

<b>Blue Sheet No. 20160497</b>	<b>Lee County Board Of County Commissioners Agenda Item Report Meeting Date: 9/20/2016</b>	<b>Item No. 11</b>
------------------------------------	--	--------------------

**TITLE:**

Award contract for tourism advertising, program planning, creation and implementation to MMGY Global, LLC

**ACTION REQUESTED:**

A) Approve the ranking of firms by the Evaluation Committee for Request for Proposal No. RFP160255, Tourism Advertising, Program Planning, Creation and Implementation, in the following order: 1) MMGY Global, LLC 2) Fuseideas and The Zimmerman Agency (tie) 3) The Bohan Agency 4) Thrive Media, Inc.

B) Approve award of Request for Proposal No. RFP160255, Tourism Advertising, Program Planning, Creation and Implementation, to the top-ranked firm, MMGY Global, LLC, to provide a comprehensive tourism advertising, program planning, creation and implementation effort as administered by the Lee County Visitor & Convention Bureau (VCB) commencing on October 1, 2016. The initial contract term is three years and the fees will be negotiated annually. The negotiated contract price for Fiscal Year 2016-2017 is not to exceed \$11,785,297.00.

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

D) Grant the Director of Procurement Management the authority to renegotiate and execute amendments of the contract each year in an amount not to exceed the VCB's annual, adopted Advertising budget.

E) Grant the Director of Procurement Management the authority to renegotiate and execute renewals of this contract, with approval from County Administration, for two additional, one-year terms in an amount not to exceed the VCB's annual, adopted Advertising budget, if doing so is in the best interest of Lee County.

**FUNDING:**

\$11,850,000.00; Tourist Development Tax; Included in Budget

HB5520317400.504810

**WHAT ACTION ACCOMPLISHES:**

Approves the ranking of firms and authorizes the execution of a contract with the top ranked firm, MMGY Global, LLC, for Request for Proposal No. RFP160255 Tourism Advertising, Program Planning, Creation and Implementation, in an amount not to exceed \$11,785,297 for Fiscal Year 2016-2017. Provides the Visitor and Convention Bureau (VCB) with comprehensive advertising services to promote Lee County as a leading tourism destination. The initial contract term is three years and the fees will be negotiated annually.

**MANAGEMENT RECOMMENDATION:**

Approve

<b>Required Review:</b>					
<b>Tamara Pigott</b>	<b>Tamara Pigott</b>	<b>Andrea R. Fraser</b>	<b>Mary Tucker</b>	<b>Lori Borman</b>	<b>Mike Figueroa</b>
VISITOR AND CONVENTION BUREAU	VISITOR AND CONVENTION BUREAU	County Attorney	Purchasing	Budget Analyst	Risk
<b>Peter Winton</b>	<b>Glen Salyer</b>				
Budget Services	County Manager				

<b>Requirement/Purpose: (specify)</b>	<b>Request Initiated</b>
<input type="checkbox"/> Statute <input type="checkbox"/> Ordinance <input checked="" type="checkbox"/> Admin Code      AC-4-1 <input type="checkbox"/> Other	<b>Commissioner:</b> <b>Department:</b> VISITOR AND CONVENTION BUREAU <b>Division:</b> No Divisions <b>By:</b> Tamara Pigott
<p><b>Background:</b></p> <p>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 &amp; 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.</p> <p>On the established deadline of May 17, 2016, Procurement received a total of five proposals. All proposals were considered at the Proposal Evaluation Committee meeting on June 28, 2016. During the evaluation process, the Proposal Evaluation Committee considered criteria as listed in the solicitation, including overall firm experience, selected team experience, in-house talent and services, creative strength, media buying, strategic planning, and new media/emerging technologies. On the basis of the information submitted by the firms in their proposals, it was the consensus of the committee to recommend to the Board of County Commissioners the ranking as follows: 1) MMGY Global, LLC 2) Fuseideas and The Zimmerman Agency (tie) 3) The Bohan Agency 4) Thrive Media, Inc.</p> <p>MMGY Global, LLC is the incumbent vendor currently providing Lee County tourism advertising and marketing services under Contract No. 5746, which expires on September 30, 2016. The services provided by MMGY Global, LLC have been valuable to Lee County and effective at furthering the goals of the VCB for overall tourism promotion efforts. Visitor expenditures were up 4.6% from calendar year 2014 to 2015 and it is up 1.6% for the first half of 2016.</p> <p>The contract term will be for three years effective October 1, 2016 through September 30, 2019. The contract price will be negotiated annually based on the VCB's annual, adopted Advertising budget. The anticipated Advertising budget for Fiscal Year 2016-2017 is \$11,850,000, and the contract amount for the first year is \$11,785,297.</p> <p>The County reserves the right to renew the contract for up to two additional, one-year terms upon mutual agreement of both parties and under the same terms and conditions.</p> <p>1) Evaluation Meeting Minutes with Final Ranking  2) Proposed Contract for Execution by the Chair</p>	