

SEMINOLE COUNTY GOVERNMENT
AGENDA MEMORANDUM

SUBJECT: Publication of 2002 Delinquent Tax Lists

DEPARTMENT: Fiscal Services DIVISION: _____

AUTHORIZED BY: Cindy Hall *[Signature]* CONTACT: _____ EXT. 7172

Agenda Date 2/11/2003 Regular Consent Work Session Briefing
Public Hearing – 1:30 Public Hearing – 7:00

MOTION/RECOMMENDATION:

Authorization by the Board of County Commissioners for the Tax Collector to publish the 2002 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 2002 Seminole County Tax Delinquent Lists.

Per Section 50.061(2), Florida Statutes, the charge for publishing such official public notice or legal advertisement (in counties with more than 304,000 population), "shall be \$.80 per square inch for the first insertion and \$.60 per square inch for each subsequent insertion."

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.

Reviewed by:
Co Atty: _____
DFS: _____
Other: _____
DCM: ES
CM: [Signature]
File No. CFSA00

Orlando Sentinel

Quote of \$5.25 per column inch with the cost of \$1,102.50 per page per insertion.

Based on the above, the Department of Fiscal Services recommends the 2002 Tax Delinquent Lists be published in the Seminole Herald. The Seminole County Tax Collector concurs with the recommendation.

THE SEMINOLE HERALD

BACK/UP ITEM # 3

Seminole County's hometown newspaper since 1908

800 N. French Ave. Sanford, Fla. 32771

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

January 14, 2003

Cindy Hall, Director of Fiscal Services
Seminole County Services Building
1101 E. 1st Street
Sanford, FL 32771

Ms. Hall:

Please accept this letter as *The Seminole Herald's* written bid and request to publish the 2003 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

BACKUP ITEM # 3**Orlando Sentinel**
communications

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

January 15, 2003

Ms. Liz Parkhurst
FISCAL SERVICES
1101 E. First Street
Sanford, FL 32771
Re: 2002 Delinquent Tax & Tangible Property Lists

Dear Ms. Parkhurst:

Thank you for your request for bid on the Seminole County, 2002 Delinquent Tax and the 2002 Tangible Property List from Orlando Sentinel Communications.

It is the interest of the Orlando Sentinel Newspaper to help Seminole County Government to effectively communicate in the best interest of Seminole County citizens by reaching as many citizens as possible. Orlando Sentinel's circulation in Seminole County is 47,476, offering you the most cost-effective way to keep the public well informed.

Please accept this letter as a formal request for consideration on both publications mentioned above.

Newspaper rates are based on column inch size. The rate for both, the 2002 Delinquent Tax and Tangible Property List is \$ 5.25 per column inch. The cost would be \$ 1,102.50 per page per insertion for each list.

For additional questions regarding deadlines and other specifications, please feel free to contact me Monday through Friday at 407-420-6004.

Sincerely,



Ana M. Currás
New Business Development
Classified Supervisor