



CHIEF FINANCIAL OFFICER
JIMMY PATRONIS
STATE OF FLORIDA

October 17, 2019

Ms. Shannon Shepp, Executive Director
Florida Department of Citrus
605 E. Main Street
Bartow, Florida 33830

Dear Director Shepp:

As authorized in sections 17.03, 215.971(3), and 287.136, Florida Statutes, the Department of Financial Services has conducted an audit of the Florida Department of Citrus' contract deliverables monitoring processes. Our audit, conducted by the Division of Accounting and Auditing, Bureau of Auditing, focused on selected contracts active July 1, 2018 through June 30, 2019.

Overall, the monitoring processes reviewed were effective in providing assurance that advertising deliverables and services had been provided consistent with the agreed-upon terms of contracts and related cost management plans for program execution, production, media delivery, etc. In our closing audit conference, we suggested improvements for maintaining retrievable documentation of staff's routine monitoring activities as well as their review and analysis of the performance reports submitted by advertising agencies. The results of our audit are included in the enclosed audit report. If you have any questions, please contact Ms. Kim Holland, Bureau Chief, at (850) 413-5700 or kim.holland@myfloridacfo.com.

We appreciate the support and courtesy extended to our audit team. Completed reports of the Bureau of Auditing are available at <https://www.myfloridacfo.com/Division/AA/AuditsReviews/default.htm>.

Sincerely,

Paul Whitfield

PW/jf
Enclosure

c: Mr. Kevin Eaton, Inspector General



**JIMMY PATRONIS
CHIEF FINANCIAL OFFICER
STATE OF FLORIDA**

Florida Department of Financial Services

STATUTORY AUDIT
CONTRACT DELIVERABLES MONITORING
FLORIDA DEPARTMENT OF CITRUS

October 17, 2019

AUDIT AUTHORITY

The Department of Financial Services has performed an audit of the Florida Department of Citrus' (Department) contract deliverables monitoring processes. Authority for this audit is provided by sections 17.03, 215.971(3), and 287.136, Florida Statutes (F.S.). Our audit focused on the monitoring of deliverables for selected advertising contracts active July 1, 2018 through June 30, 2019.

CITRUS ADVERTISING – AUDIT SUMMARY

The Department is responsible for the marketing, research, and regulation of the Florida citrus industry, including planning and contracting for advertising campaigns to increase the consumption of citrus fruits¹. The Department is governed by the Florida Citrus Commission, a nine-member board appointed by the Governor of Florida to represent citrus growers, processors, and packers. The Executive Director, appointed by the Commission, and the Global Marketing Director have oversight responsibility for the Department's monitoring processes for advertising campaigns and contracts.

The Department's Global Marketing and Accounting and Finance staff and the assigned contract managers have primary responsibility for these monitoring processes. Department contracts with advertising agencies also require the use of cost management plans (CMPs) to communicate the activities required of the advertising agencies. For each activity, the Department approves and the advertising agency agrees to perform the services, tasks, and deliverables entered on the CMP activity brief.

For selected advertising contracts, we evaluated the Department's monitoring processes for advertising agency management fees, the associated contracted deliverables, and the reimbursement of invoiced advertising and promotions. Overall, the monitoring processes reviewed were effective in providing assurance that advertising deliverables and services had been provided consistent with the agreed-upon terms of contracts and related cost management plans for program execution, production, media delivery, etc.

Direct inquiries regarding this report to Kim Holland, Bureau Chief, at (850) 413-5700 or kim.holland@myfloridacfo.com. Completed reports of the Division of Accounting and Auditing, Bureau of Auditing, are available at <https://www.myfloridacfo.com/Division/AA/AuditsReviews/default.htm>.

¹ Chapter 601, F.S., Florida Citrus Code.