

MANATEE COUNTY GOVERNMENT

NOTICE OF INTENT TO AWARD A SINGLE SOURCE CONTRACT

SUBJECT/TITLE	Visual Marketing	DATE POSTED	MC Website _____
PROCUREMENT REPRESENTATIVE	Thomas Couchois Jr, Procurement Agent I	DATE CONTRACT SHALL BE AWARDED	July 16, 2024
DEPARTMENT	Convention and Visitors Bureau	AUTHORIZED BY DATE	Jacob Erickson, Purchasing Official
REQUISITION NO.	R085135		

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 \$35,000.00 with Crowdriff, Inc. for the provision of Visual Marketing.

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 Visual Marketing from Crowdriff, Inc. without conducting a competitive solicitation process for the following reason(s):

The Manatee County Convention and Visitors Bureau Department is currently seeking to enhance their marketing strategies for travelers amidst the ever-evolving realm of technology. With the current trend leaning towards visual content on platforms like TikTok and Instagram, Destination Marketing Organizations (DMOs) have had to pivot their approach, especially as the landscape of travel was drastically impacted by Covid-19. As the upcoming generation of travelers show a preference for visual marketing, DMOs must realign their strategies to cater to these evolving preferences. Crowdriff, Inc., a reputable visual content marketing platform, has a successful history of collaboration with Manatee County, offering a comprehensive solution for DMOs. By streamlining visual marketing needs and enhancing operational efficiency, Crowdriff aims to simplify the process for DMOs, positioning themselves as the go-to choice for social media and User-Generated Content software within the tourism industry.

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 July 15, 2024 for evaluation and consideration.