



Pinellas County

Staff Report

File #: 16-396A, Version: 1

Subject:

Fourth amendment to the agreement with Miles Media Group, LLLP for technology marketing requirements for the Convention and Visitors Bureau.

Recommended Action:

Approve the fourth amendment increasing the contract with Miles Media Group, LLLP (Miles Media) for Convention and Visitors Bureau (CVB) technology marketing.

Contract No. 112-0250-P(JJ); contract increase in the amount of \$350,000.00 through September 30, 2016.

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 fourth amendment to the Agreement increases the FY16 expenditure by \$350,000.00. This increase is necessary to keep current with search engine technology for the CVB's eleven (11) websites. The increase also funds the final design and implementation costs for the CVB's German, Spanish and Portuguese websites.

Background Information:

The Board of County Commissioners (Board) awarded this contract on January 15, 2013, for the purpose of providing technology marketing services for the CVB with the primary emphasis of work involving development, management and maintenance of the CVB's eleven (11) websites.

Subsequently, the Board approved the second and final term extension with an increase on September 15, 2015. The County Administrator approved the first term extension on June 24, 2014 and the Board approved an increase to the contract on September 17, 2013.

Fiscal Impact:

Original estimated FY16 expenditure:	\$1,150,000.00
Increase due to fourth amendment:	\$ 350,000.00
Total estimated FY16 expenditure not to exceed:	\$1,500,000.00

Funding is derived from the Tourist Development Tax.

Staff Member Responsible:

David Downing, Director, CVB

Joe Lauro, Director, Purchasing

Partners:

N/A

Attachments:

Fourth Amendment.