

**Lee County Board Of County Commissioners  
Agenda Item Summary**

**Blue Sheet No. 20070572**

**1. ACTION REQUESTED/PURPOSE:** Approve award of RFP-07-02 VISITOR & CONVENTION BUREAU MARKET RESEARCH, to the proposer whose proposal was evaluated by the Evaluation Committee as being in the best interest of Lee County, Davidson-Peterson Associates, for an estimated annual expenditure of \$160,000.00/per year, with a contract period of one (1) year with four (4) one-year renewal options.

**2. FUNDING SOURCE: Fund: Tourist Development Tax Trust; Program: Marketing Research**

**3. WHAT ACTION ACCOMPLISHES:**

Provides Lee County with a marketing research consultant with extensive experience in the development and implementation of integrated destination marketing research studies. Also have destination-specific expertise in advertising effectiveness, visitor profiling, occupancy studies, economic impact, visitor trend analysis, seasonal and annual forecasting, among other types of tourism research. Ability and experience to implement research among an international audience.

**4. MANAGEMENT RECOMMENDATION: Approve**

<b>5. Departmental Category: 1.</b> <span style="font-size: 2em; margin-left: 100px;">CIA</span>		<b>6. Meeting Date:</b> APR 24 2007
<b>7. Agenda:</b> <input checked="" type="checkbox"/> Consent Administrative  <input type="checkbox"/> Appeals Public <input type="checkbox"/> Walk-On	<b>8. Requirement/Purpose: (specify)</b>	
	<input type="checkbox"/> Statute	
	<input type="checkbox"/> Ordinance	
	<input checked="" type="checkbox"/> Admin. Code AC-4-4	
	<input type="checkbox"/> Other	
		<b>9. Request Initiated:</b> Commissioner Department: Visitor & Convention Bureau Division: <i>[Signature]</i> By: DT Minich, Director

**10. Background:** Sealed Proposals were solicited by the Contracts Management office under RFP-07-02 VCB Market Research. The deadline for receipt of Proposals was March 22, 2007. Two Proposals were received.

Both submittals were considered at the Proposal Evaluation Committee held on April 4, 2007. The Proposal Evaluation Committee consisted of the following staff members: William H Hammond, Deputy County Manager, Chair; D.T. Minich, Director Visitor & Convention Bureau and Glen Sayler, Economic Development.

Based on the proposal submittals it was the consensus of the Committee to recommend award to the Proposer whose proposal was deemed to be in the best interest of Lee County, Davidson-Peterson Associates based on the Evaluation Criteria.

Funds are available in Account #HB5520317400.503490.109

Attachments: 1. Proposal Evaluation Sheet

**11. Review for Scheduling:**

Department Director	Purchasing or Contracts	Human Resources	Other	County Attorney	Budget Services				County Manager/P.W. Director
<i>[Signature]</i>	<i>[Signature]</i>	N/A		<i>[Signature]</i>	Analyst <i>[Signature]</i> 4/9/07	Risk <i>[Signature]</i> 4/11/07	Grants <i>[Signature]</i> 4/11/07	Mgr <i>[Signature]</i>	<i>[Signature]</i>

**12. Commission Action:**

- Approved
- Deferred
- Denied
- Other

RECEIVED BY COUNTY ADMIN: <i>TD</i>
4-9-07
4:35pm
COUNTY ADMIN FORWARDED TO: <i>[Signature]</i>
4-11-07
11am

Rec. by CoAtty
Date: 4/9/07
Time: 1:25pm
Forwarded To: Admin 4/11/07

EVALUATION CRITERIA FORM  
FOR WRITTEN RESPONSES  
RFP-07-02 VCB MARKET RESEARCH

CRITERIA	POINTS	RESEARCH DATA	DAVIDSON PETERSON
Quality and experience of people and firm to handle the research needs, size and scope of Lee County	11	9	10
Relevant, comprehensive case histories—demonstrated ability of the proposed research proposer to develop, manage, execute and deliver all different types of research required by Lee County	17	15	15
Understanding the current travel industry and the problems and opportunities in related research for Lee County	5	5	4
Project management process—This includes but is not limited to skills, abilities, expertise and availability of staff (including subcontractors) assigned to each study, along with processes, techniques, standards and software to manage project timelines, budgets, deliverables, etc.	9	7	8
Research capabilities-- This includes but is not limited to skills, abilities, expertise and availability of staff (including subcontractors) assigned to the County's research projects, along with the diversity of relevant talents offered by the Proposer	9	7	9
Recommended methodologies, sample sizes, sample composition, etc. including evaluation of proposed providers' rationale for each study	28	21	25
Evaluation of proposed timing and deadlines for completion (tasks and individual studies)	5	5	5
Budget allocation and rationale	5	4	4
References	5	5	5
Suggestions for any other research studies or analyses to augment what has been specifically outlined in Section 5.1.0 through 5.7.0 and potential Special Projects as outlined in Section 6.	3	3	3
Suggested strategies to expand the impact of each research study while allowing for the most effective measurement and data collection possible within the available budget. Maximizing the usage of data across various studies should be included in such strategies.	3	2	1
<b>TOTAL POINTS EARNED</b>		83	89

COMMITTEE MEMBER SIGNATURE: \_\_\_\_\_



DATED: \_\_\_\_\_

4-3-07