


MANATEE COUNTY GOVERNMENT

SOLE SOURCE or NONCOMPETITIVE INTENT TO AWARD

SUBJECT	International Marketing Campaign	DATE POSTED	MC <u>X SE 10/5/16</u>
PURCHASING REPRESENTATIVE	Bonnie Sietman Sr. Buyer 941-749-3046 x 3046	DATE CONTRACT SHALL BE AWARDED	October 11, 2016
DEPARTMENT	Bradenton Area Convention and Visitors Bureau	CONSEQUENCES IF DEFERRED	N/A
AUTHORIZED BY	N/C # 201700009 Task # 20162976 N004093	AUTHORIZED BY DATE	Bonnie Sietman October 5, 2016 

NOTICE OF INTENT TO AWARD

Non Competitive notice of Intent to Award #201700009 for the procurement services of an International Marketing Campaign with Trip Advisor to Brand USA located in Washington, DC.

ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.

Manatee County Code of Laws, Sections 2-26-40 & 2-26-45

BACKGROUND/DISCUSSION

- ✓ This procurement service is for the organization and operation to grow incrementally international visitation to the United States, increasing America's share of the global travel market.
- ✓ Brand USA will engage in international marketing of travel to the United States by promoting travel on their website, public relation networking, international trade shows, undertaking consumer and trade advertising, developing publications, websites, and other media for use in priority feeder markets, strategic partnerships and sponsoring trade events or activities conducted or managed by companies in the travel business, trade associations representing companies in the travel industry and / or travel destinations, and by government offices or sponsored entities operated to promote travel to a US destination.

If a vendor believes this item is not a sole source or noncompetitive procurement, Manatee County Purchasing Division requires prospective vendors provide information regarding their ability to supply the commodity or contractual services described prior to the date indicated for "date contract shall be awarded".

ATTACHMENTS (List in order of attached)	•	FUNDING SOURCE (Acct Number & Name)	<input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
COST	\$48,000.00 (category 3)	AMT/FREQ OF RECURRING COSTS	1030002200-549004