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PROCUREMENT DIVISION

September 23, 2026

To: Jeanette Johnson; &Barr, jeanette.johnson@andbarr.co
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Cole Zimmerman, The Zimmerman Agency, LLC, cole.zimmerman@omc.com

Subject: Notice of Recommendation to Award - RFP 26-345 Advertising & Marketing
Services for Visit Central Florida

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 two highest-ranked Proposers, beginning with the highest-ranked Proposer, &Barr. Should negotiations with &Barr be unsuccessful, negotiations will be terminated, and staff will proceed with contract negotiations with the second highest ranked Proposer, Karsh Hagan Madden.

Any actual Proposer who is allegedly aggrieved in connection with the pending award may protest to the Procurement Director, in accordance with the Procurement Policies and Procedures Manual. The procedures can be found at the following link: <https://www.polkfl.gov/business/procurement/protest-procedures/>. In accordance with the Procurement Procedures any person who wishes to file a protest may do so by submitting a protest bond in the amount of \$1,000.00 with their initial Notice of Intent to file a protest prior to **Monday, September 28, 2026, 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,

Tabatha Shirah

Senior Procurement Analyst