



AGENDA ITEM REPORT

DATE: August 20, 2024
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Award Contract for VCB United Kingdom, Ireland, and Scandinavia Representation

I. MOTION REQUESTED

A) Award Request for Proposal No. RFP240176CMR, VCB United Kingdom, Ireland, and Scandinavia Representation to FINN Partners Limited for the tourism and sales representation in United Kingdom, Ireland and Scandinavia, 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 two 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 renewals.

II. ITEM SUMMARY

Engages FINN Partners Limited to act as the Lee County in-market specialist for tourism marketing and sales representation in the United Kingdom, Ireland, and Scandinavia. Expenditures are appropriated in the proposed FY2025 budget. Total expenditures for these services in Fiscal Year 2022-2023 were approximately \$282,175.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History
 RFP240176CMR, VCB United Kingdom, Ireland, and Scandinavia Representation. On the solicitation deadline of May 6, 2024, Procurement Management received 3 submittals.

An evaluation meeting was held on May 16, 2024, 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 FINN Partners Limited. The contract runs for an initial term of three years with the option to renew for up to two additional years, in an amount not to exceed \$300,000 annually.

On September 7, 2021, the Board approved a contract(s) with incumbent Four Communications Ltd. under formal solicitation RFP210186DWJ for the purchase of tourism representation in the amount not to exceed of \$300,000 per year for a term of three years and an option to renew for up to three years. VCB did not wish to renew, and said contract is set to expire on September 30, 2024.

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 an additional 2 years.

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$300,000
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: HB5520317400.503490.97 HB101	
G)	Fund Type?	Other: Special Revenue-Tourist Development Tax
H)	Comments:	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

VII. FOLLOW UP

REVIEWERS:

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Pigott, Tamara	Approved	8/7/2024 - 2:21 PM
Budget Services	Guttery, Angela	Approved	8/8/2024 - 10:25 AM
Budget Services	Winton, Peter	Approved	8/8/2024 - 2:30 PM
County Attorney	Fraser, Andrea	Approved	8/8/2024 - 2:38 PM
County Manager	Brady, Christine	Approved	8/9/2024 - 10:28 AM