



Pinellas County

Staff Report

File #: 21-1266A, **Version:** 1

Subject:

Ranking of firms and agreement with Miles Partnership, LLLP for requirements of Digital Marketing Services.

Recommended Action:

Approval of the ranking of firms and agreement with Miles Partnership, LLLP (Miles) for requirements of Digital Marketing Services for the Convention and Visitors Bureau (CVB).

- This contract is task order based and provides for development and management of the CVB's websites, digital media marketing, analytics, search engine optimization and search engine marketing.
- Additionally, this contract provides for the direct digital media purchases for the purpose of influencing overnight visitation to the County.
- The agreement has a term of five years with a total expenditure of \$32,500,000.00.
- This contract replaces the current contract that has been held by Miles since 2017.
- Four firms submitted proposals, following evaluation, Miles was selected as the highest ranked firm and is recommended for award by the CVB.

Contract No. 21-0612-P(JJ) in an estimated average annual expenditure of \$6,500,000.00 for a five-year total contract amount of \$32,500,000.00; Authorize the Chairman to sign and the 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

Summary:

The purpose of this Agreement is to provide specialized services related to the CVB's consumer websites, departmental websites, and industry and niche micro-sites. Services include but are not limited to: website development and management, content creation and maintenance, concept development, search engine optimization (SEO) and search engine marketing (SEM) activities, hosting services, reporting and analytics, electronic marketing, data collection and electronic presentation, social media support, database listing management and third party vendor subscriptions.

The consumers' increasing dependency on digital requires the CVB to continually develop and

advance its digital initiatives. Expenditures under this Agreement are based on specific rates tied to the projected quantity of services. The total expenditure in any contract year is dependent on the number and type of authorized projects.

Background Information:

A request for proposal, on behalf of the Convention and Visitors Bureau, was released on July 16, 2021 resulting in four (4) responsive submittals. Following written evaluation on September 29, 2021, Miles was selected as the highest ranked firm. The Agreement has a term of five years with provision for one (1) two-year (2) year term extension.

The CVB is the recommending body on all tourism matters to the Board of County Commissioners. VSPC is responsible for promoting tourism, the County's number one industry, throughout the United States, Canada, United Kingdom, Germany, Central Europe, Latin America and selected other countries. Pinellas County is the premier tourism destination on the West Coast of Florida receiving more than 15 million visitors in 2019 and generating an economic impact of \$9 billion to the local economy. The mission of the CVB is to increase the net positive impact of tourism on the local economy.

Fiscal Impact:

Estimated average annual expenditure: \$6,500,000.00

Estimated five (5) year expenditure not to exceed: \$32,500,000.00

Funding to support these services is derived from the Tourist Development Tax.

Staff Member Responsible:

Steve Hayes, Director, Convention & Visitors Bureau
Merry Celeste, Division Director, Purchasing & Risk, Administrative Services
Joe Lauro, Director, Administrative Services

Partners:

Tourist Development Council

Attachments:

Agreement
Ranking Spreadsheet