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**SEMINOLE COUNTY GOVERNMENT  
AGENDA MEMORANDUM**

**SUBJECT:** Publication of 2008 Delinquent Tax Lists

**DEPARTMENT:** Fiscal Services

**DIVISION:** Administration - Fiscal Services

**AUTHORIZED BY:** Lisa Spriggs

**CONTACT:** Cecilia Monti

**EXT:** 7175

**MOTION/RECOMMENDATION:**

Authorize the Tax Collector's Office to publish the 2008 Delinquent Tax lists in the Sanford Herald at the quoted rates.

County-wide

Cecilia Monti

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**BACKGROUND:**

Pursuant to Florida Statutes 197.402, prior to the issuance of tax warrants or sale of tax certificates, delinquent real property taxes must be advertised in a newspaper of general circulation for three consecutive weeks and the delinquent personal property taxes must be advertised only once. The Board of County Commissioners selects the newspaper in which the advertisements will appear and the Tax Collector must pay all newspaper charges. The proportionate costs of the delinquent tax advertisements are added to the delinquent taxes when they are collected.

The **Sanford Herald** and the **Orlando Sentinel** were requested to submit quotes to publish the 2008 Seminole County Delinquent Tax List. The following legal advertisement rates for publication were submitted:

**The Sanford Herald** - Quote: 90 cents per square inch for the first insertion and 75 cents per square inch for each subsequent insertion. The rate is applicable to weekday or Sunday advertisements. The cost per page is \$217.35 at the 90-cent rate and \$181.12 at the 75-cent rate based on 241.5 square inches.

**The Orlando Sentinel** - Quote: The cost of advertising in the Seminole Section of the Orlando Sentinel newspaper is \$4.50 per column inch for a total per page charge of \$945 based on 210 square inches.

The 2007 Delinquent Tax advertisement was awarded to the Sanford Herald at a cost of 80 cents per square inch or \$193.20 for the first insertion and 60 cents per square inch or \$144.90 for the second insertion. The actual advertisement cost based on approximately 95 pages of real properties and 11 pages of tangible personal properties was \$47,462.

The proposed advertising rates submitted by the Sanford Herald are 17.3% more than the previous year due to a 25% increase in the printer costs. The Orlando Sentinel proposed rates are unchanged from the prior year quote.

**STAFF RECOMMENDATION:**

Based on the submitted quotes, staff recommends that the 2008 Delinquent Tax List be published in the Sanford Herald. The Seminole County Tax Collector concurs with this recommendation.

**ATTACHMENTS:**

1. Sanford Herald - Quote 2008 Delinquent Tax Advertisement
2. Orlando Sentinel - Quote 2008 Delinquent Tax Advertisement

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| <b>Additionally Reviewed By:</b><br>No additional reviews |
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## Monti, Cecilia

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**From:** Gene Kruckemyer [gkruckemyer@mysanfordherald.com]  
**Sent:** Wednesday, November 26, 2008 1:23 PM  
**To:** Monti, Cecilia  
**Subject:** 2008 Delinquent Tax Advertisement Quote

Ms. Monti,

In response to your call for bids to publish the Seminole County delinquent real and personal property tax lists for 2008:

The Sanford Herald proposes a rate of 90 cents per square inch for the first publication of the lists and 75 cents on subsequent required publications.

These rates apply to publishing dates of either Sunday or Wednesday.

Based on the 241.5 inches of space per page in the Herald, the price per page would be \$217.35 per page at the 90-cent rate, and \$181.12 per page at the 75-cent rate.

Thank you for the opportunity to publish the rolls again, as we have previously done in the past.

Gene Kruckemyer

Publisher

The Sanford Herald

[GKruckemyer@MySanfordHerald.com](mailto:GKruckemyer@MySanfordHerald.com)

407-322-2611 office

407-406-4628 cell

On Nov 21, 2008, at 12:26 PM, Monti, Cecilia wrote:

The time frame for advertising Seminole County's 2008 delinquent real and personal property tax list is tentatively set between the last week in April and the third week of May 2009. Per Florida Statutes, the list of delinquent real property taxes must be advertised *three times* prior to the sale of the tax certificates and delinquent personal property taxes once, both utilizing parcel identification numbers or other identifying numbers (versus complete legal descriptions).

**We are requesting a weekday and Sunday 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 population is estimated at 425,455 .*

This advertisement in the past has run approximately 75 pages more or less for personal property which is advertised 3 times and 10 pages for personal which is advertised once. Because the award of this advertisement

must be approved by the Seminole County Board of County Commissioners, your quick response via e-mail of your proposed quote would be greatly appreciated.

Thank you.

**Cecilia Monti**

*Financial Manager*

*Seminole County Fiscal Services*

*(407) 665-7175 Work*

*(407) 7183 Fax*

-\*\*\*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.\*\*\*-

December 17<sup>th</sup>, 2008

Cecilia Monti  
Seminole County  
Department of Fiscal Services  
1101 East 1<sup>st</sup> Street  
Sanford, FL 32771

Dear Ms. Monti;

Please accept this letter as a formal bid for the Orlando Sentinel to publish the 2008 Delinquent Tax Notices for Seminole County.

Our projected circulation of 50,000 copies in Seminole County would be priced at \$4.50 per column inch.

The Orlando Sentinel appreciates the consideration of Seminole County Government and your office. Please feel free to contact me at 407-420-6001.

Sincerely,

Ann Carpenter  
Business Development Manager  
Orlando Sentinel Communications