



**Daniel P. McCoy**  
County Executive

**Mark S. Olsen**  
Executive Director

December 29th, 2024

The Honorable Joanne Cunningham  
Chairwoman, Albany County Legislature  
Legislative Clerk's Office  
112 State Street, Suite 710  
Albany, New York 12207

Dear Chairwoman Cunningham:

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 rebranding, 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 second of the two optional one year renewals stated in the RFP.

If any additional information is required, please do not hesitate to contact me.

Sincerely,

Mark S. Olsen  
Executive Director

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

