



Agenda Item Summary

File #: 25-00036

Agenda Date: 1/14/2025

Agenda Item Name:

Purchase Order to Gray Local Media Inc., in the amount of \$53,000.00 for Tourism and Economic Development.

Presenter:

Jessica Hurov, Tourism Manager, 352.374.5260
Theodore White, Procurement Manager, 352.374.5202

Description:

Purchase Order 2025-1257 to Gray Local Media, Inc., in the amount of \$53,000, for Digital Advertising Campaign, for Tourism and Economic Development.

Recommended Action:

Approve the issuance of a purchase order to Gray Local Media, Inc., in the amount of \$53,000.00.

Prior Board Motions:

N/A

Fiscal Note:

There are sufficient funds in the departments budget to cover purchase order 2025-1257 to Gray Local Media Inc. in the amount of \$53,000.00.

Tourist Development Fund: 150.45.4510.552.48.00 (Promotional Activities).

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

This purchase is exempt from the County's competitive bidding requirements pursuant to Section 22.3-301 (3) of the Alachua County Procurement Code, Advertisements to include but not limited to, radio, newspapers, magazines, professional organizations, trade shows, television, websites and any other related media; 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.