

**RESOLUTION**

**R2024-014**

**A Resolution Authorizing an Open Purchasing Order for FY2024 Health Department Related Advertising and Marketing with Shaw Media of Crystal Lake, Illinois, in the Amount Not to Exceed \$145,000.**

Be it resolved by the County Board of the County of DeKalb, Illinois as follows:

WHEREAS, the DeKalb County Health Department regularly utilizes media and marketing campaigns to promote various Health Department programs; and

WHEREAS, DeKalb County Health Department marketing campaigns are funded entirely by grant programs; and

WHEREAS, the DeKalb County Health Department uses SHAW Media of Crystal Lake, Illinois, the dominant media outlet in the region, for advertising and marketing purposes; and

WHEREAS, purchasing through traditional methods including Request for Proposals, State Purchasing Contracts and Joint Purchasing Cooperatives are not applicable because SHAW Media is a sole source provider; and

WHEREAS, the DeKalb County Board recognizes the necessity of procuring said Health Department related advertising and marketing services in promoting the general health and welfare of DeKalb County Residents; and


WHEREAS, the DeKalb County Board of Health has reviewed the request to waive the formal bidding requirements and has forwarded this Resolution to the DeKalb County Board for consideration with a favorable recommendation.

WHEREAS, the DeKalb County Board is waiving formal bidding requirements in this Resolution in order to allow the Health Department the ability to procure advertising and marketing services from SHAW Media, a sole source provider; and

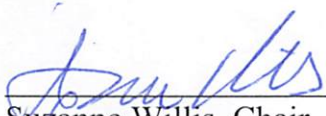
NOW, THEREFORE, BE IT RESOLVED the DeKalb County Board hereby waves the competitive selection process and authorizes the Public Health Administrator to procure advertising and marketing services from SHAW Media of Crystal Lake, Illinois in the amount not to exceed Two Hundred Thousand Dollars (\$145,000) for Fiscal Year 2024.

PASSED THIS 21ST DAY OF FEBRUARY 2024 AT SYCAMORE, ILLINOIS

ATTEST:

  
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Tasha Sims  
DeKalb County Clerk

SIGNED:

  
\_\_\_\_\_  
Suzanne Willis, Chair  
DeKalb County Board

