


# MANATEE COUNTY GOVERNMENT

## NOTICE OF INTENT TO NEGOTIATE FOR AWARD OF A SINGLE SOURCE CONTRACT

<b>SUBJECT</b>	Video - How to do Florida	<b>DATE POSTED</b>	MC 12/5 AF	
<b>PROCUREMENT REPRESENTATIVE</b>	Bonnie Sietman	<b>DATE CONTRACT SHALL BE AWARDED</b>		
<b>DEPARTMENT</b>	BACVB	<b>CONSEQUENCES IF DEFERRED</b>		
<b>SOLICITATION</b>	Single Source R070432	<b>AUTHORIZED BY DATE</b>	 12/5/18 Jacob Erickson, Procurement Team Leader	

### 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 \$27,258 with Crawford Entertainment for the provision of a production video for a post red tide promotional campaign.

### 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 a promotional campaign from Crawford Entertainment without conducting a competitive solicitation process for the following reason(s).

How to do Florida with Chad Crawford is a half-hour syndicated television series that will feature, but is not limited to, Florida destinations, activity segments, a host, and "in-content" sponsored segments. With the large fanbase of people who use the series' website and social media platforms the Bradenton Area CVB feels this would be the perfect platform in which to air segments that compliment our pristine beaches post-Red Tide. These videos will be informative to our drive market consumers who know our destination is suffering from the Red Tide breakout.

Any company that believes they can provide this good or service must provide, in writing, convincing technical data sufficient to support their position to the Manatee County Procurement Division at [purchasing@mymanatee.org](mailto:purchasing@mymanatee.org) no later than \_\_\_\_\_.

<b>ATTACHMENTS</b> (List in order of attached)		<b>FUNDING SOURCE</b> (Acct Number & Name)	Acct #1030002202-534000 <input checked="" type="checkbox"/> Funds Verified <input type="checkbox"/> Insufficient Funds
<b>PROJECTED COST</b>	\$27,258	<b>AMT/FREQ OF RECURRING COSTS</b> (Attach Fiscal Impact Statement)	N/A