


# MANATEE COUNTY GOVERNMENT

## SOLE SOURCE or NONCOMPETITIVE INTENT TO AWARD

<b>SUBJECT</b>	Airing Recycling Ads on Local Radio Stations	<b>DATE POSTED</b>	MC <u>12/20/17</u> TB
<b>PURCHASING REPRESENTATIVE</b>	Charles Bentley 941-749-3036	<b>DATE CONTRACT SHALL BE AWARDED</b>	Five business days after posting
<b>DEPARTMENT</b>	Utilities	<b>CONSEQUENCES IF DEFERRED</b>	Failure to meet recycling goal
<b>SOLICITATION</b>	18R067894CB	<b>AUTHORIZED BY DATE</b>	Charles Bentley December 20, 2017 

### NOTICE OF INTENT TO AWARD

Noncompetitive notice of Intent to Award for the procurement of radio ads for the Utilities Department Recycling Program throughout year 2018 on five local radio stations to Total Traffic Network for \$54,000.00.

### ENABLING/REGULATING AUTHORITY

**Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.**

Manatee County Code of Laws, Sections 2-26-40 & 2-26-45

### BACKGROUND/DISCUSSION

- ◆ Total Traffic Network owns and operates five radio stations, WTZB-FM 105.9, WCTQ-FM 106.5, WSRZ-FM 107.9, WRUB-FM 106.5 (in Spanish), and WDDV-FM 92.1 / WDDV-AM 1320, that broadcast solely in our area, making them the largest radio group covering the Sarasota/Manatee Designated Marketing Area (DMA).
- ◆ No other radio broadcasting group in our listening area owns and operates as many radio stations. that broadcast
- ◆ Their unique traffic/weather sponsorship package attracts attention to local events, making this advertising option a perfect fit for the recycling program.
- ◆ By aiming our advertising specifically to our DMA at peak listening times, we will be able to increase the span of our landfill, keep garbage costs low, while maintaining a clean and safe environment in Manatee County.

If a vendor believes this item is not a sole source or noncompetitive procurement, Manatee County Purchasing Division requires prospective vendors provide information regarding their ability to supply the commodity or contractual services described prior to the date indicated for "date contract shall be awarded".

<b>ATTACHMENTS (List in order of attached)</b>	• iHeart Media Letter	<b>FUNDING SOURCE (Acct Number &amp; Name)</b>	<input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
<b>COST</b>	\$54,000.00 (category 3)	<b>AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)</b>	4800011000-549004



1779 Independence Blvd.  
Sarasota, FL 34234

o 941.552.4800  
f 941.552.4900

[www.iHeartMedia.com](http://www.iHeartMedia.com)  
[www.iHeartRadio.com](http://www.iHeartRadio.com)  
#iheartradio

November 27, 2017

To Whom It May Concern:

This letter is to confirm that iHeart Media Sarasota operates five radio stations on four FM radio stations and one AM station in the Sarasota/Bradenton market. iHeart Sarasota exclusively sells radio advertising across the following stations: WTZB-FM, WCTQ-FM, WSRZ-FM, WRUB-FM, WDDV-AM, and WSDV-AM.

The above referenced radio stations have a combined weekly audience (ages 18+) in the Sarasota/Bradenton Metro of 179,500 persons, making ours the largest radio group covering the Sarasota/Bradenton Metro.

There are no other companies or entities entitled to operate radio stations on the above referenced frequencies. Any related advertising content that is broadcast across the above referenced stations must be purchased directly from iHeart Media Sarasota. There are no other companies/agents/dealers authorized to sell commercial air time on these radio stations.

If you desire additional information, don't hesitate to contact me at (941) 552-4814 or visit our website at [iheartmedia.com](http://iheartmedia.com). Thank you for your interest in our radio stations.

Sincerely,

Eddie Rupp  
Senior Vice President, Programming

