



## Legislation Text

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**File #:** 19-0626, **Version:** 1

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**Agenda Item Name:**

Purchase Order 2020-1098 to Florida Public Media - More Than \$50K

**Presenter:**

Jessica Hurov, 374.5260/Larry Sapp, 374.5202

**Description:**

Florida Public Media Purchase Order 2020-1098

**Recommended Action:**

Approve the issuance of Purchase Order 2020-1098, to Florida Public Media, in the amount of \$77,112.00, for promotional announcements on various radio stations November 1, 2019 through September 30, 2020.

The Alachua County Board of County Commissioners make the legislative factual determination that promotions through Florida Public Media funded with Tourist Development Taxes revenue serve a public purpose and are primarily related to promoting and advertising tourism in Alachua County, and that these promotions spotlight Alachua County as a desirable place to visit by promoting the positive qualities and numerous cultural, artistic, historic, natural and other tourist related attributes and activities available in Alachua County for tourists to enjoy.

**Prior Board Motions:**

N/A

**Fiscal Consideration:**

\$77,112.00

Fund: 150.45.4510.552.48.00

**Background:**

The Florida Public Media (FPM) is Florida's regional advertising arm of Nation Public Radio (NPR). NPR listener demographics are in line with Alachua County's Nature and Culture visitor demographics. NPR listeners are cultural connoisseurs and are 130 percent more likely to attend two or more live theatre performances a month. Sixty-five percent more likely to have taken 3+ vacation/personal trips in the past year, with 72 percent of NPR listeners having traveled domestically in the last year. An Alachua County Visitor's Study prepared by the University of Florida Eric Friedheim Tourism Institute in 2015 stated that 86.9% of visitors to Alachua County travel to our destination by road. The car was the most popular mode of transportation that visitors used in traveling to Alachua County, with approximately 3 in 4 visitors having traveled to Alachua County by car (76.1%). According to a Victus advisory report presented to Alachua County in 2019, there are

five large markets with a populations of more than 500K within a 2.5-hour drive to Alachua County. It is noted that other smaller cities such as Tallahassee are also located within the drive-time window. The proposed FPM radio advertising campaign would run November 18, 2019 through September 27, 2020 and cover the metropolitan areas Orlando, Tampa, Jacksonville and Tallahassee. According to Nielsen metrics the radio spots would reach a combined 837,000 listeners with a total of 7,299,800 impression throughout the course of the campaign.

This purchase is exempt from the County's competitive bidding requirements pursuant to Section 22.11(17) of the Alachua County Purchasing Code, which permits the County to purchase advertisements. However, since the dollar amount of the purchase exceeds the purchasing authority of the Procurement Manager, this Purchase Order is being submitted for Board consideration and approval.