



Pinellas County

Staff Report

File #: 16-792A, Version: 1

Subject:

Award of contract to Marion S. Wolf, d/b/a MSWolf Marketing, for marketing services - Central Europe.

Recommended Action:

Approve the award of contract and execution of the agreement with Marion S. Wolf d/b/a, MSWolf Marketing (MSWolf), for requirements of marketing services in Central Europe.

Contract No. 156-0389-LI (JJ) in an amount not to exceed \$1,500,000.00 through September 30, 2021.

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:

This contract provides marketing representation services to the Central European (Germany, Switzerland, Austria, Benelux Nations, Czech Republic, Hungary, Poland) Markets. Marketing representation services are required to assist Convention and Visitor Bureau (CVB) staff to meet international tourism program goals and objectives. In conjunction with CVB staff, MSWolf will develop, present for approval, and execute programs and activities designed to 1) increase awareness of the County as a premier travel destination and 2) increase tourism business for the County.

Background Information:

This contract was competitively solicited as a letter of interest on May 13, 2016. The solicitation was advertised on the County sourcing portal, Demandstar. In addition, six (6) potential providers were directly notified; MSWolf was the sole respondent to this solicitation.

The Tourist Development Council approved funding for this service on June 15, 2016.

Services include but are not limited to: development of direct sales plans utilizing country-specific strategies, coordination of advertising campaigns, participation in consumer and travel trade shows, direct sales programs, travel agent training programs, familiarization tour development, liaising with wholesalers, online travel agencies and tour operators, and oversight of the trade and consumer fulfillment program.

According to Research Data Services, Inc., visitation from Central European countries has increased approximately 44.1% from 2010 to 2015. During Fiscal Year 2017, overnight visitation from Central Europe is anticipated to increase by 3.5%.

Fiscal Impact:

Estimated sixty (60) month expenditure not to exceed: \$1,500,000.00

Funding is derived from the Tourist Development Tax.

MSWolf is the current provider for these services. The contract reflects a 3.9% increase over the expiring contract.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau
Joe Lauro, Director, Purchasing

Partners:

Tourist Development Council

Attachments:

Services agreement