

## AGENDA ITEM REPORT

**DATE:** March 5, 2019  
**DEPARTMENT:** Visitor and Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Award Contract for Visitor and Convention Bureau Market Research

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### I. MOTION REQUESTED

- A) Award Request for Proposal No. RFP180512LAC, VCB-Market Research, to Downs & St. Germain Research, Inc., for an initial period of four years, as approved in the department's annual adopted budget.
- B) Authorize Chair to execute the contract documents on behalf of the Board of County Commissioners.
- C) Grant the County Manager or designee the authority to negotiate renewal of the contract, including changes in price, for up to two additional one-year periods, and/or extend the contract up to six months, and to execute all associated documents, with County Administration approval, as approved in the department's annual budget, if doing so is in the best interest of Lee County.

### II. ITEM SUMMARY

Award contract to Downs & St. Germain Research, Inc. to provide marketing research services for the Visitor & Convention Bureau (VCB) for an initial period of four years with the option to renew for two additional one-year periods, as approved in the department's annual adopted budget. Total expenditures for these services for Fiscal Year 2017-2018 were approximately \$269,302.34.

### III. BACKGROUND AND IMPLICATIONS OF ACTION

#### A) Board Action and Other History

Lee County Visitor & Convention Bureau (VCB) submitted a request to Procurement Management to obtain proposals to provide market research services for the VCB. Detailed work under this contract shall include, but may not be limited to development and implementation of an integrated strategic research plan, creation and implementation of all research materials, and development, coordination, analysis, and interpretation of primary and proprietary research studies.

On August 14, 2018, Procurement Management advertised RFP180512LAC, VCB Market Research. On the proposal deadline of September 18, 2018, Procurement Management received three proposals. An evaluation meeting was held on October 15, 2018 during which the Evaluation Committee considered criterion as listed in the solicitation request including such items as qualifications of the company, relevant experience and references, plan of approach, personnel, and understanding of current travel industry and methodologies. Based on the information submitted by the firms in their proposals, it was the consensus of the Committee to negotiate with and recommend to the Board award of a contract to the top ranked firm, Downs & St. Germain Research, Inc.

Total expenditures for these services for Fiscal Year 2017 – 2018 were approximately \$269,302.34.

#### B) Policy Issues

#### C) BoCC Goals

Strategic Priority - Tourism

#### D) Analysis

The Market Research agreement is for a not to exceed (NTE) amount of \$250,000.  
The quarterly expenses are as follows:

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Description	Unit of Measure	Unit Price
Visitor Profile Survey	Seasonal (Quarterly)	\$20,000
Occupancy Survey	Seasonal (Quarterly)	\$5,000
Visitation Trend Analysis	Seasonal (Quarterly)	\$3,000
Economic Impact Analysis	Seasonal (Quarterly)	\$7,500
Tourist Development Council Reports & Presentations	Seasonal (Quarterly)	\$2,000
Quarterly Travel Expenses	NTE (Quarterly)	\$750.00

The agreement also includes opportunities for additional special reports as requested by the Lee County Visitor and Convention Bureau.

E) Options

**IV. FINANCIAL INFORMATION**

A)	Current year dollar amount of item:	See comments below.
B)	Is this item approved in the current budget?	Yes
C)	Is this a revenue or expense item?	Expense
D)	Is this Discretionary or Mandatory?	Discretionary
E)	Will this item impact future budgets? If yes, please include reasons in III(D) above.	No
F)	Fund: Tourist Development Tax Program: Project: Account Strings: HB5520317400.503490.109 HB103	
G)	Fund Type?	Enterprise Tourist Development Tax
H)	Comments: Expenditures will be as needed and within the department's annual approved, adopted budget.	

**V. RECOMMENDATION**

Approve

**VI. TIMING/IMPLEMENTATION**

**VII. FOLLOW UP**

**ATTACHMENTS:**

Description	Upload Date	Type
Contract for VCB Market Research	2/19/2019	Contract

**REVIEWERS:**

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Turner, Nicole	Approved	2/21/2019 - 7:56 AM
Visitor and Convention Bureau	Pigott, Tamara	Approved	2/22/2019 - 12:11 PM
Budget Services	Guttery, Angela	Approved	2/22/2019 - 2:24 PM
Budget Services	Winton, Peter	Approved	2/22/2019 - 2:40 PM
County Attorney	Lira, Louis C.	Approved	2/22/2019 - 4:36 PM
County Manager	Salyer, Glen	Approved	2/25/2019 - 8:21 AM