

**MANATEE COUNTY GOVERNMENT**  
**NOTICE OF INTENT TO AWARD**  
**A SINGLE SOURCE CONTRACT**

<b>SUBJECT/TITLE</b>	Madden Media	<b>DATE POSTED</b>	MC Website _____
<b>PROCUREMENT REPRESENTATIVE</b>	Bonnie Sietman	<b>DATE CONTRACT SHALL BE AWARDED</b>	10/17/2022
<b>DEPARTMENT</b>	Bradenton Area Convention and Visitors Bureau (BACVB)	<b>REQUISITION NO.</b>	N004634
<b>AUTHORIZED BY</b>	Jacob Erickson	<b>SIGNATURE DATE</b>	

**NOTICE OF INTENT TO AWARD A SINGLE SOURCE CONTRACT**

The Manatee County Procurement Division provides notice of its intent to award a single source purchase order with a value of \$500,000.00 with Madden Media for the provision of a full-service media company.

**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 full-service media from Madden Media without conducting a competitive solicitation process for the following reason(s):

- Madden Media is a full-service media company that works with Destination Management Organizations to create successful campaigns through digital and print. Madden has a proven track record with the BACVB and the BACVB can track success through the Madden portal 24/7.
- Madden Media full-service covers various platforms such as Google, Facebook, CTV/OTT, Video Distribution, Account Management/Production and digital storytelling.

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](mailto:purchasing@mymanatee.org) no later than October 17, 2022, for evaluation and consideration.