



Daniel P. McCoy
County Executive

Larry I. Slatky
Executive Director

August 13, 2021

The Honorable Andrew Joyce
Chairman, Albany County Legislature
Legislative Clerk's Office
112 State Street, Suite 710
Albany, New York 12207

Dear Chairman Joyce:

Shaker Place Rehabilitation and Nursing Center respectfully requests to increase the Brawn Media contract by \$60,000.00 through the contract amendment process.

Brawn Media is in the last year of their three (3) year contract that totaled a not to exceed amount of \$300,000.00. However, because of the COVID-19 Pandemic, expenses for the years 2020 and 2021 have exceeded expectations due to additional required regulatory postings on our website, our staff and resident recruitment campaign and multiple media engagements throughout that same time period. Due to the above, we are requesting that the last year of the Brawn Media contract be increased from \$100,000.00 to \$160,000.00 and we will be utilizing funds from our existing 2021 budget to pay for this increase, making the revision budget neutral.

Thank you for your consideration in approving this request.

Sincerely,

Larry I. Slatky
Executive Director

cc: Dennis Feeney, Majority Leader
Frank Mauriello, Minority Leader
Rebekah Kennedy, Majority Counsel
Arnis Zilgme, Minority Counsel

