



AGENDA ITEM REPORT

DATE: June 20, 2023
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Award Contract for Meeting and Sales Promotion Representative - Northeast

I. MOTION REQUESTED

- A) Award Request for Proposal No. RFP230113CMR, VCB Meeting Sales Promotion Representative – Northeast USA to Betsy Bush, LLC for the purchase of professional tourism marketing representation for Lee County in Northeast USA Territory, on an as needed basis, for an initial term of three years, as approved in the departments' annual budget.
- 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 departments' annual adopted budgets, 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 competitively solicited contract to Betsy Bush, LLC, to provide professional tourism marketing representation for Lee County in the Northeast USA Territory for the Visitor & Convention Bureau (VCB). The initial contract term is for a term of three years with the option to renew up to three additional years, as approved in the department's annual adopted budget. Total expenditures for these services for Fiscal Year 2021 – 2022 were approximately \$134,601.

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 Northeast 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 Northeast USA territory.

On February 17, 2023, Procurement Management advertised RFP230113CMR, VCB Meeting Sales Promotion Representative – Northeast USA. On the proposal deadline of March 20, 2023, Procurement Management received one proposal. An evaluation meeting was held on April 3, 2023 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. Based on the information submitted by the firms in their proposals, it was the consensus of the Committee to accept the proposal and recommend to the Board award of a contract to Betsy Bush, LLC. Betsy Bush, LLC, is the incumbent vendor currently providing meeting sales promotion representation in the Northeast USA for the Lee County Visitor & Convention Bureau.

Total expenditures for these services for Fiscal Year 2021 – 2022 were approximately \$134,601.

B) Policy Issues

C) BoCC Goals

Strategic Priority – Tourism

D) Analysis

Betsy Bush, LLC 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 Northeast USA territory that additionally includes the Washington, DC metropolitan area, Virginia and Maryland.

On April 3, 2023, the evaluation committee unanimously recommended the Board award the VCB Meeting Sales Promotion Representative – Northeast USA, to Betsy Bush, LLC, which is the current vendor.

The multi-year contract allows for continuity of service and enhanced relationship building with meeting planners.

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$165,000
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: 17400 Program: VCB Project: Account Strings: HB5520317400.503490.961 HB101	
G)	Fund Type?	Other: TDT Special Revenue
H)	Comments:	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION**VII. FOLLOW UP****ATTACHMENTS:**

Description

[Signed Contract RFP230113CMR](#)
[Price Comparison RFP230113CMR](#)

Upload Date

5/18/2023
5/18/2023

Type

Contract
Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Tucker, Mary	Approved	6/8/2023 - 4:10 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	6/12/2023 - 10:58 AM
Budget Services	Guttery, Angela	Approved	6/12/2023 - 3:03 PM
Budget Services	Winton, Peter	Approved	6/12/2023 - 4:37 PM
County Attorney	Fraser, Andrea	Approved	6/13/2023 - 7:46 AM
County Manager	Brady, Christine	Approved	6/13/2023 - 8:58 AM