

Blue Sheet No. 20160498	Lee County Board Of County Commissioners Agenda Item Report Meeting Date: 9/20/2016	Item No. 12
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TITLE:

Award contract for meeting sales promotion representation in the Northeast USA to Betsy Bush, LLC d/b/a ABB DM, LLC

ACTION REQUESTED:

A) Approve the ranking of firms by the Evaluation Committee for Request for Proposals No. RFP160338, Meeting Sales Promotion Representation in the Northeast USA, in the following order: 1) Betsy Bush, LLC d/b/a ABB DM, LLC 2) Thrive Media, Inc.

B) Approve award of Request for Proposal No. RFP160338, Meeting Sales Promotion Representation in the Northeast USA, to Betsy Bush, LLC, to provide meeting sales promotion representation in the Northeast USA for the Lee County Visitor & Convention Bureau. The initial term is one year and the negotiated contract price for Fiscal Year 2016-2017 is not to exceed \$136,500.00.

C) Authorize the Chair to execute the contract documents on behalf of the Board of County Commissioners.

D) Grant the Director of Procurement Management, with County Administration approval, the authority to renegotiate and execute renewals of this contract for two additional, one-year periods at the annual adopted budget amount, if doing so is in the best interest of Lee County.

FUNDING:

\$136,500; Tourist Development Tax; Included in budget.

Account String: HB5520317400.503490

WHAT ACTION ACCOMPLISHES:

Approves the evaluation committee recommendation of award for Request for Proposals No. RFP160338 and authorizes the execution of a contract with Betsy Bush, LLC for meeting sales promotion representation in the Northeast USA for the Lee County Visitor & Convention Bureau (VCB). These travel industry services will focus on fostering and developing strong trade relationships within the meeting and incentive trade in the Washington, DC metro area including Virginia, Maryland and the Northeast US territory on behalf of the VCB. The negotiated contract price for Fiscal Year 2016-2017 is not to exceed \$136,500.

MANAGEMENT RECOMMENDATION:

Approve

Requirement/Purpose: (specify)	Request Initiated
<input type="checkbox"/> Statute <input type="checkbox"/> Ordinance	Commissioner: Department: VISITOR AND CONVENTION BUREAU

Required Review:					
Tamara Pigott	Lori Borman	Mary Tucker	Corris L. McIntosh Jr.	Peter Winton	Glen Salyer
VISITOR AND CONVENTION BUREAU	Budget Analyst	Purchasing	County Attorney	Budget Services	County Manager

<input checked="" type="checkbox"/> Admin Code AC-4-1 <input type="checkbox"/> Other	Division: No Divisions By: Tamara Pigott
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Background:

The Lee County VCB is the official marketing and promotional agency for visitation to Lee County. The organization brands and markets the area as The Beaches of Fort Myers & Sanibel and is funded by the 5% tourist tax on short term accommodations commonly known as the bed tax. The VCB contracts with travel industry representation in the Northeast USA in order to most effectively evaluate, develop, and execute an integrated marketing campaign promoting Lee County tourism to the Northeast USA market. The awarded firm acts as the local area expert providing insight into the region's travel industry and making recommendations on how to include the Northeast USA in the VCB's comprehensive, annual marketing campaigns.

On the established deadline of May 18, 2016, Procurement received a total of two proposals. All proposals were considered at the Proposal Evaluation Committee meeting on August 12, 2016. During the evaluation process, the Proposal Evaluation Committee considered criteria as listed in the solicitation, including meetings and conventions industry experience, personnel/resources, strategic sales and marketing plan, and cost. On the basis of the information submitted by the firms in their proposals, it was the consensus of the Committee to recommend to the Board the ranking as follows: 1) Betsy Bush, LLC d/b/a ABB DM, LLC 2) Thrive Media, Inc.

Betsy Bush, LLC d/b/a ABB DM, LLC is the incumbent vendor currently providing Lee County tourism promotion in Canada under Contract No. 6747, which expires on September 30, 2016. The services provided by Betsy Bush, LLC d/b/a ABB DM, LLC under N-130482 have been valuable to Lee County and effective at furthering the goals of the VCB for Northeast USA tourism promotion efforts. In 2014, the VCB welcomed Northeast meeting and conference groups that attributed \$6,260,850 of economic impact to Lee County. Over 6,000 room nights were produced from the Northeast meetings market.

The contract term will be for one year effective October 1, 2016 through September 30, 2017. The County reserves the right to renew the contract (or any portion thereof) for up to two additional one-year periods, upon mutual agreement of both parties and under the same terms and conditions. The annual contract amount consists of retainer fees in the total amount of \$110,000 (paid in 12 equal monthly installments), and a not-to-exceed amount of \$26,500 annually for reimbursable expenses.

1. Evaluation Meeting Minutes
2. Proposed Contract