

**Lee County Board Of County Commissioners  
Agenda Item Summary**

**Blue Sheet No. 20140544**

**ACTION REQUESTED/PURPOSE:**

Concur with the selection and ranking by the Proposal Evaluation Committee under project RFP140337 VCB UNITED KINGDOM, IRELAND AND SCANDINAVIA REPRESENTATION as follows:

- A) Number 1 – Four Communications LTD.; Number 2 – Lotus UK Integrated Communications LTD; Number 3 – Hume Whitehead Limited; Number 4 – Meridian Marketing Services LTD and
- B) Authorize staff to negotiate a contract with the Number 1 ranked firm, Four Communications LTD, Inc. commencing on October 1, 2014 through September 30, 2015 with the option to re-negotiate and renew for two additional one year periods; and
- C) Approve an estimated annual expenditure of \$250,000.00; and
- D) Authorize Chair on behalf of the Board to execute the Agreement upon completion of the final negotiations.

**FUNDING SOURCE:**

Fund – Tourist Development Tax

**WHAT ACTION ACCOMPLISHES:**

Approves award of the Proposal for the Visitor and Convention Bureau United Kingdom, Ireland and Scandinavia Representation with an annual expenditure of \$250,000.00 for this service. Concur with the selection and ranking by the Proposal Evaluation Committee under Project RFP140337 VCB United Kingdom, Ireland and Scandinavia Representation as follows: Number 1 – Four Communications LTD; Number 2 – Lotus UK Integrated Communications LTD; Number 3 – Hume Whitehead Limited; Number 4 – Meridian Marketing Services LTD. The contract will commence on October 1, 2014. Approval also provides Procurement Management, with County Administration approval, the authority to re-negotiate pricing and renew the proposal if in the best interest of Lee County for two additional one year periods. Approving award under this Proposal places under contract an experienced travel trade representative to identify, foster, and develop trade relationships with wholesale, retail, airlines, meetings, and incentive trade in United Kingdom, Ireland and Scandinavia on behalf of the VCB with the goal of increasing the international visitor market.

**MANAGEMENT RECOMMENDATION:** Approve

**Departmental Category:** Item #6

**Meeting Date:** 9/16/2014

**Agenda:**

**Requirement/Purpose:** *(specify)*

- Statute
- Ordinance
- Admin Code AC-4-4
- Other

**Request Initiated**

**Commissioner:**

**Department:** VISITOR AND CONVENTION BUREAU

**Division:** No Divisions

**By:** Tamara Pigott

**Background:**

Proposals were solicited on behalf of the Board of County Commissioners for the project known as VCB UNITED KINGDOM, IRELAND AND SCANDINAVIA REPRESENTATION.

On the established deadline of July 14, 2014, Procurement received a total of four Proposals. All Proposals were considered at the Proposal Evaluation Committee meeting on August 18, 2014. The Committee consisted of the

**11. Required Review:**

<i>Tamara Pigott</i>	<i>Robert Franceschini</i>	<i>Thelma Davis</i>	<i>Peter Winton</i>	<i>Dawn Perry-Lehnert</i>	<i>Roger Desjarlais</i>
VISITOR AND CONVENTION BUREAU	Purchasing	Budget Analyst	Budget Services	County Attorney	County Manager

**12. Commission Action:**

following staff members: Robert Franceschini, Non-Voting Chair; Pamela Johnson, VCB; Laura Chmielewski, VCB; and Carol Obermeier, Port Authority. Firms were evaluated on points-based criteria with a maximum score of 1000 points achievable. Based on the total points scored, Four Communications LTD. was ranked Number 1 (scoring 971 points) and is recommended for approval.

Funds are available: HB5520317400.503490.97

Attachment: 1) Listing of Firms  
2) Contract Sample  
3) Evaluation Meeting Minutes