

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Publication of 2004 Delinquent Tax Lists

DEPARTMENT: Fiscal Services **DIVISION:** _____

AUTHORIZED BY: Lisa Spriggs **CONTACT:** Lisa Spriggs **EXT.** 7172

Agenda Date <u>1/25/05</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 2004 Tax Delinquent Lists in the Sanford Herald at the rate of \$0.70 per square inch for the first insertion and \$0.40 per square inch for each subsequent insertion.

BACKGROUND:

The Sanford Herald and the Orlando Sentinel were requested to submit quotes to publish the 2004 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: \$0.70 per square inch for the first insertion and \$.40 per square inch for each subsequent insertion. The full page cost will be \$169.05 for the first insertion and \$96.60 for each subsequent insertion.

Orlando Sentinel

Quote of \$4.50 per column inch insertion, the Orlando Sentinel does not quote square inch. The full page cost will be \$943.74 for each insertion.

Based on the above, the Department of Fiscal Services recommends the 2004 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: <u>SS</u>
CM: _____
File No. <u>CFSA00</u>

THE SANFORD HERALD

Seminole County's hometown newspaper since 1908

January 3, 2005

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

Ms. Spriggs:

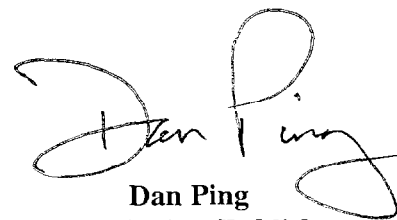
Please accept this letter as *The Sanford Herald's* written bid and request to publish the 2004 Seminole County Delinquent Tax Lists in accordance with Chapter 50 of the Florida Statutes.

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. **However, The Herald will continue to offer the same rate as in previous years** — 70 cents per square inch for the first insertion and 40 cents per square inch for subsequent 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

Orlando Sentinel
communications

633 North Orange Avenue
P.O. Box 2833
Orlando, Florida 32802-2833

January 3, 2005

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

Dear Ms. Spriggs:

Please accept this letter as a formal bid for the *Orlando Sentinel* to publish the 2004 Delinquent Tax Notices for Seminole County.

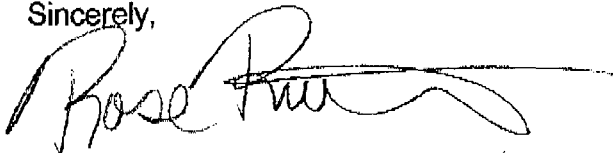
Our 2005 proposed legal rate is \$4.50 per inch. Our projected Seminole County distribution for the month of March 2005, is 56,300 daily and 80,000 Sunday (May 2005 circulation can be provided in mid January).

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 407-420-6004.

We look forward to working with you.

Sincerely,



Rose Riordan
New Business Development, Telephone Sales Supervisor

Cc: Ann Carpenter, Classified Telephone Sales Manager