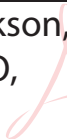


# MANATEE COUNTY GOVERNMENT

## NOTICE OF INTENT TO AWARD A SINGLE SOURCE CONTRACT

<b>SUBJECT/TITLE</b>	Visit Bradenton Satellite Media Tour	<b>DATE POSTED</b>	MC Website _____
<b>PROCUREMENT REPRESENTATIVE</b>	Emily Diaz	<b>DATE CONTRACT SHALL BE AWARDED</b>	November 15, 2024
<b>DEPARTMENT</b>	Bradenton Area Convention and Visitors Bureau	<b>AUTHORIZED BY DATE</b>	Jacob Erickson, MBA, CPPO, NIGP-CPP <small>Digitally signed by Jacob Erickson, MBA, CPPO, NIGP-CPP Date: 2024.11.07 09:34:07 -05'00'</small>  Jacob Erickson, Purchasing Official
<b>TASK NO.</b>	25-R085956ED		

### 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 \$34,500.00 with 4Media Group, Inc. for the provision of video production services and the development of media communication for Anna Maria Island.

### 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 video production services and the development of media communication for Anna Maria Island from 4Media Group, Inc. without conducting a competitive solicitation process for the following reason(s):

The Bradenton Area Convention and Visitors Bureau wishes to contract with 4Media, Inc. due to their extensive media contacts and proven experience in managing high-profile communications. In the wake of Hurricanes Helene and Milton, effective communication is crucial to accurately portray the current state of Anna Maria Island and its recovery efforts. 4Media, Inc. has the expertise to reach primary markets through live television and radio interviews, ensuring that key information about the island's reopening is disseminated clearly and transparently.

Without professional media support, there is a risk of misconceptions about the island's condition, which could negatively impact tourism and the region's economy. By leveraging 4Media, Inc.'s media relationships and experience, the Bureau can directly influence public perception, counteract misinformation, and mitigate any potential decline in visitation. This proactive approach will help restore confidence in the island as a destination and protect its vital economic interests during the recovery period.

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](mailto:purchasing@mymanatee.org) no later than November 14, 2024 for evaluation and consideration.