



Pinellas County

Staff Report

File #: 20-904A, Version: 1

Subject:

Ranking of firms and agreement with Destination Analysts, Inc. for requirements of development and implementation of integrated destination marketing research studies.

Recommended Action:

Approval of the ranking of firms and agreement with Destination Analysts, Inc. for requirements of development and implementation of integrated destination marketing research studies.

- The purpose of this contract is to provide for development and implementation of integrated destination marketing research studies at the direction of the Pinellas County Convention and Visitors Bureau (CVB), for the express purpose of promoting tourism to Pinellas County.
- The CVB, d/b/a Visit St. Pete/Clearwater, functions as the official tourism marketing and management organization for the entire County, including its 24 municipalities.
- Estimated average annual expenditure of \$550,000.00, for a five-year not to exceed amount of \$2,750,000.00.
- The St. Pete/Clearwater area is the leading destination on the Gulf Coast in the United States, drawing more than 15.1 million visitors and 6.7 million room nights in Fiscal Year 2019.

Contract No. 190-0123-P(JJ); estimated average annual expenditure \$550,000.00, for a 5-year not to exceed amount of \$2,750,000.00. 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:

This Agreement provides for the development and implementation of integrated destination marketing research studies for the express purpose of promoting tourism to the County.

At the direction of the VSPC, Destination Analysts, Inc. will provide development and implementation of research and analysis necessary to provide monthly, quarterly and annual reporting on VSPC's outcomes and provide measurements of progress. Specific research studies will include but not be limited to: Visitor Profile, Tourism Economic Impact, VisitStPeteClearwater.com website return on investment, and other destination marketing research.

Background Information:

The St. Pete/Clearwater area is the leading destination on the Gulf Coast in the U.S., drawing more than 15.1 million visitors and 6.7 million room nights in Fiscal Year 2019. VSPC develops and

implements year-round, domestic and selected international consumer and trade-based sales and marketing programs aimed at general consumer, meeting/event planners, sports organizers, film producers, travel industry representatives and other target audiences to improve the overall economic footprint of tourism to the County by increasing overnight visitation, visitor spending, average length of stay, first time visitation, and repeat visitation.

On June 16, 2020, the Purchasing and Risk Management Division of the Department of Administrative Services, released a request for proposal. Seven proposals were received and evaluated on August 21, 2020.

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

Fiscal Impact:

Not to exceed five-year expenditure: \$2,750,000.00

Estimated average annual expenditure: \$550,000.00

Funding is derived from the Tourist Development Tax.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Merry Celeste, Division Director, Purchasing and Risk Management, Administrative Services Department

Joe Lauro, Director, Administrative Services

Partners:

Tourist Development Council

Attachments:

Agreement

Ranking Spreadsheet