

MANATEE COUNTY GOVERNMENT INTENT TO AWARD

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|-----------------------------------|---|-----------------------------|---|-----------------|
| ITQ NO./TITLE | 25-R086073ED Professional Marketing and Research Services | DATE POSTED | MC _____ | DS _____ |
| PROCUREMENT REPRESENTATIVE | Emily Diaz Procurement Agent II | PROJECTED AWARD DATE | February 14, 2025 | |
| DEPARTMENT/DIVISION | Bradenton Area Convention & Visitor's Bureau | AUTHORIZED BY DATE | <i>Stacia Branco</i>  Digitally signed by Stacia Branco <small>Date: 2025.02.06 10:37:33 -05'00'</small> Jacob Erickson, Purchasing Official | |

NOTICE OF INTENT TO AWARD

The Manatee County Procurement Division provides notice of its intent to award a contract with Downs & St. Germain Research, Inc. for the provision of professional marketing and research services.

ENABLING/REGULATING AUTHORITY

Manatee County Procurement Ordinance, Sec 2-26.

BACKGROUND/DISCUSSION

The County requested quotes from qualified firms for the provision of providing professional marketing and research services for the Bradenton Area Convention and Visitors Bureau (BACVB). The compilation of research data will aid in the definition of a marketing concept for the BACVB.

The solicitation was advertised on January 15, 2025 on the Manatee County website and DemandStar. It was also provided to the Manatee County Chamber of Commerce, the Manasota Black Chamber of Commerce, Gulf Coast Builders Exchange and Gulf Coast Latin Chamber of Commerce for release to its members. Responses were received from the following firms:

1. Downs & St. Germain Research, Inc., Tallahassee, FL
2. Xtend Company at Qovena Capital LLC, Melbourne, FL

The following firms were deemed non-responsible: Xtend Company at Qovena Capital LLC

EVALUATION RESULTS SUMMARY:

Downs & St. Germain Research, Inc. was the lowest responsive, responsible bidder. A bid tabulation of the results is attached to this Notice of Intent to Award.

The Procurement Division and the Bradenton Area Convention & Visitor's Bureau recommend award to Downs & St. Germain Research, Inc.

| | | | |
|--|----------------|-------------|---------------|
| ATTACHMENTS (List in order of attached) | Bid Tabulation | COST | \$ 202,000.00 |
|--|----------------|-------------|---------------|

TABULATION SUMMARY

ITQ No. 25-R086073ED

PROFESSIONAL MARKETING AND RESEARCH SERVICES

| | | | DOWNES & ST. GERMAIN RESEARCH | | Non-Responsible | |
|-------------|---|----------------------------|--|---------------------|---|--------------------|
| | | | | | *XTEND COMPANY AT QOVENA CAPITAL LLC | |
| TASK | TASK DESCRIPTION | *ESTIMATED QUANTITY | MONTHLY FEE | ANNUAL FEE | MONTHLY FEE | ANNUAL FEE |
| A. | Hotel Tracking | 12 | \$416.67 | \$5,000.00 | \$1,235.00 | \$14,820.00 |
| A1. | Occupancy / ADR Study | 12 | \$416.67 | \$5,000.00 | \$1,235.00 | \$14,820.00 |
| A2. | Visitor Trend Analysis | 1 | \$8,000.00 | \$8,000.00 | \$3,999.00 | \$3,999.00 |
| B. | Focus Group Research | 2 | \$11,000.00 | \$22,000.00 | \$4,999.00 | \$9,998.00 |
| C. | Conversion Studies | 1 | \$20,000.00 | \$20,000.00 | \$3,999.00 | \$3,999.00 |
| D. | Image and Use Study | 1 | \$30,000.00 | \$30,000.00 | \$4,732.00 | \$4,732.00 |
| E. | Economic Impact Study | 1 | \$8,000.00 | \$8,000.00 | \$6,397.00 | \$6,397.00 |
| F. | Monthly Visitor Profile Reporting | 12 | \$7,000.00 | \$84,000.00 | \$1,333.00 | \$15,996.00 |
| G. | Sports and Niche Marketing Analysis | 1 | \$10,000.00 | \$10,000.00 | \$3,999.00 | \$3,999.00 |
| H. | Meeting Marketing Analysis | 12 | \$833.33 | \$10,000.00 | \$1,107.00 | \$13,284.00 |
| | | | | \$202,000.00 | | \$92,044.00 |
| TASK | SPECIAL PROJECTS | | HOURLY FEE | | HOURLY FEE | |
| I. | Hourly Rate for Special Project Studies and Analysis (to be assigned on an as needed basis) | | \$150.00 | | \$250.00 | |
| | | | FLAT FEE | | FLAT FEE | |
| | Convention and Meetings Visitor Research (in tandem with Task I) | | \$10,000.00 | | \$4,000.00 | |
| | Event Economic Impact Studies | | \$10,000.00 | | \$5,000.00 | |

* Xtend Company has been deemed non-responsible. Does not meet the minimum qualifications.