



ITEM 34.  
Visitor and Convention Bureau - Consent

### AGENDA ITEM REPORT

**DATE:** September 15, 2020  
**DEPARTMENT:** Visitor and Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Approve Contract Renewal for Tourism Advertising, Program, Creation & Implementation

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#### I. MOTION REQUESTED

A) Approve contract renewal for the purchase of tourism advertising, from MMGY Global, LLC, under Solicitation No. RFP160255, through September 30, 2021 in an amount not to exceed \$12,409,715.

B) Authorize the Chair to execute any documents associated with the renewals on behalf of the Board of County Commissioners.

#### II. ITEM SUMMARY

On September 20, 2016, the Board approved a contract under a formal solicitation for the purchase of tourism advertising, program planning, creation and implementation for an initial term of three years. The proposed Board action renews the agreement with MMGY Global through September 30, 2021, in an amount not to exceed \$12,409,715. Fiscal Year 2019-20 year-to-date expenditures total \$10,533,468.76. This is the last renewal for this contract.

#### III. BACKGROUND AND IMPLICATIONS OF ACTION

##### A) Board Action and Other History

On September 20, 2016, the Board approved a contract under the formal solicitation for RFP160255 for the purchase of tourism advertising, program planning, creation and implementation as administered by the Visitor & Convention Bureau, for an initial term of three years with two additional, one-year renewals; the fees are negotiated annually. The board originally approved a budget of \$11,785,297 for Fiscal Year 2016-2017.

Effective January 24, 2017, Amendment No. 1 increased the Fiscal Year 2016-2017 budget by \$100,000, with funding from a Promotional Fund Grant from BP Exploration & Production, Inc.

Effective September 27, 2017, Amendment No. 2 established a budget of \$11,966,573 for Fiscal Year 2017-2018.

Effective November 21, 2017, Amendment No. 3 increased the Fiscal Year 2017-2018 budget by \$675,000 with funding from a transfer from Tourist Development Tax Reserves to allow for post Hurricane Irma marketing expenditures and Air Service Development for the Visitor and Convention Bureau during the Fiscal Year 2017-2018.

Effective January 5, 2018, Amendment No. 4 increased the Fiscal Year 2017-2018 budget by \$150,000 with funding from a Residual Promotional Fund Grant from the Deepwater Horizon Economic and Property Damages Trust to allow for additional advertising expenditure for the Visitor and Convention Bureau during the fiscal year 2017-2018.

Effective December 21, 2018, Amendment No. 5 established a budget of \$13,362,733 for Fiscal Year 2018-2019 and added Special Projects under Task 9 of the Fee Schedule, which included \$800,000 for a post Red Tide marketing campaign.

Effective September 20, 2019, Amendment No. 6 increased the Fiscal Year 2018-2019 budget by \$102,868.82 with funding from a Residual Promotional Fund Grant from BP Exploration & Production, Inc., for a total of \$13,465,602.

Effective November 18, 2019, Amendment No. 7 established a budget of \$12,559,093 for Fiscal Year 2019-2020.

##### B) Policy Issues

##### C) BoCC Goals

Strategic Priority – Tourism

##### D) Analysis

The Lee County VCB is the official marketing and promotional agency for visitation to Lee County. The organization brands and markets the area as The Beaches of Fort Myers & Sanibel and is funded by the 5% tourist tax on short-term accommodations commonly known as the bed tax. The VCB contracts with a professional marketing firm to effectively evaluate, develop, and execute an integrated advertising and marketing campaign to promote Lee County to its worldwide markets.

Since September 1, 2011 MMGY Global, LLC has been the awarded marketing firm that Lee County VCB utilizes for

tourism advertising, program planning, and creation and implementation.

On September 20, 2016, the Board approved a contract under the formal solicitation RFP160255 to MMGY Global, LLC, as the incumbent vendor. The awarded contract was for an initial term of three years with two additional, one-year renewals; the fees are negotiated annually.

Approval of the proposed Amendment No. 8 for MMGY Global, LLC renews the contract for a one-year term through September 30, 2021, in an amount not to exceed \$12,409,715.

E) Options

**IV. FINANCIAL INFORMATION**

A)	Current year dollar amount of item:	\$12,409,715
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: Program: VCB Project: Account Strings: HB5520317400.504810 HB105	
G)	Fund Type?	Other: Tourist Development Tax
H)	Comments:	

**V. RECOMMENDATION**

Approve

**VI. TIMING/IMPLEMENTATION**

**VII. FOLLOW UP**

**ATTACHMENTS:**

Description	Upload Date	Type
<a href="#">Proposed 8th Amendment of the Agreement for Tourism Advertising</a>	9/8/2020	Agreement

**REVIEWERS:**

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Turner, Nicole	Approved	9/8/2020 - 1:13 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	9/8/2020 - 2:17 PM
Budget Services	Guttery, Angela	Approved	9/8/2020 - 2:35 PM
Budget Services	Winton, Peter	Approved	9/8/2020 - 2:37 PM
County Attorney	Swindle, Amanda	Approved	9/8/2020 - 2:50 PM
County Manager	Salyer, Glen	Approved	9/8/2020 - 6:00 PM