

MANATEE COUNTY GOVERNMENT

SOLE SOURCE or NONCOMPETITIVE INTENT TO AWARD

SUBJECT	iHeart Radio Advertisement to be played on five (5) radio station	DATE POSTED	MC <u>✓ SE 12/19/16</u>
PURCHASING REPRESENTATIVE	Greg Davis – Contract Negotiator 941-749-3037	DATE CONTRACT SHALL BE AWARDED	Five (5) business days after posting
DEPARTMENT	Utilities	CONSEQUENCES IF DEFERRED	Potential impact of Grant Funding availability from State of Florida for not achieving recycling goals per FS 403.7032
SOLICITATION	Task 20170544 (NC# 201700070) PR # R065496	AUTHORIZED BY DATE	Melissa Wendel Purchasing Official <i>MW</i>

NOTICE OF INTENT TO AWARD

Noncompetitive purchase of radio advertisement for Sarasota/Bradenton Market to educate public on recycling.

ENABLING/REGULATING AUTHORITY

Manatee County Procurement Ordinance

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

BACKGROUND/DISCUSSION

The Manatee County Utilities Department desires to continue the education process of the importance of recycling thru the use of radio advertisement on five (5) iHeart radio stations in the Bradenton/Sarasota area.

iHeart Media owns/operates five radio stations (4FMJ1AM) WTZB-FM, WCTQ-FM, WSRZ-FM, WRUB-FM, and WDDVIWSADV-AM that broadcast solely in Manatee County. These radio stations have a combined weekly audience (ages 18+) in the Sarasota/Manatee Designated Market Area (DMA) of 235,000 persons, making this the largest radio group covering the Sarasota/Manatee DMA. Their unique traffic/weather sponsorship package attracts attention to local events (especially HHW/E-Scrap collections), making this advertising option a perfect fit for the recycling program. Advertising on any other additional stations owned by IHeart Media will drastically increase the total investment as they broadcast to larger geographic areas and in other surrounding Counties. Doing this would be counterproductive as it would cost more to advertise on additional stations and our ads would also be heard by individuals not living/working in Manatee County.

There are no other companies or entities licensed 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. iHeart Media is the only company operating the 5 radio stations (4 FM/1 AM) that broadcast in our local geographic market with such a large audience of listeners. Weather and traffic reports are very specific and local, capturing the attention of the Manatee County residents we wish to reach. Airing ads on these stations allow us to specifically target listeners in our County, narrowing down the scope of services and enabling us to reach out to the right people.

Since recycling is voluntary in Manatee County, creative education and outreach programs must be developed as our primary method to inform residents, businesses and visitors. Sufficient promotion of the recycling program is vital to encourage recycling participation and to reach the 75% recycling rate goal by the year 2020, set forth by Florida Statute 403.7032. Failure to reach this goal could impact the availability of grant funds from the State of Florida and negatively influence public perception of the County and recycling program.

If a vendor believes this item is not a sole source or non-competitive 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".

ATTACHMENTS (List in order of attached)		FUNDING SOURCE (Acct Number & Name)	00100072011000- 549004 <input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
COST	\$38,000.00	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)	