



Pinellas County

Staff Report

File #: 23-0617D, Version: 1

Subject:

Ranking of firms and agreement with The Cultural Planning Group, LLC for the Development and Implementation of a Countywide Cultural Plan.

Recommended Action:

Approval and execution by the County Administrator of the ranking of firms and agreement with The Cultural Planning Group, LLC for services pertaining to the development and implementation of a Countywide Cultural Plan for the Convention and Visitors Bureau (CVB).

- This purpose of this competitive request for proposal and contract is to develop and facilitate the implementation of a countywide cultural plan on behalf of CVB.
- Four proposals were received with award recommendation to the highest-ranked firm, The Cultural Planning Group, LLC.
- The last Cultural Plan was produced in 2005 with the arts and cultural landscape changing dramatically since then.
- The duration of this contract is anticipated to be fourteen (14) months from award in the total not to exceed amount of \$229,705.00. The agreement contains an option to extend for one additional twelve-month period.
- Funding for this contract is budgeted in the FY23 Adopted Budget in the Tourist Development Tax Fund.

Contract No. 23-0586-RFP in the total not to exceed amount of \$229,705.00, effective for fourteen months; 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

Deliver First-Class Services to the Public and Our Customers

5.4 Strive to serve the needs of all Pinellas County residents and customers

Summary:

This contract will provide the CVB with a comprehensive countywide cultural plan that will inform the current and future role of arts and culture in the community including its role in tourism and enhancing Pinellas County as an arts and cultural destination.

Background Information:

On March 29, 2023, the Purchasing Division on behalf of the Convention and Visitors Bureau (CVB) advertised a Request for Proposal (RFP) for the development and implementation of a countywide cultural plan. Four (4) proposals were received.

On June 9, 2023, the evaluation committee ranked The Cultural Planning Group, LLC as the highest ranked firm recommended for award.

Fiscal Impact:

Fourteen-month total not to exceed: \$229,705.00.00

Funding will be derived from the Tourist Development Tax Fund.

Staff Member Responsible:

Brian Lowack, Interim Director, Convention and Visitors Bureau
Merry Celeste, Division Director, Purchasing & Risk Management
Joe Lauro, Director, Administrative Services

Partners:

Creative Pinellas
Tourist Development Council

Attachments:

Agreement
Ranking