



ITEM 30.  
Visitor and Convention Bureau - Consent

### AGENDA ITEM REPORT

**DATE:** November 16, 2021  
**DEPARTMENT:** Visitor and Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Approve Six Month Extension to the Annual Contract for Tourism Sales & Promotion

#### I. MOTION REQUESTED

A) Approve contract extension for the purchase of Tourism Sales & Promotion Representative for a six-month extension, from Florida Travel Marketing, Inc., under Solicitation No. RFP180170LAC, through 9/30/22, in the amount Not To Exceed \$117,500.  
 B) Grant the County Manager or designee the authority to extend the contract(s), for six-months, and to execute all associated documents, as approved in the departments' annual adopted budgets, if doing so is in the best interest of Lee County, and there are no cost increases associated with the extension.

#### II. ITEM SUMMARY

Approves a six-month extension for Florida Travel Marketing, Inc., for the annual contract for Tourism Sales & Promotion Representative, through September 30, 2022. Total expenditures for Florida Travel Marketing, Inc., to provide these services during Fiscal Year 2020-2021 were approximately \$49,202. The low expenditure activity in the previous fiscal year reflects the majority of consumer and travel agent trade shows being cancelled due to the pandemic. In comparison, Fiscal Year 2019-2020 expenditures were approximately \$136,872 and Fiscal Year 2018-2019 expenditures were approximately \$233,863.

#### III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

On January 15, 2019, the Board of County Commissioners awarded Request for Proposal No. RFP180170LAC, VCB Sales & Promotion Representative, to Florida Travel Marketing, Inc., to promote Lee County as the travel destination within the travel trade industry, as approved in the department's annual adopted budget. The original term of the contract was for one year with an option to renew for two additional one-year periods. Board approval will allow a six-month extension to continue these services through September 30, 2022.

B) Policy Issues

C) BoCC Goals

D) Analysis

E) Options

#### IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$117,500
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: HB5520317400.503490.94 HB101	
G)	Fund Type?	Other: Tourist Development Tax
H)	Comments: Expenditures will be as needed and within the department's annual adopted budgets.	

#### V. RECOMMENDATION

Approve

#### VI. TIMING/IMPLEMENTATION

#### VII. FOLLOW UP

**ATTACHMENTS:**

Description

[Notice of Extension RFP180170LAC](#)

Upload Date

10/22/2021

Type

Contract

**REVIEWERS:**

Department

Reviewer

Action

Date

Visitor and Convention Bureau

Tucker, Mary

Approved

11/3/2021 - 1:41 PM

Visitor and Convention Bureau

Pigott, Tamara

Approved

11/4/2021 - 3:08 PM

Budget Services

Guttery, Angela

Approved

11/5/2021 - 9:56 AM

Budget Services

Winton, Peter

Approved

11/8/2021 - 8:22 AM

County Attorney

Fraser, Andrea R.

Approved

11/8/2021 - 11:29 AM

County Manager

Salyer, Glen

Approved

11/9/2021 - 9:24 AM