



Pinellas County

Staff Report

File #: 16-509D, Version: 1

Subject:

Award of contract to Rooster Creative Limited for Public Relation Services for the United Kingdom, Ireland, and German Speaking Markets.

Recommended Action:

Approval of award of contract and execution of the agreement by the County Administrator with Rooster Creative Limited for requirements of Public Relation Services for the United Kingdom, Ireland, and German Speaking Markets.

Contract No. 156-0425-LI (JJ) in an amount not to exceed \$900,000.00 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:

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 Convention and Visitor Bureau (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 with negotiations conducted by the CVB.

In conjunction with the CVB's Media and Interactive staff, and the UK and Central Europe sales offices, Rooster Creative Limited will prepare an annual public relations plan that includes target media, proposed 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.

According to Research Data Services, Inc., visitation from European countries has increased by approximately 44.1% over the past five years from 2010 to 2015. In comparison, visitation from the UK increased by approximately 15.5% over the same period.

Rooster Creative Limited is the current provider for these services. The contract reflects an 8.3% increase over the current contract.

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

Fiscal Impact:

Annual estimated expenditure not to exceed: \$180,000.00

Estimated sixty (60) month expenditure not to exceed: \$900,000.00

Funding is derived from the Tourist Development Tax.

Delegated Authority:

Authority for the County Administrator to approve this contract and execute the agreement is granted under Code Section 2-176.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Joe Lauro, Director, Purchasing

Partners:

Tourist Development Council

Attachments:

Agreement