

## AGENDA ITEM REPORT

**DATE:** August 1, 2023  
**DEPARTMENT:** Visitor and Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Approve FY23/24 Cooperative Media Agreement with Brand USA

### I. MOTION REQUESTED

- A) Approve agreement in the amount of \$400,000 for the FY23/24 Brand USA media placements.
- B) Authorize Chairman to execute agreement, on behalf of the Board of County Commissioners.

### II. ITEM SUMMARY

Allows the purchase of international media placements with Brand USA in the amount of \$400,000. Media will be placed during the fall of 2023 through fall of 2024. Brand USA was created in 2010 for the purpose of encouraging travelers from all over the world to visit the United States. The placements are expected to yield approximately 65.5 million media impressions targeting the German, Canadian and United Kingdom markets.

### III. BACKGROUND AND IMPLICATIONS OF ACTION

#### A) Board Action and Other History

On September 6, 2022, the Lee Board of County Commissioners approved the Tourism Advertising, Program Planning, Creation, and Implementation Amendment No. 1 to RFP210140BAG awarded to MMGY.

On July 6, 2023, MMGY submitted a letter of agreement to Lee VCB to purchase the international media placements with Brand USA.

#### B) Policy Issues

#### C) BoCC Goals

Strategic Priority – Tourism

#### D) Analysis

On an annual basis, MMGY purchases international media placements utilizing Corporation for Travel Promotion, d/b/a Brand USA. The public-private marketing entity works in close partnership with the travel industry maximizing the social and economic benefit of travel in communities around the country.

Brand USA allows for creative co-op marketing programs that give Florida destinations like Lee County a decided advantage in today's highly competitive international travel market.

The attached agreement allows MMGY to purchase international media placements with Brand USA, on behalf of Lee County.

The return on investment as outlined in the media plan is approximately 65.5 million impressions from a total investment of \$400,000. A rise in consumer consideration will ultimately result in confirmed hotel bookings and increased bed tax dollars.

#### 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: HB5520317400.504810 HB105	
G)	Fund Type?	Other: TDT Special Revenue

H)	Comments: Expenditures of \$400,000 are for Fiscal Year 2024.
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**V. RECOMMENDATION**

Approve

**VI. TIMING/IMPLEMENTATION**

Media will be placed during the fall of 2023 through fall of 2024 targeting Germany, UK, and Canada.

**VII. FOLLOW UP**

**ATTACHMENTS:**

Description	Upload Date	Type
<a href="#">Media Plan Summary</a>	7/11/2023	Backup Material
<a href="#">Letter of Agreement VCB-BrandUSA</a>	7/26/2023	Agreement

**REVIEWERS:**

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Tucker, Mary	Approved	7/20/2023 - 3:23 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	7/20/2023 - 4:05 PM
Budget Services	Guttery, Angela	Approved	7/24/2023 - 10:56 AM
Budget Services	Winton, Peter	Approved	7/24/2023 - 12:03 PM
County Attorney	Fraser, Andrea	Approved	7/24/2023 - 1:28 PM
County Manager	Brady, Christine	Approved	7/25/2023 - 10:16 AM