

**AGENDA ITEM REPORT**

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

**I. MOTION REQUESTED**

- A) Award Request for Proposal No. RFP190123DLK, VCB - Meeting Sales Promotion Representative – Midwest USA, to Jerry Terp, 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 Jerry Terp, to provide meeting sales promotion representation for Midwest 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 \$148,916.41.

**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 Midwest 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 Midwest USA territory.

On February 8, 2019, Procurement Management advertised RFP190123DLK, VCB Meeting Sales Promotion Representative – Midwest USA. On the proposal deadline of March 11, 2019, Procurement Management received one proposal. An evaluation meeting was held on March 28, 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 firm in its proposal, it was the consensus of the Committee to accept the proposal and recommend award of a contract to Jerry Terp. Jerry Terp, is the incumbent vendor currently providing meeting sales promotion representation in the Midwest USA for the Lee County Visitor & Convention Bureau.

Total expenditures for these services for Fiscal Year 2017 – 2018 were approximately \$148,916.41

B) Policy IssuesC) BoCC Goals

Strategic Priority – Tourism

D) Analysis

Jerry Terp 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 Midwest USA territory of Minnesota, Michigan, Wisconsin, Ohio, Indiana, Illinois, Missouri, Nebraska, North Dakota, South Dakota, Kansas, and Iowa.

On March 28, 2019, the evaluation committee unanimously recommended the Board award the VCB meeting Sales Promotion Representative – Midwest USA, to Jerry Terp, 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? If yes, please include reasons in III(D) above.	Yes

F)	Fund: Tourist Development Tax Program: VCB Project: Account Strings: HB5520317400.503490.962 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 - Midwest USA</a>	5/8/2019	Agreement

**REVIEWERS:**

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Turner, Nicole	Approved	5/20/2019 - 1:14 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	5/20/2019 - 2:49 PM
Budget Services	Guttery, Angela	Approved	5/20/2019 - 5:01 PM
Budget Services	Winton, Peter	Approved	5/21/2019 - 8:28 AM
County Attorney	Swindle, Amanda	Approved	5/22/2019 - 4:22 PM
County Manager	Salyer, Glen	Approved	5/28/2019 - 9:20 AM