



Pinellas County

Staff Report

File #: 22-1786A, Version: 1

Subject:

Third Amendment to the contract for requirements of Planning Support Services.

Recommended Action:

Approval of the Third Amendment to the contract pertaining to planning support services for HCP to develop and implement a strategic plan for the Convention and Visitors Bureau (CVB).

- This contract was originally awarded to 11 firms to provide County Departments with consulting support services in specialized areas of the planning process on an as-needed basis. HCP is one of the 11 firms.
- The CVB has a need to adopt and implement a strategic plan. HCP has been engaged for this service with Phase 1 approved by the County Administrator in the amount of \$180,900.00 through the First Amendment to the contract.
- This Third Amendment request in the amount of \$149,004.00 is for HCP to provide Phase 2 services to the CVB pertaining to their strategic plan. To date including this Third Amendment request, the price for the CVB to develop and implement a strategic plan is \$329,904.00
- Specific services the CVB will receive from HCP include strategic plan adoption, meetings with key staff and agency partners, implementation of tactical activities, and an annual resident tourism research study.
- The contract was approved by the Board of County Commissioners on February 5, 2019, in the total amount of \$5,650,000.00 to 11 firms. The First Amendment with HCP was approved by the County Administrator on March 26, 2021, in the amount of \$180,900.00. The Second Amendment was approved by the County Administrator on April 7, 2022, for a corporate merger of Tindale Oliver & Associates, Inc. with Alfred Benesch & Company.
- Funding is derived from the Tourist Development Tax Fund.

Contract No. 178-0356-P(LN) increase in the amount of \$149,004.00 for a revised contract value of \$5,979,904.00 with an average annual expenditure of \$1,195,980.80 through February 4, 2024; Authorize the Chairman to sign and the Clerk of the Circuit Court to attest.

Strategic Plan:

Deliver First Class Services to the Public and Our Customers

5.2 Be responsible stewards of the public's resources

5.3 Ensure effective and efficient delivery of county services and support

5.4 Strive to exceed customer expectations

Summary:

This Third Amendment increases the contract by \$149,004.00 to provide Phase 2 - strategic plan adoption and implementation services to the CVB. Services Include a series of meetings with key

staff and agency partners to align organizational strategic outcomes, and tactics with agency partners.

Background Information:

This contract was approved by the Board on February 5, 2019, in the amount of \$5,650,000.00. The CVB continues to seek revitalization and reignite the County's tourism industry.

Fiscal Impact:

Total current 60 month approved expenditure:	\$5,830,900.00
Third Amendment Increase not to exceed:	\$ 149,004.00
Revised expenditure not to exceed:	\$5,979,904.00

Current agreement with HCP:	\$ 380,900.00
Third Amendment:	\$ 149,004.00
Revised not to exceed amount with HCP:	\$ 529,904.00

(This amount includes other engagements from County Departments)
(Expenditure specific to the CVB is \$329,904.00)

Estimated annual expenditure not to exceed: \$1,195,980.80

Funding for the CVB strategic plan is derived from the Tourist Development Tax Fund.

Staff Member Responsible:

Stephen Hayes, Director, Convention and Visitors Bureau
Merry Celeste, Division Director, Purchasing & Risk, Administrative Services
Joe Lauro, Director, Administrative Services

Partners:

N/A

Attachments:

Third Amendment