

**AGENDA ITEM REPORT**

**DATE:** June 18, 2019  
**DEPARTMENT:** Visitor and Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Award Contract for Visitor and Convention Bureau - Northeast USA Representative

**I. MOTION REQUESTED**

- A) Award Request for Proposal No. RFP190115DLK, VCB - Meeting Sales Promotion Representative – Northeast USA, to Betsy Bush, LLC, for an initial period of one year, 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 renewals of the contract, including changes in price, for up three additional one-year periods, and/or extend the contract up to six months, and to execute all associated documents, as approved in the department's annual adopted budget, if doing so is in the best interest of Lee County.

**II. ITEM SUMMARY**

Awards contract to Betsy Bush, LLC, to provide meeting sales promotion representation for Northeast USA services for the Visitor & Convention Bureau (VCB) for an initial period of one year with the option to renew for three 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 \$131,232.50.

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

Lee County Visitors & Convention Bureau (VCB) submitted a request to Procurement Management to obtain proposals to provide meeting sales promotion representation for Northeast USA services for the VCB. Detailed work under this contract shall include, but may not be limited to identifying, fostering, and developing trade relationships with the meeting and incentive trade in the Northeast USA territory.

On February 8, 2019, Procurement Management advertised RFP190115DLK, VCB Meeting Sales Promotion Representative – Northeast USA. On the proposal deadline of March 11, 2019, Procurement Management received one proposal. An evaluation meeting was held on March 27, 2019 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. On the basis of the information submitted by the firms in their proposals, it was the consensus of the Committee to accept the proposal and recommend to the Board award of a contract to Betsy Bush, LLC. Betsy Bush, LLC, is the incumbent vendor currently providing meeting sales promotion representation in the Northeast USA for the Lee County Visitor & Convention Bureau.

Total expenditures for these services for Fiscal Year 2017 – 2018 were approximately \$131,232.50.

B) Policy IssuesC) BoCC Goals

Strategic Priority – Tourism

D) Analysis

Betsy Bush, LLC provides full-time tourism sales and promotions representation for the Visitor and Convention Bureau. The vendor promotes Lee County as the travel destination and develops trade relationships with the meeting and incentive trade in the Northeast USA territory that additionally includes the Washington, DC metropolitan area, Virginia and Maryland.

On March 27, 2019, the evaluation committee unanimously recommended the Board award the VCB Meeting Sales Promotion Representative – Northeast USA, to Betsy Bush, LLC, which is the current vendor.

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?	Yes

	If yes, please include reasons in III(D) above.	
F)	Fund: Tourist Development Tax Program: VCB Project: Account Strings: HB5520317400.503490.961 HB101	
G)	Fund Type?	Enterprise
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
<a href="#">Agreement for VCB - Meeting Sales Representative - Northeast USA</a>	5/8/2019	Agreement

**REVIEWERS:**

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Turner, Nicole	Approved	5/28/2019 - 10:31 AM
Visitor and Convention Bureau	Pigott, Tamara	Approved	5/28/2019 - 10:53 AM
Budget Services	Henkel, Anne	Approved	5/28/2019 - 11:06 AM
Budget Services	Winton, Peter	Approved	5/28/2019 - 11:14 AM
County Attorney	Swindle, Amanda	Approved	5/28/2019 - 11:31 AM
County Manager	Salyer, Glen	Approved	5/28/2019 - 11:41 AM