

## OMB Granicus Review

<b>Granicus Title</b>	Ranking of firms and agreement with Envisionit Chicago, LLC for advertising and promotion (media planning, buying and brand strategy, creative and content).				
<b>Granicus ID#</b>	25-1165	<b>Reference #</b>		<b>Date</b>	13-Aug-2025

**Mark all Applicable Boxes:**

Type of Review									
CIP		Grant		Other	X	Revenue		Project	

**Fiscal Information:**

<b>New Contract (Y/N)</b>		<b>Original Amount</b>	\$0
<b>Fund(s)</b>	1040	<b>Amount of Change (+/-)</b>	
<b>Cost Center(s)</b>	381260	<b>Total Amount</b>	
<b>Program(s)</b>	1997	<b>Amount Available</b>	<b>Total: \$139,605,073.53</b>
<b>Account(s)</b>	5481100	<b>Included in Applicable Budget? (Y/N)</b>	<b>Yes</b>
<b>Fiscal Year(s)</b>	FY25 – FY30		

### Description & Comments

The agreement between Pinellas County and Envisionit Chicago, LLC is to provide advertising and promotion services for CVB for sixty months. Envisionit Chicago will provide media planning, buying and brand strategy to be used to market the destination in several markets to attract tourists to Pinellas County. The total not-to-exceed amount for the entire sixty months is \$139.6M. CVB will pay Envisionit a service fee to provide tourism advertising and promotion services and work with VSPC to develop and implement multi-platform, integrated programs to support VSPC's overall mission and goals. In addition, Envisionit will purchase paid media advertising on behalf of VSPC and will be reimbursed for those costs, as well as other pass-through costs.

The FY25 Budget and FY26 Proposed Budget includes funding for this item, proportionally.

**Analyst: Jim Abernathy**

**Ok to Sign:** ☒