

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

Blue Sheet No. 20051311

**1. ACTION REQUESTED/PURPOSE:** Accept the sole Proposal received from BVK for RFP-05-04 TOURISM ADVERTISING, PROGRAM PLANNING, CREATION AND IMPLEMENTATION, and authorize contract negotiations to commence with this firm. Further, authorize Chairman to execute an agreement for an amount up to \$6,000,000.00, upon approval of additional funding, with a contract period of October 1, 2005 through September 30, 2008 with the option of renewal for two (2) one (1) year periods.

**2. WHAT ACTION ACCOMPLISHES:** The selected proposer shall be the principal advisor and provider to the Visitor & Convention Bureau (VCB) for the following advertising services: Development of a strategic advertising plan; creative strategy, creation and production of all advertising; placement of advertising, regardless of type, at the lowest competitive rate; development and coordination of media plans; brand marketing; create and implement cooperative advertising programs; and develop promotions in order to stretch the reach of the advertising budget.

**3. MANAGEMENT RECOMMENDATION:** Approval Recommended.

<b>4. Departmental Category:</b> <u>CIA</u>		<b>5. Meeting Date:</b> <u>10-11-2005</u>
<b>6. Agenda:</b> <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Administrative Appeals <input type="checkbox"/> Public Walk-On	<b>7. Requirement/Purpose: (specify)</b>	
	<input type="checkbox"/> Statute	<input type="checkbox"/> Ordinance
	<input checked="" type="checkbox"/> Admin. Code <u>AC-4-4</u>	<input type="checkbox"/> Other
	<b>8. Request Initiated:</b> Commissioner _____ Department <u>County Administration</u> Division <u>Visitor &amp; Convention Bureau</u> By: <u>D.T. Minich, Director</u>	

**9. Background:**  
Request for Proposals were solicited on behalf of the Board of County Commissioners for RFP-05-04, Tourism Advertising, Program Planning, Creation and Implementation.

The deadline for receipt of the Proposals was June 14, 2005. Only one (1) Proposal was received by the established deadline. The sole Proposal received was from the current provider, BVK. Staff is satisfied with the current services being provided by this Consultant; therefore, we are recommending the Board accept the sole Proposal received and authorize staff to begin contract negotiations with BVK.

**THE CONTRACTS MANAGEMENT OFFICE MAILED 107 NOTICES TO DIFFERENT ADVERTISING AGENCIES WITH 20 FIRMS REQUESTING THE REQUEST FOR PROPOSAL PACKAGE.**

Funds are available from the Tourist Development Tax Fund HB5520317400.504810.

**10. Review for Scheduling:**

Department Director	Purchasing or Contracts	Human Resources	Other	County Attorney	Budget Services				County Manager/P.W. Director
					Analyst	Risk	Grants	Mgr.	
<i>[Signature]</i>	<i>[Signature]</i>	N/A		<i>[Signature]</i>	<i>[Signature]</i> 9/29/05	<i>[Signature]</i> 9/29/05	<i>[Signature]</i> 9/29/05	<i>[Signature]</i> 9/29/05	<i>[Signature]</i>

**11. Commission Action:**

- Approved
- Deferred
- Denied
- Other

RECEIVED BY  
COUNTY ADMIN: *[Signature]*  
9-29-05  
8:46  
COUNTY ADMIN  
FORWARDED TO: *[Signature]*  
9/29/05  
3pm

9/28/05  
1:15 PM  
CO. ATTY.  
FORWARDED TO:  
*[Signature]*  
9-28-05

LEE COUNTY PROPOSAL TABULATION  
SHEET  
FOR  
RFP-05-04  
**TOURISM ADVERTISING, PROGRAM  
PLANNING, CREATION AND  
IMPLEMENTATION**

RFP NO.: RFP-05-04 DATE: June 15, 2005

**VENDOR**

BVK  
Ms. Mary DeLong, Sr. Vice President  
201 Columbia, #2  
Tampa, FL 33606  
Phone: 813-258-2510  
Fax: 813-258-2234

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