



Pinellas County

Staff Report

File #: 16-1652A, Version: 1

Subject:

Fifth Amendment to the agreement with Miles Partnership, LLLP (f/k/a Miles Media Group, LLLP) for technology marketing requirements on behalf of the Convention and Visitors Bureau.

Recommended Action:

Approve the Fifth Amendment to the contract for a name change from Miles Media Group, LLLP to Miles Partnership, LLLP and an extension of the contract for three (3) months. This contract provides technology marketing services for the Convention and Visitors Bureau (CVB).

Contract No. 112-0250-P (JJ) in the amount of \$375,000.00 with a revised total of \$4,447,212.00 through December 31, 2016. 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:

This request is the Fifth Amendment to the contract, providing for a name change; there is no assignment of the contract or transfer of authority. In addition, a ninety (90) day time extension is requested to provide for the completion of the procurement process for a new contract. This contract provides the CVB with development services, management and maintenance of their eleven (11) websites.

Background Information:

The Board of County Commissioners (Board) awarded this contract on January 15, 2013.

Subsequently, the Board approved the second and final term extension and contract increase on September 10, 2015. The County Administrator approved the first term extension on June 24, 2014 and the Board approved increases to the contract on September 17, 2013, and April 26, 2016.

Staff is currently in the process of evaluating proposals for the new contract and anticipates a negotiated agreement will be presented for Board consideration December 2016.

Fiscal Impact:

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| Total estimated expenditure through September 30, 2016: | \$4,072,212.00 |
| Increase due to Fifth Amendment: | <u>\$ 375,000.00</u> |
| Revised estimated expenditure through December 31, 2016: | \$4,447,212.00 |

Funding is derived from the Tourist Development Tax.

Staff Member Responsible:

David Downing, Director, CVB

Joe Lauro, Director, Purchasing

Partners:

Tourist Development Council

Attachments:

Fifth Amendment