

# MANATEE COUNTY GOVERNMENT

## SOLE SOURCE or NONCOMPETITIVE INTENT TO AWARD

<b>SUBJECT</b>	Marketing Campaign for Trip Advisor for International Markets	<b>DATE POSTED</b>	MC <u>10/3/2017</u> G.S.
<b>PURCHASING REPRESENTATIVE</b>	Stacia Raposa, 3041	<b>DATE CONTRACT SHALL BE AWARDED</b>	5 Business days after posting
<b>DEPARTMENT</b>	Bradenton Area CVB	<b>CONSEQUENCES IF DEFERRED</b>	Loss of additional money that could further promote our message in the International Market
<b>SOLICITATION</b>	SS# 17N004233SR	<b>AUTHORIZED BY DATE</b>	Stacia Raposa <i>SR</i> 10/3/2017

### NOTICE OF INTENT TO AWARD

Sole Source Award to Brand USA. to establish a marketing campaign with Trip Advisor for International Markets in the amount of \$61,600.00

### ENABLING/REGULATING AUTHORITY

Manatee County Procurement Ordinance

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

### BACKGROUND/DISCUSSION

Brand USA is the only authorized partnership that has been granted funding to support Manatee County's International campaigns by providing additional impressions, through the Travel Promotion Act.

If a vendor believes this item is not a sole source or non-competitive procurement, Manatee County Procurement 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".

<b>ATTACHMENTS</b> (List in order of attached)	<b>FUNDING SOURCE</b> (Acct Number & Name)				
			<input checked="" type="checkbox"/>	Funds Verified	BC1030002200549004
			<input type="checkbox"/>	Insufficient Funds	
<b>COST</b>	\$61600.00	<b>AMT/FREQ OF RECURRING COSTS</b> (Attach Fiscal Impact Statement)			



**Sole Source or Noncompetitive Procurement Request**

**Department:** Bradenton Area CVB      **Contact:** Michelle Stewart      **Ext:** 5913

**Purchase Request (PR) Number:** N004233      **Date:** 9/27/2017

**Description:**  
(Explain request in detail)

The Bradenton Area CVB will establish a marketing campaign with Trip Advisor for International Markets in the amount of \$61,600.00. Trip Advisor has partnered with Brand USA in that they will provide additional impressions based on our investment level.

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 U.S. entry/exit policies and procedures, and identify and correct misconceptions about those policies.

Brand USA requires that the \$61,600.00 investment is paid up front to secure a position in this program. They in turn will pay Trip Advisor per their agreement with them.

Trip Advisor will execute the banner ads and manage the impressions as they have always done, to insure we are getting exactly what we are paying for. Trip Advisor will send monthly production reports to the BACVB as proof of performance.

With the additional impressions from BrandUSA and Trip Advisor this will allow us to stretch our marketing dollars in those international market segments.

Total Impressions bought by BACVB: 2.4 million = \$61,600.00  
The total impressions that is matched by BrandUSA is 20% which amounts to 601,944 impressions and then TripAdvisor matches 80% bonus of 2,378,294 impressions. so the total Bradenton dollars spent are matched 1:1 overall.

Please view BrandUSA FAQ's at: <http://www.thebrandusa.com/faq>  
Attached:  
Brand USA Letter of Agreement

**Vendor:** Brand USA - Dianne Turner      **Phone:** 404-272-4124      **Cost:** \$61,600.00  
V020069



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**PART I – SOLE SOURCE PROCUREMENT** (*Sole source procurement* is defined as a situation where commodities or services are available only from a single source.)

1. Are these goods or services available only from one single source?  Yes  No
2. Explain why the product/service being requested is the only product/service that can meet your needs and why are alternatives unacceptable? Be specific regarding specifications, features, capability, compatibility, etc.

Brand USA is the only authorized partnership that works with Destination Marketing Organizations to give additional impressions to stretch our dollars in the international market place.

3. Why is this vendor the only source from which to make this purchase? Describe efforts made to verify this information. Attach documentation (sole source letter) from vendor.

Brand USA is the only authorized partnership that has been granted the funding to support our international campaigns by providing additional impressions. through the Travel Promotion Act which was signed into law by President Obama in 2010. Trip Advisor is the most trusted site for consumers planning travel both domestically and internationally.

4. Explain the consequence to the County or its taxpayers, including a dollar amount of the financial impact, if the sole source procurement is not approved.

Should we not partner with Brand USA we would be losing an additional \$\$\$ that could further promote our message in the international market place. The international visitor stays longer and spends on average \$95.40+ per day per person as opposed to the domestic traveler at \$87.72+ per person per day.

**NOTE:** In any case where the County seeks to purchase from a sole source materials for the construction, modification, alteration or repair of any county-owned facility, the Board of County Commission must first make the written findings required by Florida Statutes, Section 255.04.

Prion PO P1700050