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PROCUREMENT DIVISION

May 6, 2024

To: Angela Harless, AcrobatAnt, LLC, angelaharless@acrobatant.com
Todd Wiseman, Actuate Media, LLC, tw@actuatemediacom
Shalyn Dever, Chatter Buzz Media, LLC, rfp@chatterbuzzmediacom
Kathy Maiorana, Sachs Media, Inc., kathy@sachsmediacom
Deborah Miller, Vistra Communications, LLC, deborahm@consultvistracom
Taryn Crosby, WeUsThem Inc., partner@weusthemcom

Subject: Notice of Recommendation to Award
RFP 24-178, Advertising & Related Marketing Services for Indigent Health Care Program

Thank you for your participation in the above referenced RFP. The Selection Committee will request the Board of County Commissioners to authorize staff to enter into contract negotiations with the highest-ranked Proposer, Vistra Communications, LLC. Should negotiations fail with Vistra Communications, negotiations will be terminated, and staff will begin negotiations with Sachs Media, Inc.

Any actual Proposer who is allegedly aggrieved in connection with the pending award may contact the Procurement Director. In accordance with the Procurement Procedures any person who wishes to file a protest may do so by submitting a non-refundable cashier's check in the amount of \$1,000.00 with their Notice of Intent to file a protest prior to Thursday, May 9, 2024, at 4:00 p.m. Failure to follow the bid protest procedure requirements within the time frames prescribed herein as established by Polk County, Florida, shall constitute a waiver of your protest and any resulting claims.

If you should have any questions, please do not hesitate to let me know.

Sincerely,

Ari Goldstein

Ari Goldstein
Senior Procurement Analyst
(863) 534-6415