

## AGENDA ITEM REPORT

**DATE:** August 1, 2023  
**DEPARTMENT:** Visitor and Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Approve Contract Amendment for Meeting and Sales Promotion Representative - Midwest

### I. MOTION REQUESTED

A) Approve Amendment No.1 to the contract with Jerry Terp, under Solicitation No. RFP190123DLK, Meeting Sales Promotion Representative Midwest USA, to extend the contract to 10/31/23 for the purchase of professional tourism marketing representation for Lee County in the Midwest USA Territory, on an as needed basis, and to identify, foster and develop relationships with the meeting and incentive trade. Total anticipated expenditures for the extended period are \$13,750.  
 B) Authorize the County Manager or designee to execute the amendment and related documents on behalf of the Board of County Commissioners.

### II. ITEM SUMMARY

Approves a contract amendment with Jerry Terp the Meeting Sales Promotion Representative for the Midwest USA, and extends the contract for one month, to 10/31/23. A new representative was approved at the June 20, 2023 Board meeting. Extending the existing vendor's contract will provide the opportunity to appropriately transition responsibilities to identify, foster and develop trade relationships with the meeting and incentive trade in the Midwest USA territory. The total anticipated expenditures are \$13,750. Total expenditures during Fiscal Year 2021/22 were \$149,042.

### III. BACKGROUND AND IMPLICATIONS OF ACTION

#### A) Board Action and Other History

On June 18, 2019, the Board of County Commissioners awarded Jerry Terp, under Solicitation No. RFP190123DLK, Meeting Sales Promotion Representative Midwest USA, to identify, foster and develop trade relationships with the meeting and incentive trade in the Midwest USA territory. The original term of the contract was for one-year with an option to renew for three additional one-year periods.

On June 20, 2023, the Board of County Commissioners Awarded Request for Proposal No. RFP230197CMR, VCB Meeting Sales Promotion Representative – Midwest USA to Lauren J. Hyps, to provide professional tourism marketing representation for Lee County in Midwest USA Territory.  
 an as needed basis, for an initial term of three years, as approved in the departments' annual budget.

The one-month extension of the predecessor Midwest Representative Jerry Terp will provide opportunity to appropriately transition the responsibilities of Meeting Sales Promotion Representative for the Midwest USA Territory to Lauren J. Hyps.

The overall FY23 expenditures including the additional month of service is estimated to be within the originally approved contracted amount of \$175,000.

#### B) Policy Issues

#### C) BoCC Goals

Strategic Priority – Tourism

#### D) Analysis

The one-month extension of the predecessor Midwest Representative Jerry Terp will provide opportunity to appropriately transition the responsibilities of the Meeting Sales Promotion Representative for the Midwest USA Territory to Lauren J. Hyps.

The overall FY23 expenditures including the additional month of service is estimated to be within the originally approved contracted amount of \$175,000. However, the expenditures for the extension will be in FY24.

#### 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: 17400 Program: VCB Project: Account Strings: HB5520317400.503490.961 HB101	
G)	Fund Type?	Other: TDT Special Revenue
H)	Comments: FY24: \$13,750	

**V. RECOMMENDATION**

Approve

**VI. TIMING/IMPLEMENTATION**

**VII. FOLLOW UP**

**ATTACHMENTS:**

Description	Upload Date	Type
<a href="#">Extension Letter-Jerry Terp</a>	7/11/2023	Contract

**REVIEWERS:**

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Tucker, Mary	Approved	7/20/2023 - 12:23 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	7/20/2023 - 4:05 PM
Budget Services	Guttery, Angela	Approved	7/24/2023 - 11:02 AM
Budget Services	Winton, Peter	Approved	7/24/2023 - 11:59 AM
County Attorney	Fraser, Andrea	Approved	7/24/2023 - 1:15 PM
County Manager	Brady, Christine	Approved	7/25/2023 - 10:15 AM