

**SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM**

SUBJECT: Publication of 2003 Delinquent Tax Lists

DEPARTMENT: Fiscal Services **DIVISION:** _____

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

Agenda Date <u>2/10/04</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 2003 Tax Delinquent Lists in the Seminole 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 Seminole Herald and the Orlando Sentinel were requested to submit bids to publish the 2003 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:

Seminole Herald

Quote: \$0.70 per square inch for the first insertion and \$.40 per square inch for each subsequent insertion.

Orlando Sentinel

Quote of \$4.46 per square inch insertion.

Based on the above, the Department of Fiscal Services recommends the 2003 Tax Delinquent Lists be published in the Seminole Herald.

The Seminole County Tax Collector concurs with the recommendation.

Reviewed by:
Co Atty: _____
DFS: _____
Other: _____
DCM: <u>[Signature]</u>
CM: <u>[Signature]</u>
File No. <u>CFSA00</u>

THE SEMINOLE HERALD

Seminole County's hometown newspaper since 1908

300 N. French Ave. Sanford, Fla. 32771

Phone: 407-322-2611 Fax: 407-323-9408 E-mail: editor@seminoleherald.com

January 14, 2004

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

Ms. Spriggs:

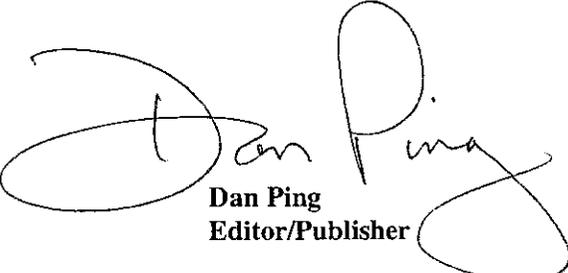
Please accept this letter as *The Seminole Herald's* written bid and request to publish the 2004 Seminole County Delinquent Tax Lists in accordance with Chapter 50 of the Florida Statutes.

The 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 can produce the list using your green-bar print-outs as we have done in the past, or we can use electronic format — CD ROM, Zip disk, e-mail or ftp site.

I believe *The Seminole Herald* can again publish these lists at a substantial savings to the Seminole County taxpayers as we have been doing for many years. If you have any questions or need additional information, please contact me at the address or phone number at the top of this page.

Thank you for allowing us to submit this bid. I look forward to your decision.



Dan Ping
Editor/Publisher

Orlando Sentinel
communications

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

January 21, 2004

Faxed 1/21 @ noon

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 2003 proposed legal rate is \$4.46 per inch. We proposed this same rate when we bid in 2001 to print your delinquent tax list. Our projected Seminole County distribution for the month of May 2004, is 53,300 daily and 76,800 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 407-420-6004.

We look forward to working with you.

Sincerely,



Rose Riordan

New Business Development, Telephone Sales Supervisor

Cc: Ann Carpenter, Classified Telephone Sales Manager