



County of Albany

Harold L. Joyce
Albany County Office
Building
112 State Street - Albany,
NY 12207

Legislation Text

File #: TMP-4673, **Version:** 1

REQUEST FOR LEGISLATIVE ACTION

Description (e.g., Contract Authorization for Information Services):

Contract Renewal for Brawn Media

Date: 09/27/2023
Submitted By: Mark Olsen
Department: Shaker Place Rehabilitation & Nursing Center
Title: Executive Director
Phone: 518-213-8955
Department Rep.
Attending Meeting: Mark Olsen

Purpose of Request:

- ☐ Adopting of Local Law
- ☐ Amendment of Prior Legislation
- ☐ Approval/Adoption of Plan/Procedure
- ☐ Bond Approval
- ☐ Budget Amendment
- ☒ Contract Authorization
- ☐ Countywide Services
- ☐ Environmental Impact/SEQR
- ☐ Home Rule Request
- ☐ Property Conveyance
- ☐ Other: (state if not listed) Click or tap here to enter text.

CONCERNING BUDGET AMENDMENTS

Increase/decrease category (choose all that apply):

- ☐ Contractual
- ☐ Equipment
- ☐ Fringe
- ☐ Personnel
- ☐ Personnel Non-Individual

☐ Revenue

Increase Account/Line No.: Click or tap here to enter text.

Source of Funds: Click or tap here to enter text.

Title Change: Click or tap here to enter text.

CONCERNING CONTRACT AUTHORIZATIONS

Type of Contract:

☐ Change Order/Contract Amendment

☐ Purchase (Equipment/Supplies)

☐ Lease (Equipment/Supplies)

☐ Requirements

☒ Professional Services

☐ Education/Training

☐ Grant

Choose an item.

Submission Date Deadline Click or tap to enter a date.

☐ Settlement of a Claim

☐ Release of Liability

☐ Other: (state if not listed) Click or tap here to enter text.

Contract Terms/Conditions:

Party (Name/address):

Brawn Media

441 New Karner Road

Albany, New York 12205

Additional Parties (Names/addresses):

Click or tap here to enter text.

Amount/Raise Schedule/Fee: \$100,165.00

Scope of Services: Brawn Media will provide media and marketing services through every means of media to assist with staff recruitment and resident informational services. They will manage our website, all postings, brochures, advertising, online reputation services, organic social media, annual web hosting, photo shoots and media campaigns.

Bond Res. No.: Click or tap here to enter text.

Date of Adoption: Click or tap here to enter text.

CONCERNING ALL REQUESTS

Mandated Program/Service: Yes ☐ No ☒

If Mandated Cite Authority: Click or tap here to enter text.

Is there a Fiscal Impact: Yes ☒ No ☐

Anticipated in Current Budget: Yes ☒ No ☐

County Budget Accounts:

Revenue Account and Line:

Revenue Amount: Click or tap here to enter text.

Appropriation Account and Line: 44047

Appropriation Amount: \$100,165.00

Source of Funding - (Percentages)

Federal: Click or tap here to enter text.

State: Click or tap here to enter text.

County: 100%

Local: Click or tap here to enter text.

Term

Term: (Start and end date) 1/1/24 to 12/31/2024

Length of Contract: 12 Months

Impact on Pending Litigation

Yes ☐ No ☒

If yes, explain: Click or tap here to enter text.

Previous requests for Identical or Similar Action:

Resolution/Law Number: 414

Date of Adoption: 11/8/2021

Justification: (state briefly why legislative action is requested)

Shaker Place Rehabilitation & Nursing Center respectfully requests to extend the contract with Brawn Media to provide multiple media and marketing services. This contract will be for a (12) month period with a not to exceed amount of \$100,165.00.

Brawn Media has been our media company and has proven to be instrumental in our media efforts that include re-branding, website management, brochures, advertising, on-line reputation services, organic social media, annual web hosting, photo shoots, and media campaigns for staff recruitment and resident informational services.

Brawn Media was chosen through the RFP-2021-108 process and was the lowest responsible bidder. This request is for the first year of a (2) year extension, consistent with this RFP.