

Blue Sheet No. 20160495	Lee County Board Of County Commissioners Agenda Item Report Meeting Date: 9/20/2016	Item No. 10			
TITLE: Award contract for meeting sales promotion representation in the Midwest USA to Jerry Terp					
ACTION REQUESTED: A) Approve the recommendation of award by the Evaluation Committee via super majority vote for Request for Proposal No. RFP160364, Meeting Sales Promotion Representation – Midwest USA, to Jerry Terp. B) Approve award of Request for Proposal No. RFP160364, Meeting Sales Promotion Representation – Midwest USA, to Jerry Terp to provide meeting sales promotion representation in the Midwestern region of the United States on behalf of the Visitor and Convention Bureau commencing on October 1, 2016 for an initial term of one year. The initial term is one year and the negotiated contract price for Fiscal Year 2016-2017 is not to exceed \$175,000.00. 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 the approval of County Administration, 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: \$175,000.00; Tourist Development Tax; Included in Budget; Tourism					
HB5520317400.503490					
WHAT ACTION ACCOMPLISHES: Approves the evaluation committee recommendation of award and authorizes the execution of a contract with Jerry Terp for Request for Proposals No. RFP160364 Meeting Sales Promotion Representation – Midwest USA in an amount not to exceed \$175,000 for FY 2016/2017. Provides the Visitor and Convention Bureau (VCB) with an experienced representative to identify, foster and develop trade relationships with the meeting and incentive trade in the Midwestern region of the United States.					
MANAGEMENT RECOMMENDATION: Approve					
Requirement/Purpose: (specify)		Request Initiated			
<input type="checkbox"/> Statute <input type="checkbox"/> Ordinance <input checked="" type="checkbox"/> Admin Code AC-4-1 <input type="checkbox"/> Other		Commissioner: Department: VISITOR AND CONVENTION BUREAU Division: No Divisions By: Tamara Pigott			
Background:					
Required Review:					
Tamara Pigott	Tamara Pigott	Andrea R. Fraser	Mary Tucker	Lori Borman	Mike Figueroa
VISITOR AND CONVENTION BUREAU	VISITOR AND CONVENTION BUREAU	County Attorney	Purchasing	Budget Analyst	Risk
Peter Winton	Glen Salyer				
Budget Services	County Manager				

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 a professional and experienced representative to identify, foster and develop trade relationships with the meeting and incentive trade in the Midwest markets of Minnesota, Michigan, Wisconsin, Ohio, Indiana, Missouri, Nebraska, North Dakota, South Dakota, Kansas and Iowa.

On the established deadline of June 16, 2016, Procurement received one proposal. The proposal was considered at the Proposal Evaluation Committee meeting on June 28, 2016. When only one proposal is received, the committee may elect to accept it under Section 6 of the Lee County Procurement Management Contract Manual. 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 in the proposal, it was the consensus of the committee to recommend to the Board the award to Jerry Terp via super majority vote.

Jerry Terp is the incumbent vendor currently providing Lee County with meeting sales promotion representation in the Midwest under Contract No. 6476, which expires on September 30, 2016. The services provided by Jerry Terp have been valuable to Lee County and effective at furthering the goals of the VCB for overall meeting promotion efforts in the Midwest region. In 2015, the Midwest region was responsible for approximately 14,000 group room nights into Lee County.

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 one additional, one-year period upon mutual agreement of both parties and under the same terms and conditions.

- 1) Evaluation Meeting Minutes with Super Majority Vote Sign-Off
- 2) Proposed Contract