



Pinellas County

Staff Report

File #: 17-534D, Version: 1

Subject:

First Amendment to the contract with Miles Partnership, LLLP for requirements of Digital Marketing Services for the Convention and Visitors Bureau.

Recommended Action:

Approval and execution by the County Administrator of the First Amendment to the contract with Miles Partnership, LLLP for requirements of Digital Marketing Services for the Convention and Visitors Bureau (CVB).

Contract No. 156-0447-P (JJ) in the awarded amount of \$13,250,000.00 through December 31, 2021. This Amendment has no impact to the approved award amount of the contract.

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 First Amendment expressly provides for reimbursement to the contractor for expenses provided they are pre-approved by the Convention and Visitors Bureau (CVB) Director. These expenses include but are not limited to reservations and entertainment, which sometimes require the contractor to pay months in advance of the actual event.

This Amendment is necessary to provide proper detail regarding reimbursable expenses so that invoices may be pre-audited and paid by Clerk of Circuit Court Finance Division in a prompt manner.

Background/Explanation:

The Board of County Commissioners awarded this contract on December 13, 2016 for a sixty (60) month term.

This contract is for specialized services related to the CVB's consumer websites, departmental websites, and industry and niche micro-sites. Services include but are not limited to website development and management, content creation and maintenance, and concept development.

Fiscal Impact:

This Amendment has no monetary impact to the contract.

Current approved annual expenditure: \$2,650,000.00

Current approved five (5) year expenditure: \$13,250,000.00

Funding is derived from the Tourist Development Tax.

Delegated Authority:

Authority for the County Administrator to approve and execute this amendment is granted under Code Section 2-176(f).

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau
Joe Lauro, Director, Purchasing

Partners:

Tourist Development Council

Attachments:

First Amendment