



AGENDA ITEM REPORT

DATE: September 15, 2020
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Approve Contract Renewal for Tourism Representation in Germany, Austria, & Switzerland

I. MOTION REQUESTED

A) Approve contract renewal for the purchase of tourism representation, from Global Communication Experts (GmbH), under Solicitation No. RFP190371BAW, through September 30, 2021, in the amount of \$300,000.00.

B) Authorize the County Manager or designee to execute any documents necessary for the renewal.

II. ITEM SUMMARY

Renews an agreement with Global Communication Experts for promotion of Lee County tourism in the German, Austrian and Switzerland markets, which represented nearly 30% of the county's international visitation in 2019. 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 with three one-year renewal options. This is the first renewal for this contract.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

Procurement Management obtained proposals for the project known as Request for Proposal No. RFP190371BAW, VCB Germany, Austria, Switzerland. On the solicitation deadline of June 14, 2019, Procurement Management received 5 submittals. An evaluation meeting was held on July 18, 2019, 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 Global Communication Experts GmbH, for an initial one-year period in an amount not to exceed \$300,000.00.

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.

Global Communication Experts GmbH have been issued payments during the original contract agreement for Fiscal Year 2019-20, totaling \$144,441.33 through 8/19/2020. This is the first renewal for the contract.

B) Policy Issues

C) BoCC Goals

Strategic Priority - Tourism

D) Analysis

The VCB has contracted full sales, marketing and PR representation services in the German speaking markets (Germany, Switzerland and Austria) for the past 20 years.

The awarded vendor Global Communication Experts GmbH provides full-time tourism sales and promotions representation for the Visitor and Convention Bureau. The vendor promotes Lee County tourism in the German, Austria, and Switzerland market, which represented nearly 30% of the county's international visitation in 2019.

Global Communication Experts GmbH was first established in 2009 and is the leading independent PR, marketing, and representation agency in Germany that specializes in tourism, travel, and hospitality. The vendor has contracts and business partnerships with major tour operators, airlines, distribution partners, and industry associations in the German-speaking Europe.

On July 18, 2019, the evaluation committee unanimously recommended the Board award the VCB contract for Germany, Austria, and Switzerland tourism representation to Global Communication Experts GmbH, which is the current vendor since 2012.

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.

Total expenditures for these services for Fiscal Year 2018-2019 were \$297,731.48. Fiscal Year 2019-2020 expenditures through 8/19/2020 were \$144,441.33.

Fiscal Year 2020-2021 represents the first renewal out of the three one-year renewal options.

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$300,000.00
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: Program: VCB Project: Account Strings: HB5520317400.503490.96 HB101	
G)	Fund Type?	Other: Tourist Development Tax
H)	Comments: Expenditures will be on an as needed basis, as approved in the department's annual adopted budget, in an amount not to exceed \$300,000.00 annually.	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION**VII. FOLLOW UP****ATTACHMENTS:**

Description	Upload Date	Type
Copy of original AIR from 2019	8/21/2020	Backup Material
Original Contract	9/8/2020	Backup Material
Proposed Renewal Agreement	9/8/2020	Agreement

REVIEWERS:

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Turner, Nicole	Approved	9/8/2020 - 1:32 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	9/8/2020 - 2:18 PM
Budget Services	Guttery, Angela	Approved	9/8/2020 - 2:38 PM
Budget Services	Winton, Peter	Approved	9/8/2020 - 2:45 PM
County Attorney	Swindle, Amanda	Approved	9/8/2020 - 2:53 PM
County Manager	Salyer, Glen	Approved	9/8/2020 - 6:05 PM