Blue Sheet No. 20160218	Lee County Board Of County Commissioners Agenda Item Report **Meeting Date:** 5/3/2016	Item No. 15

TITLE:
Award contracts for Visitor and Convention Bureau call center and direct mail services

ACTION REQUESTED:
A) Award Proposal RFP160096 VCB Inquiry Processing and Fulfillment to the number one (1) ranked proposers as follows: Component A - Inbound Call Center Phone Service to Faneuil, Inc. ($85,000); and Component B - Fulfillment Services to Southwest Direct, Inc. ($265,000) at the expenditure amount as budgeted annually by VCB for these services.

B) Approve the initial term of these Service Provider Agreements for seventeen months (17) and grant the Procurement Director the authority with County Administration's approval to renew the proposal for two (2) additional one (1) year periods with the same terms and conditions, if doing so is in the best interest of Lee County.

C) Approve retroactively expenditures in the amount of $98,247 made under Purchase Order Number 16334620 to Southwest Direct, Inc., for fulfillment services provided during the solicitation period and subsequent contract negotiations.

D) Authorize Chair to execute the contracts associated with this acquisition on behalf of the BoCC upon receipt.

FUNDING:
$350,000; Tourist Development Tax; Included in Budget; Tourism

Component A: Inquiry Processing, Faneuil, Inc.: $85,000
Component B: Mail Fulfillment, Southwest Direct, Inc.: $265,000

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WHAT ACTION ACCOMPLISHES:
Awards contracts to Faneuil, Inc., and Southwest Direct, Inc., to provide call center and direct mail services for the Visitor & Convention Bureau (VCB). This action provides the VCB with two experienced firms to ensure timely and courteous responses to inquiries from tourists interested in making travel plans to Lee County. The initial term of these agreements will be for seventeen (17) months with two (2) renewal options for a single year each.choice.

MANAGEMENT RECOMMENDATION:
Approve.

Requirement/Purpose: ***(specify)***	**Request Initiated**
☐ Statute ☐ Ordinance ☒ Admin Code AC-4-1 ☐ Other	**Commissioner:** **Department:** VISITOR AND CONVENTION BUREAU **Division:** No Divisions **By:** Tamara Pigott
Background:	

Required Review:

Tamara Pigott	Thelma Davis	Peter Winton	Robert Franceschini	Michael D. Jacob	Glen Salyer
VISITOR AND CONVENTION BUREAU	Budget Analyst	Budget Services	Purchasing	County Attorney	County Manager

The VCB submitted a request to Procurement Management to process a written specification for Inquiry Processing and Fulfillment, setting forth all requirements of RFP160096 and made available to all interested vendors. Informal written bids were handled by Procurement staff. The first posting was unsuccessful due to the lack of vendors meeting the specified qualifications. The VCB requested proposers meet specified qualifications, including price components, direct mail, and bulk shipping. The solicitation was subsequently re-posted on January 4, 2016 by Procurement Management.

On the established deadline of January 12, 2016, Procurement Management received a total of three (3) Qualification Statements/Sealed Cost Proposals.

The Evaluation Committee consisted of Pamela Johnson, VCB, Nancy Huber, VCB, Berta Maldonado, VCB, and Brandon Scribner, Animal Services. They met on March 25, 2016, to evaluate the proposal packages. Based upon the criteria outlined in the proposal specifications package, the Evaluation Committee ranked the firms as follows:

Component A Inbound Telemarketing Phone Service:
1) Faneuil, Inc.,
2) Phase V of Florida, LLC

Component B Fulfillment Services:
1) Southwest Direct, Inc.
2) Phase V of Florida, LLC.

It is recommended that the award be made to the Number 1 ranked service providers meeting all proposal requirements, Faneuil, Inc. for Component A and Southwest Direct, Inc. for Component B.

<u>Attachments</u>

1) Final Ranking Sheets
2) Tabulation Sheet
3) Draft Service Provider Agreement Exhibits
4) Faneuil, Inc. Proposal
5) Southwest Direct, Inc. Proposal