

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

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

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 no later than October 17, 2022, for evaluation and consideration.