



AGENDA ITEM REPORT

DATE: September 20, 2022
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Award Contract for Tourism Representation in Canada

I. MOTION REQUESTED

A) Award Request for Proposal No. RFP220229CMR, Lee County Visitor & Convention Bureau Tourism Representation in Canada, to VoX International Inc. for tourism and marketing of Lee County in Canada, on an as needed basis, for an initial term of three years, as approved in the department’s annual adopted budget. Singular purchases in excess of \$100,000.00 will be presented to the Board for approval.

B) Authorize the Chair to execute the contract documents on behalf of the Board of County Commissioners.

C) Grant the County Manager or designee the authority to renew the contract for up to three additional years, 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, and there are no cost increases associated with the renewal.

II. ITEM SUMMARY

Awards a contract to VoX International Inc., to act as the in-market specialist for tourism marketing and sales representation in Canada for an initial period of three years, as approved in the department’s annual adopted budget. Proposed amount for FY23 is \$220,000.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

VoX International Inc., is the incumbent vendor currently providing Lee County VCB professional tourism marketing and public relations representation in Canada, under Solicitation No. RFP190199BAW adopted by the Board on September 17, 2019 which expires on September 30, 2022.

Lee County Visitor & Convention Bureau submitted a request to Procurement Management to obtain proposals on behalf of the Board of County Commissioners for the project known as RFP220229CMR, Lee County Visitor & Convention Bureau Tourism Representation in Canada. On the established proposal deadline of April 29, 2022, Procurement received one proposal. An evaluation meeting was held on May 18, 2022, during which the Evaluation Committee considered criteria as listed in the solicitation request including such items as tourism industry experience, relevant experience of the company, plan of approach, personnel, and a detailed proposal which included deliverables and pricing. Based on the information submitted by the proposer, the Committee reached a consensus to negotiate with and recommend the award of a contract to VoX International, Inc., for an initial one (1) three (3) year period. Upon mutual written agreement, the parties may renew the agreement, in whole or in part, for a renewal term or terms not to exceed the initial agreement term of (3) years, as approved in the department’s annual adopted budget. It is estimated that current year expenditures will be \$175,000.

The services provided by VoX International Inc. have been valuable to Lee County and effective at furthering the goals of the VCB for tourism promotion efforts in Canada.

B) Policy Issues

C) BoCC Goals
Strategic Priority – Tourism

D) Analysis
At least three future annual budgets are impacted due to the original 3-year contract period. The County has the ability to renew for up to three (3) years.

E) Options
The contract term will be for a three-year period beginning on October 1, 2022. There is an option to extend the contract under the same terms and conditions, for up to three additional years, upon the approval of both parties and appropriation of funds.

IV. FINANCIAL INFORMATION

| | | |
|----|--|---------------|
| A) | Current year dollar amount of item: | \$220,000 |
| 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: HB5520317400.503490.963 | |
| G) | Fund Type? | Other: Tourist Development Tax |
| H) | Comments: | |

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

VII. FOLLOW UP

ATTACHMENTS:

| Description | Upload Date | Type |
|--|-------------|-----------|
| VoX Proposal No. RFP220229CMR signed ocr'd agreement | 8/29/2022 | Agreement |

REVIEWERS:

| Department | Reviewer | Action | Date |
|-------------------------------|------------------|----------|----------------------|
| Visitor and Convention Bureau | Turner, Nicole | Approved | 9/9/2022 - 10:45 AM |
| Visitor and Convention Bureau | Pigott, Tamara | Approved | 9/9/2022 - 11:19 AM |
| Budget Services | Guttery, Angela | Approved | 9/12/2022 - 9:20 AM |
| Budget Services | Winton, Peter | Approved | 9/12/2022 - 10:11 AM |
| County Attorney | Fraser, Andrea | Approved | 9/12/2022 - 10:38 AM |
| County Manager | Brady, Christine | Approved | 9/13/2022 - 2:14 PM |