



Carole Jean Jordan, CFC
Tax Collector

"How May We Help You"

March 16, 2023

Board of County Commissioners
Attention: Joe Earman
1801 27th Street, Bldg A
Vero Beach, FL 32960

Re: Delinquent Tax Advertising

Dear Chairman Earman:

Pursuant to Chapter 197.402 of the Florida Statutes, the Tax Collector requests Board approval to publish our annual delinquent tax advertisements in the Hometown News newspaper. Hometown News meets the statutory requirements as described in Chapter 50.011 that were recently updated due to House Bill 7049 (2022).

We have previously advertised in the Indian River Press Journal, however, Hometown News will provide a greater reach at a significantly lower cost to taxpayers. Based on the estimated number of delinquent parcels that will be advertised, the Press Journal quoted \$29,400 for three weekly runs of ~7,800 newspapers. Hometown News quoted \$16,525 for three weekly runs of ~17,450 newspapers.

The advertisement will also be posted in the selected newspapers "e-edition" and to floridapublicnotices.com.

Thank you for your consideration.

Sincerely,

Carole Jean Jordan
Indian River County Tax Collector

CJJ:jca
Attachments