



**AGENDA ITEM REPORT**

**DATE:** September 7, 2021  
**DEPARTMENT:** Visitor and Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Award Contract for United Kingdom, Ireland, and Scandinavia Representation

**I. MOTION REQUESTED**

A.) Award Request for Proposal No. RFP210186DWJ VCB United Kingdom, Ireland, and Scandinavia Representation to Four Communications Ltd. for professional tourism representation for Lee County, on an as needed basis, for an initial term of three years as approved in the departments' annual adopted budget.

B.) Authorize the Chair to execute the contract documents on behalf of the Board of County Commissioners.

C.) Grant the County Manager or designee the authority to renew the contract, for up to 3 additional years, 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 renewal.

**II. ITEM SUMMARY**

Approves a three-year contract for professional tourism representation for Lee County with the incumbent vendor, Four Communications Ltd., in the total amount of up to \$900,000 (\$300,000/year). Actual yearly expenditures will be included and approved in the department's annual adopted budget.

**III. BACKGROUND AND IMPLICATIONS OF ACTION**

A) Board Action and Other History

Four Communications Ltd. is the incumbent vendor currently providing Lee County tourism promotion in the United Kingdom, Ireland, and Scandinavia under Solicitation No. RFP170282LAC adopted by the Board on December 5, 2017 which expires on September 30, 2021 after a 9 month extension.

Lee County Visitors & Convention Bureau submitted a request to Procurement Management to obtain proposals on behalf of the Board of County Commissioners for the project known as RFP210186DWJ, Lee County Visitor & Convention Bureau United Kingdom, Ireland, and Scandinavia Representation.

On the established proposal deadline of April 29, 2021, Procurement received six proposals. An evaluation meeting was held on June 3, 2021 during which the Evaluation Committee considered criterion as listed in the solicitation request including such items as Tourism Industry Experience, Similar Work Experience, Firm Plan of Approach, Personnel/Resources, Support Office Location, and Detailed Proposal. On the basis of the information submitted by the firms in their proposals, it was the consensus of the Committee to recommend to the Board the ranking as follows: 1) Four Communications Ltd. 2) Gosh PR Limited and Ignite Sales & Marketing Ltd. 3) Hills Belfour Ltd.

B) Policy Issues

C) BoCC Goals

Strategic Priority – Tourism

D) Analysis

At least three future annual budgets are impacted due to the initial 3 year contract term commencing on October 1, 2021. There is an option to extend the contract under the same terms and conditions for an additional 1 to 3 years.

The services provided by Four Communications Ltd. have been valuable to Lee County and effective at furthering the goals of the VCB for tourism promotion efforts.

E) Options

**IV. FINANCIAL INFORMATION**

A)	Current year dollar amount of item:	\$300,000
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?	Yes

	If yes, please include reasons in III(D) above.	
F)	Fund: Tourist Development Tax Program: VCB Project: Account Strings: HB5520317400.503490.97 HB101	
G)	Fund Type?	Other: Tourist Development Tax
H)	Comments:	

**V. RECOMMENDATION**

Approve

**VI. TIMING/IMPLEMENTATION**

**VII. FOLLOW UP**

**ATTACHMENTS:**

Description	Upload Date	Type
<a href="#">Vendor Signed Four Communications Contract</a>	8/18/2021	Contract

**REVIEWERS:**

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Tucker, Mary	Approved	8/18/2021 - 4:23 PM
Visitor and Convention Bureau	Pigott, Tamara	Approved	8/26/2021 - 12:48 PM
Budget Services	Henkel, Anne	Approved	8/27/2021 - 7:06 AM
Budget Services	Winton, Peter	Approved	8/27/2021 - 10:26 AM
County Attorney	Fraser, Andrea R.	Approved	8/27/2021 - 11:25 AM
County Manager	Salyer, Glen	Approved	8/27/2021 - 4:15 PM