

**AGENDA ITEM REPORT**

DATE: December 15, 2020
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Award Contract for Design, Preparation & Publication of the Visitor Guide Book

I. MOTION REQUESTED

- A) Award Request for Proposal No. RFP200282CJV, Visitor & Convention Bureau – Visitor Guide Book to Miles Partnership, LLLP for the creative design, preparation, and publication of the Visitor Guide Book, on an as needed basis, for an initial term of three years, in the amount of \$200,000.00 per year.
 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 three additional one year periods, 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 the design, preparation, and publication of the official visitor guide for the Lee County Visitor & Convention Bureau with Miles Partnership, LLLP in the total amount of \$600,000 (\$200,000/year). This represents a 15% savings from the previous contract amount (\$235,222/year). The guide provides prospective visitors a thorough and engaging overview of the leisure opportunities available throughout the destination.

III. BACKGROUND AND IMPLICATIONS OF ACTIONA) Board Action and Other History

The project was advertised on April 24, 2020. On the due date of June 24, 2020 six (6) proposals were received. Following the first evaluation meeting on September 8, 2020, the top two ranked firms were invited for presentation and interview. Following the second evaluation meeting on October 16, 2020, the top ranked firm was determined to be Miles Partnership, LLLP. The project manager made a motion to accept the proposal as presented by the top ranked firm and award the contract to said firm. The motion was seconded and unanimously carried by the committee members.

B) Policy IssuesC) BoCC Goals

Strategic Priority – Tourism

D) Analysis

The visitor guide is an important asset to Lee County's tourism marketing efforts; it provides prospective visitors a thorough and engaging overview of the leisure opportunities available throughout the destination. Miles brings a combination of travel and tourism knowledge and technical expertise to the table, along with a proven track record of delivering high-performing, award-winning print and digital guides for city and state clients.

Staff recommends approving a contract with Miles Partnership LLLP. for three years for the design, preparation and publication of the guide. The VCB will pay \$200,000 annually for this contract.

E) Options**IV. FINANCIAL INFORMATION**

A)	Current year dollar amount of item:	\$200,000
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? If yes, please include reasons in III(D) above.	Yes
F)	Fund: Tourist Development Tax Program: VCB Project: Account Strings: HB5520317400.504810 HB105	
G)	Fund Type?	Other: Tourist Development Tax
H)	Comments:	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

VII. FOLLOW UP

ATTACHMENTS:

Description

[Proposed Contract](#)

Upload Date

12/4/2020

Type

Contract

REVIEWERS:

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Turner, Nicole	Approved	12/4/2020 - 10:56 AM
Visitor and Convention Bureau	Pigott, Tamara	Approved	12/7/2020 - 8:50 AM
Budget Services	Guttery, Angela	Approved	12/7/2020 - 9:03 AM
Budget Services	Winton, Peter	Approved	12/7/2020 - 9:14 AM
County Attorney	Swindle, Amanda	Approved	12/7/2020 - 11:01 AM
County Manager	Salyer, Glen	Approved	12/7/2020 - 3:40 PM