



**AGENDA ITEM REPORT**

**DATE:** August 1, 2023  
**DEPARTMENT:** Visitor and Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Award Contract for Tourism and Sales Representation - Germany, Austria, Switzerland

**I. MOTION REQUESTED**

- A) Award Request for Proposal No. RFP230233CMR, VCB Germany, Austria, Switzerland Representation to Global Communication Experts GmbH for the tourism marketing and sales representation in Germany, Austria and Switzerland, on an as needed basis, for an initial term of three years, as approved in the departments' annual adopted 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**

Engages Global Communication Experts GmbH to act as the Lee County in-market specialist for tourism marketing and sales representation in Germany, Austria, and Switzerland. The contract runs for an initial term of three years with the option to renew for up to three additional years, in an amount not to exceed \$300,000 annually. Total expenditures for these services in Fiscal Year 2021-2022 were approximately \$237,977.

**III. BACKGROUND AND IMPLICATIONS OF ACTION**

- A) Board Action and Other History  
 RFP230233CMR, VCB Germany, Austria, Switzerland Representation. On the solicitation deadline of May 5, 2023, Procurement Management received 3 submittals. An evaluation meeting was held on May 18, 2023, during which an 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, firm location in the market area, and a detailed proposal, which included deliverables, and pricing. Based on the information submitted by the proposers, the committee reached a consensus to negotiate with and recommend the award of a contract to the incumbent, Global Communication Experts GmbH, for an initial three-year period in an amount not to exceed \$300,000.  
  
 On September 17, 2019, the Board approved a contract(s) under the formal solicitation for the purchase of tourism representation in the amount not to exceed of \$300,000.00 per year for a term of one year and three one-year renewal options. Said contract is set to expire on September 30, 2023.
- B) Policy Issues
- C) BoCC Goals  
 Strategic Priority – Tourism
- D) Analysis  
 The contract runs for an initial term of three years with the option to renew for up to three additional years, in an amount not to exceed \$300,000 annually. Total expenditures for these services in Fiscal Year 2021-2022 were approximately \$237,977. FY2023 YTD expenditures are approximately \$140,484.
- 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: HB5520317400.503490.86 HB101	
G)	Fund Type?	Other: TDT Special Revenue
H)	Comments: FY24: \$300,000 FY25: \$300,000 FY26: \$300,000	

**V. RECOMMENDATION**

Approve

**VI. TIMING/IMPLEMENTATION**

**VII. FOLLOW UP**

**ATTACHMENTS:**

Description	Upload Date	Type
<a href="#">Contract with GCE for VCB Germany, Austria, Switzerland</a>	7/13/2023	Contract

**REVIEWERS:**

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Tucker, Mary	Approved	7/21/2023 - 9:16 AM
Visitor and Convention Bureau	Pigott, Tamara	Approved	7/21/2023 - 9:36 AM
Budget Services	Guttery, Angela	Approved	7/24/2023 - 10:12 AM
Budget Services	Winton, Peter	Approved	7/24/2023 - 10:34 AM
County Attorney	Fraser, Andrea	Approved	7/24/2023 - 10:43 AM
County Manager	Brady, Christine	Approved	7/25/2023 - 10:18 AM