

AGENDA ITEM REPORT

DATE: August 21, 2018
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Extend Annual Contract for Visitor & Convention Bureau Market Research

I. MOTION REQUESTED

- A. Approve an extension of the annual contract with Davidson-Peterson Associates, under Request for Proposal No. RFP12-09, Market Research for the Visitor and Convention Bureau, for an additional six-month period, through April 1, 2019, for use on an as needed basis for market research, as approved in the department's annual approved, adopted budget..
- B. Authorize the Director of Procurement Management or designee to sign the extension documents on behalf of the Board of County Commissioners.

II. ITEM SUMMARY

Approve an extension of the annual contract with Davidson-Peterson Associates, for an additional six-month period through April 1, 2019, for use on an as needed basis for tourism sales and promotion representation, as approved in the department's annual approved, adopted budget. Board approval will allow the purchasing of these services to continue uninterrupted until the formal solicitation process is completed. Total expenditures for these services during Fiscal Year 2016-2017 were \$218,282.73.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

On September 19, 2017, the Board of County Commissioners awarded Request for Proposal No. RFP12-09 for Market Research for the Visitor and Convention Bureau. The original term of the contract was for four-years with an option to renew for two additional one-year periods. The replacement contract is being re-solicited due to non-responsive proposers during the first advertisement, which has increased the time needed to complete the solicitation. Board approval will allow the purchasing of these services to continue uninterrupted until the formal solicitation process is completed.

Total expenditures for these services during Fiscal Year 2016-2017 were approximately \$218,282.73.

B) Policy Issues

C) BoCC Goals

Strategic Priority- Tourism

D) Analysis

An extension of the annual contract with Davidson-Peterson Associates is requested for an additional six-month period through April 1, 2019, for use on an as needed basis for tourism sales and promotion representation, as approved in the department's annual approved, adopted budget. Board approval will allow the purchasing of these services to continue uninterrupted until the formal solicitation process is completed. Total expenditures for these services during Fiscal Year 2016-2017 were \$218,282.73.

E) Options

IV. FINANCIAL INFORMATION

| | | |
|----|---|---|
| A) | Current year dollar amount of item: | Please see comments below. |
| 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: Tourist Development Tax Program: VCB Project: Account Strings: HB5520317400.503490.109 HB103 | |
| G) | Fund Type? | Enterprise, Other Tourist Development Tax |
| H) | Comments: Expenditures will be as needed and within the department's annual approved, adopted budgets. | |

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

VII. FOLLOW UP

ATTACHMENTS:

| Description | Upload Date | Type |
|---------------------------------|-------------|--------------|
| Proposed Extension Change Order | 8/7/2018 | Change Order |

REVIEWERS:

| Department | Reviewer | Action | Date |
|-------------------------------|-------------------|----------|---------------------|
| Visitor and Convention Bureau | Turner, Nicole | Approved | 8/7/2018 - 8:32 AM |
| Visitor and Convention Bureau | Pigott, Tamara | Approved | 8/7/2018 - 9:03 AM |
| Budget Services | Borman, Lori | Approved | 8/7/2018 - 10:19 AM |
| Budget Services | Winton, Peter | Approved | 8/8/2018 - 2:22 PM |
| County Attorney | Fraser, Andrea R. | Approved | 8/8/2018 - 3:10 PM |
| County Manager | Salyer, Glen | Approved | 8/10/2018 - 1:18 PM |