



# Pinellas County

## Staff Report

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File #: 21-2263A, Version: 1

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### **Subject:**

Agreement with Kaus Media Services for International sales and public relations representation services in Central Europe.

### **Recommended Action:**

Approval of the Agreement with Kaus Media Services for International sales and public relations representation within Central European countries.

- The contract provides in-market sales and Public Relations (PR) representation services in Central Europe.
- Sales and PR services are necessary to assist Convention and Visitors Bureau (CVB) staff in meeting international tourism program goals and objectives.
- Previously, the CVB contracted with multiple firms for these services.
- Two submittals were received in response to the competitive Letter of Interest, with Kaus Media Services selected for recommendation of award by the CVB.

Contract No. 21-0675-LI(PW) in an average annual amount of \$302,400.00 for a sixty-month total not to exceed amount of \$1,512,000.00 through November 30, 2026; 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

Deliver First Class Services to the Public and Our Customers

5.1 Maximize partner relationships and public outreach

5.2 Be responsible stewards of the public's resources

### **Summary:**

This contract provides in-market sales and PR representation services in Central European countries. These services are necessary to assist the CVB in meeting international tourism program goals and objectives that 1) increase awareness of the County as a premier travel destination and 2) increase tourism business for the County.

Services include, but are not limited to: development of direct sales and PR plans utilizing country-specific strategies that include target media, press release distribution, development and coordination of media missions, sales missions, press trips and familiarization tours, participation in consumer and travel trade shows, and travel agent training programs, liaising with wholesalers, online travel agencies and tour operators, and oversight of the CVB's trade and consumer fulfillment program for this region.

**Background Information:**

This contract was competitively solicited as a letter of interest on August 25, 2021 with two vendors responding. The firms in order of ranking are included on the attached spreadsheet.

Previously, the CVB had separate contracts for sales and PR services in Central Europe. By combining these services under one contract, the CVB will realize approximately 22.1% or \$429,086.62 in savings when compared to previous contract costs. The CVB anticipates there will be additional operational efficiencies gained from combining services through this contract.

The CVB has been a pioneer among Florida destinations in marketing the area internationally and has maintained representation in London, England since 1982; and in Frankfurt, Germany since 1989. In 2019, the County's economic impact due to visitation from Central European countries exceeded \$116M. It is imperative the CVB continue to maintain representation in this region as borders re-open and international flights resume.

On April 21, 2021, the Tourist Development Council approved the CVB's Fiscal Year 2022 budget, including funding for these services.

**Fiscal Impact:**

Estimated sixty (60) month expenditure not to exceed: \$1,512,000.00

Funding is derived from the Tourist Development Tax Fund.

**Staff Member Responsible:**

Steve Hayes, Director, Convention and Visitors Bureau

Merry Celeste, Division Director, Purchasing & Risk, Administrative Services

Joe Lauro, Director, Administrative Services

**Partners:**

Tourist Development Council

**Attachments:**

Services Agreement