



Ibis S. Berardi
Community & Economic Development, Acting Director
City of Palm Bay
120 Malabar Rd, SE Palm Bay, FL 32907

Subject: Justification for Sole Source Procurement of Orange Data's MuniConnect Platform

Dear Mrs. Berardi,

I am reaching out to provide a comprehensive rationale for the sole source procurement of services from Orange Data. Our meticulous evaluation of your specific requirements for managing public records requests, lien searches, title searches, property registration, and payment processing has led us to conclude that Orange Data's MuniConnect platform is uniquely suited to fulfill these needs.

Justification for Sole Source Procurement:

1. **Unique Offering:** MuniConnect, developed by Orange Data, stands out as the sole all-inclusive platform integrating public records requests, lien searches, title searches, and property registration within a unified portal. This integration is pivotal for optimizing your operations, consolidating processes that are traditionally managed across disparate systems.
2. **Flexible Payment Model:** In contrast to conventional models entailing upfront costs or subscription fees, MuniConnect operates on a pay-as-you-go basis. This approach is particularly advantageous for the City of Palm Bay, enabling seamless utilization of the platform without incurring initial expenses or ongoing subscription commitments. Orange Data's fee structure aligns with each order placed, thereby mitigating financial burdens on our end.
3. **Unmatched Solution:** Extensive market research underscores the unparalleled nature of MuniConnect in the realm of comprehensive solutions. No other provider offers a comparable amalgamation of services within a single portal, coupled with a pay-as-you-go payment model. This distinctive combination is pivotal for enhancing operational efficacy and financial prudence within your organization.
4. **Enhanced Efficiency:** Embracing MuniConnect promises to augment operational efficiency within the City of Palm Bay, facilitating streamlined processes and expedited service provision to the public. By consolidating multiple services under one platform, the necessity for numerous contracts and vendors diminishes, thereby simplifying administrative tasks and potentially reducing associated costs.



Given the compelling arguments outlined above, we firmly assert that Orange Data's MuniConnect platform is uniquely equipped to address the City of Palm Bay's requisites. We are convinced that procuring this service from Orange Data as a sole source provider is the most judicious course of action for our organization and the constituents we serve.

We earnestly seek your approval to proceed with the sole source procurement of Orange Data's MuniConnect platform. Enclosed herewith, you will find supplementary documentation substantiating this request, including an in-depth analysis of our requirements and the conducted market research.

Thank you for your careful consideration of this proposal. We are optimistic that this sole source procurement endeavor will significantly enhance our organizational efficiency and efficacy in serving the community. Should further information or clarification be needed, please feel free to contact me directly at stewart@orangedata.com or (407) 965-4245.

Sincerely,

Stewart Holley

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