



Pinellas County

Staff Report

File #: 21-312D, **Version:** 1 **Approved by B. Burton, CA - 3/26/2021** **Agenda Date:** 6/30/2021

Subject:

First Amendment with HCP Associates, Inc. for consulting support services.

Recommended Action:

Approval and execution by the County Administrator of the First Amendment for consulting support services with HCP Associates, Inc. (HCP).

- This contract was awarded to provide the Planning Department with consulting support services in specialized areas of the planning process on an as-needed basis. Any County department however may utilize these services.
- The First Amendment is to provide public outreach and engagement services to the Convention and Visitor's Bureau (CVB) for a price of \$180,900.00.
- Specific services the CVB will receive include the coordination and facilitation of strategic planning sessions with tourism stakeholders including citizens, officials, and people in the tourism industry for the purpose of revitalizing the tourism industry. The CVB is engaging HCP for a nine-month plan to realign its goals, operations and messaging.
- The contract was approved by the Board of County Commissioners (Board) on February 5, 2019 in the total amount of \$5,650,000.00 to 11 firms based on various disciplines. HCP was awarded \$200,000.00 for the communications and public involvement discipline.

Contract No. 178-0356-P(LN) increase in the amount of \$180,900.00 for a revised contract value of \$5,830,900.00 with an average annual expenditure of \$1,166,180.00 through February 4, 2024.

Strategic Plan:

Deliver First Class Services to the Public and Our Customers

5.2 Be responsible stewards of the public's resources

5.3 Ensure effective and efficient delivery of county services and support

5.4 Strive to exceed customer expectations

Summary:

This Amendment increases the contract amount by \$180,900.00 to provide public outreach and engagement services to the CVB. Services include engaging, coordinating and facilitating strategic planning sessions with stakeholders including citizens, officials and people in the tourism industry to revitalize the tourism industry.

Background/Explanation:

This contract was approved by the Board on February 5, 2019 in the amount of \$5,650,000.00.

Following a tumultuous 2020, the CVB seeks to revitalize and reignite the County's tourism industry. This nine-month plan will guide CVB leadership through a realignment of its goals, operations, and messaging.

Fiscal Impact:

Total current 60 month approved expenditure: \$5,650,000.00
First Amendment Increase not to exceed: \$ 180,900.00
Revised expenditure not to exceed: \$5,830,900.00

Estimated annual expenditure not to exceed: \$1,166,180.00

Funding is derived from the Tourist Development Tax Fund.

Delegated Authority:

Authority for the County Administrator to approve and execute this Amendment is granted under Code Section 2-62 (a)(2) which is not more than \$250,000.00 or ten percent of the total amount, whichever is less.

Staff Member Responsible:

Stephen Hayes, Director, Convention and Visitors Bureau
Merry Celeste, Division Director, Purchasing and Risk, Administrative Services
Joe Lauro, Director, Administrative Services

Partners:

N/A

Attachments:

First Amendment with HCP Associates, Inc.