

# MANATEE COUNTY GOVERNMENT

## SOLE SOURCE or NONCOMPETITIVE INTENT TO AWARD

<b>SUBJECT</b>	Airtime for Recycling Program Commercials Package	<b>DATE POSTED</b>	MC <u>XSE 1/6/17</u>
<b>PURCHASING REPRESENTATIVE</b>	Charles Bentley, 749-3036	<b>DATE CONTRACT SHALL BE AWARDED</b>	Five business days after posting.
<b>DEPARTMENT</b>	Utilities	<b>CONSEQUENCES IF DEFERRED</b>	Possible loss of grant funds for recycling program.
<b>SOLICITATION</b>	Task 20170644 (NC 201700080)	<b>AUTHORIZED BY DATE</b>	Charles Bentley <i>[Signature]</i>

### NOTICE OF INTENT TO AWARD

Noncompetitive notice of Intent to Award Bright House Networks an airtime package of 4,814 commercials for the Utilities Department Recycling Division totaling \$30,064.66 to air on eight networks in Manatee County only through the end of 2017.

### ENABLING/REGULATING AUTHORITY

Manatee County Procurement Ordinance

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

### BACKGROUND/DISCUSSION

Charter Spectrum by Bright House Media is one of two cable providers in Manatee County with over 90,000 customers, approximately 65% of all cable television accounts. Frontier Communications, formally Verizon, has the other 35% of cable accounts. Bay News 9 is a local network airing only on Spectrum Bright House. Manatee County would be unable to reach the vast majority of County residents and target audiences if Charter Spectrum by Bright House was not an advertising option.

Sufficient promotion of the County's recycling program is vital to encourage recycling participation and to reach the 75% State mandated recycling goal by the year 2020, set forth by Florida Statute 403.7032. Failure to show the opportunities to reach this goal could impact the availability of grant funds from the State of Florida and negatively impact public perception of the County's 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".

<b>ATTACHMENTS</b> (List in order of attached)	•	<b>FUNDING SOURCE</b> (Acct Number & Name)	4800011000-549004 <input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
<b>COST</b>	\$30,064.66	<b>AMT/FREQ OF RECURRING COSTS</b> (Attach Fiscal Impact Statement)	