

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

<b>SUBJECT/TITLE</b>	Placer Labs, Inc./ Placer Venue Analytics Platform Services	<b>DATE POSTED</b>	MC Website _____
<b>PROCUREMENT REPRESENTATIVE</b>	Brooke Baker, Procurement Team Leader	<b>DATE CONTRACT SHALL BE AWARDED</b>	June 24, 2022
<b>DEPARTMENT</b>	Bradenton Area Convention and Visitors Bureau	<b>REQUISITION NO.</b>	R079318
<b>AUTHORIZED BY</b>	Jacob Erickson, Purchasing Official	<b>SIGNATURE DATE</b>	

**NOTICE OF INTENT TO NEGOTIATE FOR AWARD**

The Manatee County Procurement Division provides notice of its intent to award a single source contract with a value of \$30,000 to Placer Labs, Inc. for the provision of Placer Venue Analytics Platform services.

**ENABLING/REGULATING AUTHORITY**

**Federal/State Laws, Administrative Rulings, Manatee County Comp Plan/Land Development Code, Ordinances, Resolutions, Policy**

Manatee County Code of Laws

**BACKGROUND/DISCUSSION**

The Manatee County Procurement Division has completed a due diligence review and intends to procure Placer Venue Analytics Platform services from Placer Labs, Inc. without conducting a competitive solicitation process for the following reasons:

The Placer Venue Analytics Platform best aligns with the County's goals and objectives in regard to location analytics. Although there exists more than one responsible source, a competitive solicitation process cannot reasonably be used or, if used, will result in administrative costs that may exceed any potential savings and benefit to the County.

Any company that believes it can provide these goods/services must submit detailed information about its goods/services to the Manatee County Procurement Division at [purchasing@mymanatee.org](mailto:purchasing@mymanatee.org) no later than June 23, 2022.