Pinellas County

Legislation Details (With Text)

File #:	19-087A	**Version:** 1	
Type:	Contract/Agreement	**Status:**	Passed
File created:	1/15/2019	**In control:**	Convention and Visitors Bureau
On agenda:	3/12/2019	**Final action:**	3/12/2019
Title:	Fourth Amendment to the Agreement with Birdsall, Voss & Associates, Inc. for requirements of tourism marketing services.		
Sponsors:			
Indexes:			
Code sections:			
Attachments:	1. FE 4th Amendment to Advertising Agreement with Birdsall Voss & Associates, 2. Fourth Amendment		

Date	Ver.	Action By	Action	Result
3/12/2019	1	Board of County Commissioners	approved	Pass

Subject:
Fourth Amendment to the Agreement with Birdsall, Voss & Associates, Inc. for requirements of tourism marketing services.

Recommended Action:
Approval of the Fourth Amendment to the Agreement with Birdsall, Voss & Associates, Inc. (BVK) for tourism marketing services. Fourth Amendment to the contract with BVK for tourism marketing services.

- The amendment is for a period of up to six (6) months at a price of $5,300,000.00

- Staff bifurcated this contract into two (2) separate competitive documents. (Creative Services and Advertising Planning and Buying) and sourced accordingly.

- A large number of applicants were not received and the timing to develop an in-house team did not mesh with current projects and activities. Hence, the decision was made to combine both services into one process and competitively hire a firm to both marketing and advertisement services.

Contract No. 123-0268-P (RG) increase in the amount of $5,300,000.00 for a revised total contract value of $83,939,235.00; effective through September 30, 2019. Authorize the Chairman to sign and the Clerk of the 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

Summary:
The Fourth Amendment is for a six (6) month extension, effective April 1, 2019, through September 30, 2019, to provide for the continuation of tourism marketing services while the competitive solicitation of a new contract is completed.   Pricing and conditions remain the same as awarded.

If the competitive process is completed and award is made before September 30, 2019, the extension will be terminated accordingly

Background Information:
This contract was originally awarded by the Board of County Commissioners (Board) on October 22, 2013. The First Amendment modified the payment structure fee and was approved by the County Administrator on April 9, 2014.

The Board approved the Second Amendment for a 24-month term extension on June 7, 2016.

The Third Amendment, for a six (6) month time extension, was approved by the Board on September 9, 2018.

Creative Services and Advertising, and Planning and Media Buying services were initially bifurcated and solicited individually with the intent of creating competition for smaller firms. Simultaneously, the CVB was considering to develop an in-house creative team. A large number of applicants were not received and the timing to develop an in-house team did not mesh with current projects and activities. The decision was made to combine both services into one process and competitively hire a firm to both marketing and advertisement services.

The revised competitive process will combine the previously bifurcated RFPs for Creative Services and Advertising Planning and Buying Services into a single competitive RFP document.   The negotiated contract will be presented to the Board for consideration at a future meeting.

Fiscal Impact:
Approved to date expenditure not to exceed $78,639,235.00
Extension expenditure not to exceed $5,300,000.00
Revised contract total not to exceed $83,939,235.00

Funding is derived from Tourist Development Tax.

Staff Member Responsible:
Jim Dean, Interim Director, Convention & Visitors Bureau
Joe Lauro, Director, Purchasing

Partners:
N/A

Attachments:
Fourth Amendment