



Pinellas County

Staff Report

File #: 21-520D, Version: 1

Subject:

Second Amendment to the Agreement with Rooster Creative Limited for Public Relations Services in the United Kingdom, Ireland, and German Speaking Markets.

Recommended Action:

Approval and execution by the County Administrator of the Second Amendment to the Agreement to increase the upset limit with Rooster Creative Limited (Rooster) for requirements of Public Relations Services in the United Kingdom, Ireland, and German Speaking Markets.

- This contract is utilized by the Convention and Visitors Bureau (CVB) for public relation services for the United Kingdom, Ireland, and German speaking markets.
- The Second Amendment increases the upset limit by \$90,930.00 for additional allowable reimbursements.
- Beginning in FY18, Rooster was provided oversight and administration of the CVB's (2) international mailing houses that distribute destination materials to tour operators, trade shows and consumers. Prior to this time, the CVB contracted directly with the mailing houses which represented approximately \$25,000 in annual expenditure. The upset limit of the Agreement was not increased to provide for these reimbursements.
- The contract was approved by the County Administrator on November 8, 2016 in the amount of \$900,000.00 for a term of five years, through September 30, 2021.

Contract No. 156-0425-LI (JJ) increase in the amount of \$90,930.00 with a revised estimated average annual expenditure of \$198,186.00, and a revised total amount not to exceed \$990,930.00 through September 30, 2021.

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 Second Amendment increases the Agreement upset limit to allow for additional allowable expenditure reimbursements as needed for public relation services.

This contract provides public relations assistance within the United Kingdom (UK), Ireland and German speaking markets (Germany, Austria and Switzerland). Public relations services are required to assist CVB staff to meet international tourism program goals and objectives.

Background/Explanation:

This contract was competitively solicited as a letter of interest by the Purchasing Department on June 17, 2016

Rooster Creative Limited (Rooster) provides public relations services that include targeted media, press trips, special promotional activities, topics for press releases and other programs designed to 1) increase awareness of the County as a premier travel destination and 2) increase tourism business for the County.

Beginning in FY18, this vendor had oversight and administration of the CVB's (2) international mailing houses that distribute destination materials to tour operators, trade shows and consumers. Prior to this time, the CVB contracted directly with the mailing houses which represented approximately \$25,000 in annual expenditures. The upset limit of Agreement with Rooster was never increased for these additional expenditures and needs to be amended by \$90,930.00 to carry the CVB through to September 30, 2021, when the contract expires.

During the contract term, Rooster earned more than 180 media placements totaling more than 3.3 million impressions worth an estimated \$63 million in advertising value. In addition, Rooster helped coordinate more than 50 media visits and provided the CVB with integral support on significant projects, including activations at London Shuffle Club, Boardmasters and Bestival, as well as multiple UK and Germany media missions.

Fiscal Impact:

Original Agreement Amount:	\$900,000.00
Increase due to Second Amendment:	<u>\$ 90,930.00</u>
Revised Agreement Amount:	\$990,930.00

Revised estimated average annual expenditure over the five-year period: \$198,186.00

Delegated Authority:

Authority for the County Administrator to approve this Amendment is granted under Code Section 2-181(b)(2).

Staff Member Responsible:

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

Partners:

Tourist Development Council

Attachments:

Change Order No. 1
Agreement