised once at least 21 days prior to the sale of the  
> tax certificates, utilizing parcel identification numbers or other  
> identifying numbers (versus complete legal descriptions).

>  
> We are requesting a price quote for the advertisement of this listing  
> based on the guidelines set forth in Section 50.061, Florida Statutes,  
> excerpts as follows:

>  
> "50.061(1) The publisher of any newspaper publishing any and all  
> official public notices or legal advertisements shall charge therefore the  
> rates specified in this section without rebate, commission, or refund.

>  
> 50.061(2) The charge for publishing each such official public  
> notice or legal advertisement shall be 70 cents per square inch for the  
> first insertion and 40 cents per square inch for each subsequent  
> insertion, except that:

>  
> (a) In all counties having a population of more than 304,000, according to  
> the latest official decennial census, the charge for publishing each such  
> official notice or legal advertisement shall be 80 cents per square inch  
> for the first insertion and 60 cents per square inch for each subsequent  
> insertion."

> (Seminole County's current population is 410,341)

>  
> Please respond via e-mail, providing your proposed quote by 5:00 p.m. on  
> Monday, January 2, 2006 or before if possible.

> Should you have questions, please call me.

>  
> Linda P. Polk, Principal Analyst  
> Department of Fiscal Services  
> 1101 E. First Street ? Sanford, FL 32771  
> (407) 665-7177 ? Fax: (407) 665-7183  
> lpolk@seminolecountyfl.gov

>  
> --\*\*\*\*Florida has a very broad Public Records Law. Virtually all written  
> communications to or from State and Local Officials and employees are  
> public records available to the public and media upon request. Seminole  
> County policy does not differentiate between personal and business emails.  
> E-mail sent on the County system will be considered public and will only  
> be withheld from disclosure if deemed confidential pursuant to State  
> Law.\*\*\*\*

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> Law.\*\*\*\*

December 29, 2005

Lisa H. Spriggs, Director  
Seminole County  
Department of Fiscal Services  
1101 East 1<sup>st</sup> Street  
Sanford, FL 32771

Dear Ms. Spriggs:

Please accept this letter as a formal bid for the *Orlando Sentinel* to publish the 2005 Delinquent Tax Notices for Seminole County.

Our 2006 proposed legal rate is \$4.95 per inch. Our projected Seminole County distribution for the month of March 2006, is 54,200 daily and 77,700 Sunday.

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 407-420-6085.

We look forward to working with you.

Sincerely,



Jaime Crespo

Classified Sales Supervisor

Cc: Ann Carpenter, Classified Telephone Sales Manager



JToyloy@OrlandoSentinel.com  
01/03/2006 10:07 AM

To: LPolk@seminolecountyfl.gov  
cc  
bcc

Subject: RE: Advertisement of 2005 Delinquent Property Taxes

Not in the full run part of the newspaper (The parts that go to every reader, e.g. local and state, life and times, or main). The zoned section is less expensive than the full run part of the paper. Pricing is based on size rather than a column/inch rate. There is a Seminole County zoned section. So say if you wanted a quarter page size ad in the Seminole section on a Thursday, the cost would be \$431. Please, feel free to ask me any other questions if you need to...

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**From:** LPolk@seminolecountyfl.gov [mailto:LPolk@seminolecountyfl.gov]  
**Sent:** Tuesday, January 03, 2006 9:31 AM  
**To:** Toyloy, Jaconia  
**Subject:** Fw: Advertisement of 2005 Delinquent Property Taxes

Is display advertising cheaper than the quoted \$4.95 per inch rate for legal ads?

Linda P. Polk, Principal Analyst  
Department of Fiscal Services  
1101 E. First Street • Sanford, FL 32771  
(407) 665-7177 • Fax: (407) 665-7183  
lpolk@seminolecountyfl.gov

— Forwarded by Lin Polk/Seminole on 01/03/2006 09:29 AM —  
JToyloy@OrlandoSentinel.com

12/21/2005 11:09 AM

To: LPolk@seminolecountyfl.gov  
cc  
Subject: RE: Advertisement of 2005 Delinquent Property Taxes

Question: Is this for Classified legal advertising or for display advertising?

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**From:** LPolk@seminolecountyfl.gov [mailto:LPolk@seminolecountyfl.gov]  
**Sent:** Tuesday, December 20, 2005 9:59 AM  
**To:** dping@seminoleherald.com; Toyloy, Jaconia  
**Cc:** LSpriggs@seminolecountyfl.gov; lhedrick@seminoletax.org; GHanco@seminolecountyfl.gov  
**Subject:** Advertisement of 2005 Delinquent Property Taxes

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descriptions).

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*(Seminole County's current population is 410,341)*

Please respond via e-mail, providing your proposed quote by 5:00 p.m. on Monday, January 2, 2006 or before if possible.

Should you have questions, please call me.

Linda P. Polk, Principal Analyst  
Department of Fiscal Services  
1101 E. First Street ▪ Sanford, FL 32771  
(407) 665-7177 ▪ Fax: (407) 665-7183  
lpolk@seminolecountyfl.gov

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