

MANATEE COUNTY GOVERNMENT

SOLE SOURCE *or* NONCOMPETITIVE INTENT TO AWARD

SUBJECT	International Marketing Campaign	DATE POSTED	MC <input checked="" type="checkbox"/> 9/23/15 SE
PURCHASING REPRESENTATIVE	Bonnie Sietman Sr. Buyer 941-749-3046 x 3046	DATE CONTRACT SHALL BE AWARDED	10/1/2015
DEPARTMENT	Bradenton Area Convention and Visitors Bureau	CONSEQUENCES IF DEFERRED	N/A
AUTHORIZED BY	SS #201500333 Task #20152946 N003905	AUTHORIZED BY DATE	Bonnie Sietman 9/23/2015 <i>BS</i>

NOTICE OF INTENT TO AWARD

Sole Source notice of Intent to Award #201500333 for the procurement of an authorized partnership of Destination Marketing Organizations with 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

- BACVB established a marketing campaign with Trip Advisor for International Markets. Trip Advisor has partnered with Brand USA and will match 50% of initial investment.
- Brand USA was established by the Travel Promotion Act to spearhead the nation's first global marketing effort to promote the United States as a premier travel destination and communicate US entry / exit policies and procedures, and identify and correct misconceptions about those policies.
- BACVB investment of \$40,000.00 with an additional \$20,000.00 investment with Brand USA.
- Trip Advisor will execute the banner ads and manage the impressions and provide a monthly production report ensuring performance.

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	\$40,000.00 (category 3)	AMT/FREQ OF RECURRING COSTS (Attach Fiscal Impact Statement)	1030002200-549004