



Pinellas County

Staff Report

File #: 16-1068A, Version: 1

Subject:

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

Recommended Action:

Approve the ranking of firms and execution of an agreement with the number one ranked firm, Miles Partnership, LLLP (Miles) for requirements of Digital Marketing Services for the Convention and Visitors Bureau (CVB).

Contract No. 156-0447-P (JJ); in the not to exceed amount of \$13,250,000.00 through December 31, 2021. Chairman to sign and Clerk 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:

The Purchasing Department on behalf of the CVB released, a request for proposal on August 3, 2016. Three (3) submissions were received and evaluated on September 22, 2016.

The firms in order of ranking are attached on the ranking spreadsheet.

Miles is the current provider of these services dating back to November 3, 2004. This Agreement replaces the current agreement that expires on December 31, 2016. With the exception of web/application hosting, the contracted rates for maintenance, emergency response and all other scoped services generally did not increase from the current agreement. The rate for monthly web/application hosting increased approximately 257% over the previous agreement, or from \$1,625 per month to \$5,800 per month. This increase is due to the complexity involved with hosting the CVB's responsive websites, as well as the additional space the websites require.

In Fiscal Year (FY) 2016, expenditures for digital marketing services totaled \$1,498,128.83. In FY 2017, the CVB budgeted \$1,860,000, a 24% increase over FY16. This increase is largely due to the shift of SEM work from the CVB's advertising agency of record. Other improvements include website Return on Investment (ROI) studies and enhanced digital marketing projects.

Four (4) months have been added to the agreement to provide for transition to a new service provider if applicable at the end of the sixty (60) month contract term.

Fiscal Impact:

Estimated annual expenditure not to exceed: \$ 2,650,000.00

Estimated sixty (60) months expenditure not to exceed: \$13,250,000.00

The annual upset limit will allow the CVB the agility it requires to keep pace with the changing digital landscape over the next five years. Funding is derived from the Tourist Development Tax.

Staff Member Responsible:

David Downing, Director, CVB
Joe Lauro, Director, Purchasing

Partners:

Tourist Development Council

Attachments:

Agreement
Ranking Spreadsheet