



County of Albany

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

Legislation Text

File #: TMP-6188, Version: 1

REQUEST FOR LEGISLATIVE ACTION

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

CONTRACT AUTHORIZATION WITH BRAWN MEDIA REGARDING MEDIA AND MARKETING SERVICES FOR THE SHAKER PLACE REHABILITATION AND NURSING CENTER

Date: 12/4/2024
Department: Shaker Place Rehabilitation & Nursing Center
Attending Meeting: Mark S. Olsen
Submitted By: Shawn Thelen
Title: Deputy Executive Director
Phone: 518-447-7108

Purpose of Request: Contract Authorization 12 Months

CONTRACT TERMS/CONDITIONS:

Party Names and Addresses: Brawn Media
441 New Karner Road
Albany, New York 12205

Term: (Start/end date or duration) 01/01/2025 through 12/31/2025
Amount/Raise Schedule/Fee: \$100,165.00

BUDGET INFORMATION:

Is there a Fiscal Impact: Yes ☒ No ☐
Anticipated in Budget: Yes ☒ No ☐
Spreadsheet attached: Yes ☐ No ☒

Source of Funding - (Percentages)

Federal:	0	County:	100
State:	0	Local:	0

County Budget Accounts:

Revenue Account and Line:	Enter text.
Revenue Amount:	Enter text.
Appropriation Account and Line:	44047
Appropriation Amount:	\$100,165.00

ADDITIONAL INFORMATION:

Mandated Program/Service: Yes ☐ No ☒

If Mandated, Cite Authority: Enter text.
Request for Bids / Proposals:
 Competitive Bidding Exempt: Yes ☒ No ☐
 # of Response(s): Enter text.
 # of MWBE: Enter text.
 # of Veteran Business: Enter text.
Bond Resolution No.: Enter text.
Apprenticeship Program Yes ☐ No ☒

Previous requests for Identical or Similar Action:

Resolution/Law Number and Date: Resolution 510 of 2023

DESCRIPTION OF REQUEST: (state briefly why legislative action is requested)

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. This request is for the second of two optional one year renewals.