



Pinellas County

Staff Report

File #: 21-2262A, Version: 1

Subject:

Contract with Rooster Creative Ltd. d/b/a Rooster for international sales and public relations representation - UK, Ireland, and Scandinavia.

Recommended Action:

Approval of the contract with Rooster Creative Ltd. d/b/a Rooster for International Sales and Public Relations Representation - UK, Ireland, and Scandinavia.

- This contract provides in-market sales and public relations (PR) representation services within the UK, Ireland, and Scandinavian markets.
- Sales and PR representation services are necessary to assist Convention and Visitors Bureau (CVB) staff in meeting international tourism program goals and objectives.
- Previously the CVB contracted with multiple firms for these services. By combining services under one contract, the CVB will realize approximately 9.6% or \$195,388.26 in savings when compared to previous pricing.
- Four submittals were received in response to a competitive Letter of Interest, with Rooster selected for recommendation of award by the CVB.

Contract No. 21-0660-LI(PW) in an average annual amount of \$366,000.00 for a sixty-month total not to exceed amount of \$1,830,000.00 through November 30, 2026; Authorize the Chairman to sign and Clerk of the Circuit Court to attest.

Strategic Plan:

Foster Continual Economic Growth and Vitality

4.6 Support a vibrant community with recreation, arts, and culture to attract residents and visitors

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

5.2 Be responsible stewards of the public's resources

Summary:

This contract provides in-market sales and PR representation services in the UK, Ireland and Scandinavia. These services are necessary to assist the CVB in meeting international tourism program goals and objectives that 1) increase awareness of the County as a premier travel destination and 2) increase tourism business for the County.

Services include but are not limited to: development of direct sales and PR plans utilizing country specific strategies that include target media, press release distribution, development and coordination of media missions, sales missions, press trips and familiarization tours, participation in consumer and travel trade shows and travel agent training programs, liaising with wholesalers, online travel agencies and tour operators, and oversight of the CVB's trade and consumer fulfillment program for

this region.

Background Information:

This contract was competitively solicited as a letter of interest on July 27, 2021.

Previously, the CVB had separate contracts for sales and PR services in this region. By combining services under one contract, the CVB will realize approximately 9.6% or \$195,388.26 in savings when compared to previous costs. The CVB anticipates there will be additional operational efficiencies gained from combining services through this contract.

The CVB has been a pioneer among Florida destinations in marketing the area internationally and has maintained representation in London, England since 1982; and in Frankfurt, Germany since 1989. In 2019, the County's economic impact due to visitation from the UK, Ireland and Scandinavian countries exceeded \$134M. It is imperative the CVB continue to maintain representation in this region as borders re-open and international flights resume.

The Tourist Development Council approved the CVB's Fiscal Year 2022 budget on April 21, 2021, including funding for these services.

Fiscal Impact:

Estimated sixty (60) month expenditure not to exceed: \$1,830,000.00

Funding is derived from Tourist Development Tax Fund.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Merry Celeste, Director, Purchasing and Risk Management Division, Administrative Services

Joe Lauro, Director, Administrative Services

Partners:

Tourist Development Council

Attachments:

Services Agreement

Ranking