

MANATEE COUNTY GOVERNMENT

NOTICE OF INTENT TO AWARD A SINGLE SOURCE CONTRACT

SUBJECT/TITLE	Matador Ventures, Inc. Online Media Program W/ Custom Written Content	DATE POSTED	MC Website _____
PROCUREMENT REPRESENTATIVE	Thomas Couchois Jr, Procurement Agent II	DATE CONTRACT SHALL BE AWARDED	October 1, 2025
DEPARTMENT	Convention & Visitors Bureau	AUTHORIZED BY DATE	Jacob Erickson, <small>Digitally signed by Jacob Erickson, MBA, CPPO, NIGP-CPP Date: 2025.09.09 07:40:57 -04'00'</small> MBA, CPPO, NIGP-CPP Jacob Erickson, Purchasing Official
TASK NO.	26-N004944TC		

NOTICE OF INTENT TO AWARD A SINGLE SOURCE CONTRACT

The Manatee County Procurement Division provides notice of its intent to award a single source contract with a value of \$175,000.00 with Matador Ventures, Inc. for the provision of Matador Ventures, Inc. Online Media Program W/ Custom Written Content.

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

BACKGROUND/DISCUSSION

Manatee County Procurement Division has completed a due diligence review and intends to procure Matador Ventures, Inc. Online Media Program W/ Custom Written Content from Matador Ventures, Inc. without conducting a competitive solicitation process for the following reason(s):

The Bradenton Area Convention & Visitors Bureau (BACVB) of Manatee County has elected the use of online media through Matador Ventures, Inc. to showcase the beauty and attractions of Manatee County. Building on the success of their collaborative efforts with Matador Ventures in 2023, which highlighted sustainability and local experiences through video content under the Leave No Trace and our Love it Like A Local Campaign, the BACVB is geared up to launch a new phase of promotional videos. This upcoming project will feature a versatile range of video lengths, including a 1-3 minute Hero Video, a 30-second version, a 15-second cut, and a vertical adaptation tailored for social media platforms. The agreement extends to granting the BACVB Global Rights in Perpetuity for the video content, cementing its value for long-term use in promoting tourism to the county. Leveraging their past success together, Matador Ventures has offered an extra \$130,000 in added value, along with additional BRoll footage, raising the total program value to \$305,000. However, the BACVB is only responsible for an investment of \$175,000, showcasing a smart utilization of resources and a keen eye for strategic partnerships in promoting Manatee County.

Any company that believes it can provide this good/service, must submit detailed information about its good/service to the Manatee County Procurement Division at purchasing@mymanatee.org no later than September 16, 2025 for evaluation and consideration.

