



AGENDA ITEM REPORT

DATE: September 17, 2019
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Award Contract for Tourism Representation in Germany, Austria, & Switzerland

I. MOTION REQUESTED

A) Award Request for Proposal No. RFP190371BAW, VCB Germany, Austria, Switzerland Representation, to Global Communication Experts GmbH to act as the Lee County Visitor & Convention Bureau in-market specialist for tourism marketing and sales representation in Germany, Austria, and Switzerland and promote Lee County as a premier travel destination, on an as needed basis, for an initial term of one year in an amount not to exceed \$300,000. Any renewal term that results in an expenditure of \$100,000 or more annually will be brought back to the Board for consideration.
 B) Authorize the Chair to execute the contract documents on behalf of the Board of County Commissioners.

II. ITEM SUMMARY

Engages Global Communication Experts GmbH to act as the Lee County in-market specialist for tourism marketing and sales representation in Germany, Austria, and Switzerland. The contract runs for an initial term of one year and includes three one-year renewal options in an amount not to exceed \$300,000 annually. Total expenditures for these services in Fiscal Year 2017-2018 were \$300,000.

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 five submittals.

An evaluation meeting was held on July 18, 2019, during which the 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 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.

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 19 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 more than 33% of the county's international visitation in 2018.

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.

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.

The proposed contract can be renewed for up to three additional one-year periods. Total expenditures for these services for Fiscal Year 2017-2018 were \$300,000.

E) Options

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$300,000
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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?	Enterprise, 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 annually.	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

VII. FOLLOW UP

ATTACHMENTS:

Description	Upload Date	Type
Contract	8/27/2019	Contract

REVIEWERS:

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Turner, Nicole	Approved	8/27/2019 - 12:18 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	8/27/2019 - 12:29 PM
Budget Services	Guttery, Angela	Approved	8/29/2019 - 9:45 AM
Budget Services	Winton, Peter	Approved	9/3/2019 - 10:41 AM
County Attorney	Swindle, Amanda	Approved	9/4/2019 - 11:28 AM
County Manager	Salyer, Glen	Approved	9/9/2019 - 4:59 PM