

**DESCRIPTION OF INTENDED
SINGLE SOURCE PURCHASE
(PUR 7776)**

AGENCY: FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICE

TITLE: South Beach Seafood Festival, Inc.

Short description of the commodity or service desired: "Fresh From Florida" sponsorship

CONTACT

Name: Brittany Harvey

Address: 407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399

Telephone: (850) 617-7181

Email: Procurement@FDACS.gov

Internal tracking number, if any: SS 26 27 42

Date posted: 08/10/2026 Last day for receipt of information: 08/31/2026

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes (F.S.), and will remain posted for a period of at least 15 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):
80141609-Sponsorship of event or celebrity

Quantity or Term (as appropriate):

Date of Execution - June 30, 2027

Requestor (division, bureau, office, individual, as appropriate):

Division of Marketing and Development

Performance and/or Design Requirements (e.g. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

The Division of Marketing intends to purchase promotional advertising for the "Fresh From Florida" brand through sponsorship of the South Beach Seafood Festival, Inc. This sponsorship will help promote and increase retail sales of the department's products by featuring the "Fresh From Florida" logo in advertising and branding authorized by the South Beach Seafood Festival. The program is designed to enhance the visibility of the department and highlight its excellence within the culinary world. Pursuant to Sections 570.53(3), F.S., Stimulating, encouraging, and fostering the production and consumption of agricultural products and conducting activities that may foster a better understanding and more efficient cooperation among producers, buyers, food editors, and the consuming public in the promotion and marketing of Florida agricultural products as required of the department by s. 570.07(20). FDACS will pay a sponsorship fee in

exchange for promotions of the "Fresh From Florida" logo as authorized through marketing assets such as signage, web advertisements, social media, etc.

Intended Single Source:

South Beach Seafood Festival, Inc.

Estimated Dollar Amount:

Approximate Contract Amount: \$50,000.00

Approximate Contract Amount up to: \$75,000.00

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

South Beach Seafood Festival, Inc. is the only vendor able to provide these promotional services due to its exclusive ownership of the event's branding assets, including licensing, naming rights, and trademarked materials. No other vendor can legally authorize use of the South Beach Seafood Festival branding or provide access to its associated promotional platforms.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Susie Mckinley, Director, Division of Marketing and Development

Briana Matchett, Development Representative II, Bureau of Seafood & Agriculture Marketing

Yolanda Roundtree, Chief, Bureau of Seafood & Agriculture Marketing

Stephanie Bergozza, Purchasing Director II, Division of Administration

Joey B. Hicks, Director, Division of Administration

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Rule 60A-1.045, Florida Administrative Code, and section 120.57(3), F.S.