

<b>Blue Sheet No. 20150355</b>	<b>Lee County Board Of County Commissioners Agenda Item Report Meeting Date: 8/4/2015</b>	<b>Item No. 15</b>
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**TITLE:**

Provide the County with a qualified firm for Germany, Austria, Switzerland Representation.

**ACTION REQUESTED:**

- A. Concur with the selection by the Proposal Selection Committee for RFP150216 LEE COUNTY VISITOR & CONVENTION BUREAU GERMANY, AUSTRIA, SWITZERLAND REPRESENTATION, and authorize staff to negotiate with the number one ranked firm Global Communication Experts GmbH, for a contract period of one year, with the option of three additional one-year periods. Commencing on October 1, 2015.
- B. Approve an anticipated annual expenditure of \$300,000.00
- C. Grant the Procurement Director, with County Administration approval, the authority to renew this agreement for three additional one-year periods, at the same terms and conditions, if doing so is in the best interest of Lee County.
- D. Authorize the Chair to execute the Agreement on behalf of the Board upon receipt.

**FUNDING:**

Dollar amount for this Item -- \$300,000.00; Fund - Tourist Development Tax; Included in Budget; BoCC Strategic Priority #5 Tourism/Sports

HB5520317400.503190.96 HB101

**WHAT ACTION ACCOMPLISHES:**

This item provides Lee County Visitor and Convention Bureau with a firm capable of providing an experienced travel trade representative to identify, foster and develop trade relationships with wholesale, retail, airlines, meetings, and incentive trade in Germany, Austria, and Switzerland with the goal of increasing the international visitor market to Lee County.

**MANAGEMENT RECOMMENDATION:**

Approve

<b>Requirement/Purpose: (specify)</b>	<b>Request Initiated</b>
<input type="checkbox"/> Statute <input type="checkbox"/> Ordinance <input checked="" type="checkbox"/> Admin Code AC-4-4 <input type="checkbox"/> Other	<b>Commissioner:</b> <b>Department:</b> VISITOR AND CONVENTION BUREAU <b>Division:</b> No Divisions <b>By:</b> Tamara Pigott

**Background:**

For more than 15 years, the County has contracted for representation services in Germany; the current contract expires 9/30/15. In 2014, visitors to Lee County from German speaking countries totaled more than 252,000, representing Lee County's #1 international market.

<b>Required Review:</b>					
<b>Tamara Pigott</b>	<b>Robert Franceschini</b>	<b>Corris L. McIntosh Jr.</b>	<b>Thelma Davis</b>	<b>Peter Winton</b>	<b>Roger Desjarlais</b>
VISITOR AND CONVENTION BUREAU	Purchasing	County Attorney	Budget Analyst	Budget Services	County Manager

Proposals were solicited on behalf of the Board of County Commissioners for the project known as RFP150216 VISITOR AND CONVENTION BUREAU GERMANY, AUSTRIA, SWITZERLAND REPRESENTATION.

On the established deadline of May 5, 2015, Procurement received four (4) proposals. All Proposals were considered at the Proposal Evaluation Committee meeting on May 21, 2015. The Committee consisted of the following staff members: Pamela Johnson, VCB, Steffanie Zinke, VCB, and Carol Obermeier, Port Authority. Firms were evaluated on points-based criteria with a maximum score of 1000 points achievable. Based on the total points scored, Global Communication Experts GmbH was ranked Number 1 (scoring 960 points), Aviareps Toursim GmbH was ranked Number 2 (scoring 830 points), and TravelMarketing Romberg TMR GmbH was ranked Number 3 (scoring 803 points). Our recommendation is to award to our Number 1 ranked firm Global Communication Experts GmbH.

BoCC Strategic Priority #5 Tourism/Sports

1. Sample Agreement
2. Short List Meeting Minutes dated May 21, 2015