



Agenda Item Summary

File #: 24-01031

Agenda Date: 11/12/2024

Agenda Item Name:

Purchase Order to Frankel Media Group LLC for Alachua County's 200th Anniversary Marketing and Event Support.

Presenter:

Mark Sexton, Communications Director, 352.374.5204
Theodore White, Procurement Manager, 352.374.5202

Description:

Purchase Order to Frankel Media Group LLC, in the amount of \$250,000.00, for Alachua County's 200th Anniversary Marketing and Event Support.

Recommended Action:

Approve the issuance of a Purchase Order to Frankel Media Group LLC, in the amount of \$250,000.00. Make a legislative factual determination and affirm that the activities and expenses related to the celebration of Alachua County's 200th Anniversary serve a public purpose and are related to the promotion of tourism in Alachua County.

Prior Board Motions:

October 8, 2024, the Board approved the legislative factual determination that the promotional, marketing and advertising activities within the FY25 Tourism budget, which are purchased with Tourist Development Tax revenue, serve a public purpose and are primarily related to promoting and advertising tourism in Alachua County. Item 24-00886

Fiscal Note:

\$250,000 is included in the FY25 Adopted Budget, funded from Tourist Development Funds: 150.45.4510.552.xx.xx (31.00 professional services or 48.00 Promotional Activities)

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

Alachua County will kick off its 200th Anniversary (Bicentennial) festivities in January 2025. To celebrate, the County seeks to obtain the services of Frankel Media to assist with marketing and event support including a kickoff event at Depot Park and Heartwood Soundstage with over ten bands on two stages, magicians, street performers, jugglers, face painting, and other family friendly activities. Frankel Media is under contract as the County's annual vendor for media and education outreach, however, this scope is outside of the annual solicitation and thus requiring Board approval of the

Purchase Order.

This purchase is exempt from the County's competitive bidding requirements pursuant to Section 22.3-301 (19) of the Alachua County Procurement Code, Purchases covered by approved public purpose statements in accordance with established County Procedures; however, since the dollar amount of the purchase exceeds the purchasing authority of the Procurement Manager, this is being submitted for Board consideration and approval. The activities and expenses related to the celebration of Alachua County's 200th Anniversary serve a public purpose and are related to the promotion of tourism in the County. The 200th Anniversary event will highlight Alachua County as a desirable travel destination, emphasizing its cultural, artistic, historic, natural attractions, and signature special events. The 200th Anniversary event will be unique and will promoting the event to visitors with the goal of increasing visitation and creating positive economic benefits to Alachua County residents and businesses.