



Pinellas County

Staff Report

File #: 17-532D, Version: 1

Subject:

First Amendment to the contract with Rooster Creative Limited for Public Relation Services for the United Kingdom, Ireland, and German Speaking Markets.

Recommended Action:

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

Contract No. 156-0425-LI (JJ) in the awarded amount of \$900,000.00 through September 30, 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 travel, 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 County Administrator awarded this contract on November 8, 2016 for a sixty (60) month term.

This contract provides public relations assistance within the United Kingdom (UK), Ireland and German speaking markets (Germany, Austria and Switzerland). Public relations services are performed in coordination and at the direction of the CVB.

Fiscal Impact:

This Amendment has no monetary impact to the contract.

Current approved annual expenditure: \$ 180,000.00

Current approved five (5) year expenditure: \$ 900,000.00

Funding is derived from the CVB operating budget.

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:

N/A

Attachments:

First Amendment