

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

<b>SUBJECT/TITLE</b>	Voyage Destination Marketing Organization (DMO) Intelligence Data Analysis Tool	<b>DATE POSTED</b>	MC Website _____
<b>PROCUREMENT REPRESENTATIVE</b>	Charles Bentley	<b>DATE CONTRACT SHALL BE AWARDED</b>	July 8, 2021
<b>DEPARTMENT</b>	Bradenton Area Convention and Visitors Bureau	<b>REQUISITION NO.</b>	R077151
<b>AUTHORIZED BY</b>	Jacob Erickson	<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 \$35,000.00 with Madden Media for the provision of a Voyage DMO Intelligence data analysis tool.

**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 Voyage DMO Intelligence data analysis tool from Madden Media without conducting a competitive solicitation process for the following reason(s):

This tailored business intelligence platform is built specifically on metrics important to the County.

This platform allows the County to pull data from other data sources without requiring a paid membership.

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 July 7, 2021 for evaluation and consideration.