

**AGENDA ITEM REPORT**

**DATE:** September 15, 2020  
**DEPARTMENT:** Visitor and Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Approve Contract Renewal for Tourism Representation in Canada

**I. MOTION REQUESTED**

A) Approve contract renewal for the purchase of tourism representation in Canada, from VoX International, Inc., under Solicitation No. RFP190199BAW, through September 30, 2021, in the amount of \$175,000.00.

B) Authorize the County Manager, or designee, to execute any documents associated with the renewal on behalf of the Board of County Commissioners.

**II. ITEM SUMMARY**

Renews an agreement with VoX International through September 30, 2021, in an amount not to exceed \$175,000 for the promotion of Lee County tourism in Canada. On September 17, 2019, the Board approved a contract under the formal solicitation for the purchase of tourism representation in Canada for a term of one year with two one-year renewal options. This is the first renewal for this contract.

**III. BACKGROUND AND IMPLICATIONS OF ACTION**A) Board Action and Other History

Procurement Management obtained proposals for the project known as Request for Proposal No. RFP190199BAW, Tourism in Canada. On the solicitation deadline of April 24, 2019, Procurement Management received three submittals.

An evaluation meeting was held on May 30, 2019, during which an Evaluation Committee considered criteria as listed in the solicitation request including such items as tourism industry experience, relevant experience of the company, plan of approach, personnel, and a detailed proposal, which included deliverables, and pricing. Based on the information submitted by the proposers, the committee reached a consensus to negotiate with and recommend the award of a contract to VoX International, Inc., for an initial one-year period in an amount not to exceed \$175,000.00.

VoX International, Inc. have been issued payments during the original contract agreement for Fiscal Year 2019-2020, totaling \$99,170.42 through 8/19/20. This is the first renewal for the contract.

B) Policy IssuesC) BoCC Goals

Strategic Priority - Tourism

D) Analysis

VoX International, Inc. provides full-time tourism sales and promotions representation for the Visitor and Convention Bureau. The vendor promotes Lee County tourism in Canada, which represented more than 28% of the county's international visitation in 2019.

VoX International, Inc. has over 17 years of experience providing destination marketing representation services including sales, marketing, event, and public relation solutions for tourism in Canada.

On May 30, 2019, the evaluation committee unanimously recommended the Board award the VCB Contract for Tourism representation in Canada to the incumbent vendor, VoX International, Inc. that has provided service to Lee County since 2012.

On September 17, 2019, the Board approved a contract(s) under the formal solicitation for the purchase of tourism representation in the amount not to exceed of \$175,000.00 per year for a term of one year and two one-year renewal options.

Total expenditures for these services for Fiscal Year 2018-2019 were \$163,997.69. Fiscal Year 2019-2020 expenditures through 8/19/2020 were \$99,170.42.

Fiscal Year 2020-20201 represents the first renewal out of two one-year renewal options.

E) Options**IV. FINANCIAL INFORMATION**

A)	Current year dollar amount of item:	\$175,000.00
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.	Yes
F)	Fund: Program: VCB Project: Account Strings: HB5520317400.503490.963 HB101	
G)	Fund Type?	Other: Tourist Development Tax
H)	Comments: Expenditures will be on an as needed basis, as approved in the department's annual adopted budget, in an amount not to exceed \$175,000.00 annually.	

**V. RECOMMENDATION**

Approve

**VI. TIMING/IMPLEMENTATION**

**VII. FOLLOW UP**

**ATTACHMENTS:**

Description	Upload Date	Type
<a href="#">Copy of original AIR from 2019</a>	8/21/2020	Backup Material
<a href="#">Original Contract</a>	9/8/2020	Backup Material
<a href="#">Proposed Renewal Agreement</a>	9/8/2020	Agreement

**REVIEWERS:**

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Turner, Nicole	Approved	9/8/2020 - 1:20 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	9/8/2020 - 2:18 PM
Budget Services	Guttery, Angela	Approved	9/8/2020 - 2:36 PM
Budget Services	Winton, Peter	Approved	9/8/2020 - 2:37 PM
County Attorney	Swindle, Amanda	Approved	9/8/2020 - 2:52 PM
County Manager	Salyer, Glen	Approved	9/8/2020 - 6:09 PM