



AGENDA ITEM REPORT

DATE: September 21, 2021
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Approve FY21/22 Cooperative Media Agreement with Brand USA

I. MOTION REQUESTED

- A) Approve agreement in the amount of \$189,800 for the FY21/22 Brand USA media placements.
- B) Authorize Chairman to execute agreement.

II. ITEM SUMMARY

Allows the Visitor & Convention Bureau to purchase \$189,800 of international media placements with Brand USA. 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 23.5 million media impressions targeting German, Canadian and United Kingdom markets.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

On September 7, 2021, the Lee Board of County Commissioners approved the Tourism Advertising, Program Planning, Creation, and Implementation RFP210140BAG. The awarded vendor was MMGY.

On August 16, 2021, 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 23.5 million impressions from a total investment of \$189,800. A rise in consumer consideration will ultimately result in confirmed hotel bookings and increased bed tax dollars.

Attachments: Letter of Agreement

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$189,800
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.	No
F)	Fund: Tourist Development Tax Program: VCB Project: Account Strings: HB5520317400.504810	

G)	Fund Type?	Other: Tourist Development Tax
H)	Comments:	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

Media will be placed during the fall of 2021 through fall of 2022 targeting Germany, UK, and Canada.

VII. FOLLOW UP**ATTACHMENTS:**

Description

Upload Date

Type

[FY2022 Brand USA Agreement](#)

9/1/2021

Agreement

REVIEWERS:

Department

Reviewer

Action

Date

Visitor and Convention Bureau

Pigott, Tamara

Approved

9/8/2021 - 1:13 PM

Budget Services

Guttery, Angela

Approved

9/8/2021 - 2:56 PM

Budget Services

Winton, Peter

Approved

9/8/2021 - 3:42 PM

County Attorney

Fraser, Andrea R.

Approved

9/8/2021 - 4:47 PM

County Manager

Salyer, Glen

Approved

9/13/2021 - 9:05 AM