



AGENDA ITEM REPORT

DATE: September 17, 2019
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Award Contract for Tourism Representation in Canada

I. MOTION REQUESTED

A) Award Request for Proposal No. RFP190199BAW, Lee County Visitor & Convention Bureau Tourism Representation in Canada, to VoX International, Inc., for an initial period of one year as approved in the department’s annual adopted budget, in an amount not to exceed \$175,000. Any renewal term that results in an expenditure of \$100,000 or more annually will be brought back to the Board for consideration.
 B) Authorize Chair to execute the contract documents on behalf of the Board of County Commissioners.

II. ITEM SUMMARY

Awards contract to VoX International, Inc. to act as the in-market specialist for tourism marketing and sales representation in Canada for an initial period of one year with two one-year renewal options, in an amount not to exceed \$175,000 annually. Total expenditures for these services in Fiscal Year 2017-2018 were approximately \$160,179.43.

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, Lee County Visitor & Convention Bureau Tourism Representation 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 the 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. The contract can be renewed up to two additional one-year periods, upon the agreement of both parties. Total expenditures for these services for Fiscal Year 2017-2018 were \$160,179.43.

B) Policy Issues

C) 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 27.8% of the county’s international visitation in 2018.

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.

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.

The proposed contract can be renewed for up to three additional, one-year periods. Total expenditures for these services for Fiscal Year 2017-2018 were \$160,179.43.

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$175,000
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?	Enterprise, 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 annually.	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

VII. FOLLOW UP

ATTACHMENTS:

Description	Upload Date	Type
Contract	8/27/2019	Contract

REVIEWERS:

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Turner, Nicole	Approved	8/27/2019 - 12:08 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	8/27/2019 - 12:29 PM
Budget Services	Guttery, Angela	Approved	8/29/2019 - 9:44 AM
Budget Services	Winton, Peter	Approved	9/3/2019 - 10:41 AM
County Attorney	Swindle, Amanda	Approved	9/4/2019 - 11:27 AM
County Manager	Salyer, Glen	Approved	9/9/2019 - 9:02 AM