




Angelina "Angel" Colonnese

CLERK OF THE CIRCUIT COURT AND COMPTROLLER OF MANATEE COUNTY

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MEMORANDUM

TO: Elliott Falcione, Executive Director, Bradenton Area Convention and Visitors Bureau

FROM: Angelina "Angel" Colonnese, Clerk of the Circuit Court and Comptroller 

DATE: June 12, 2017

RE: Advertising Follow-up Audit #2

The Internal Audit Department has completed a second follow-up audit of the Bradenton Area Convention and Visitors Bureau's (BACVB) advertising program based on the Clerk of the Circuit Court's Follow-up Audit Memorandum issued May 23, 2016, and the original Audit Report issued October 19, 2012. This follow-up audit consisted of reviewing and testing the management action plans included in the previous follow-up memorandum to ensure that corrective actions have been implemented by the BACVB. The scope of the follow-up audit included the six-month period ending March 31, 2017.

The BACVB is responsible for promoting Manatee County, both domestically and internationally as a travel destination, with funding provided by Manatee County through the Tourist Development Tax. The BACVB promotes Manatee County by using a comprehensive marketing plan, which is developed by analyzing Manatee County's visitor and market segments as well as the circulation, costs, and content of available publications.

We are pleased with the corrective action taken by management to successfully address this issue identified in the prior follow-up audit. While advertisements are considered noncompetitive purchases, because they are placed in specific print publications or digital media designed to reach desired target markets, the County's procurement rules still require departments to document the reason for sole source/noncompetitive vendor selections. Our testing verified that the BACVB has been retaining documentation to justify why specific advertisements and vendors were selected to promote Manatee County. This documentation includes the geographic or demographic reach of the advertisements, such as audience gender, age, income level, education level, or lifestyle. We support the BACVB's plan to continue to document justification for all noncompetitive purchases.

We would like to thank you and your staff for the attention given to the audit findings and the assistance given to the Internal Audit staff. An additional follow-up audit will not be necessary.

AMC/LJS/JEB

cc: Board of County Commissioners
Ed Hunzeker, County Administrator
Dan Schlandt, Deputy County Administrator
Karen Windon, Deputy County Administrator
Mitchell Palmer, County Attorney
Dan Wolfson, Finance Director, Clerk of the Circuit Court

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Clerk of the Circuit Court – Clerk of Board of County Commissioners – County Comptroller – Auditor and Recorder