



Pinellas County

Staff Report

File #: 17-854D, **Version:** 1

Subject:

Award of Bid to On Time Marketing Corporation for Promotional and Novelty Items (Re-bid).

Recommended Action:

Reject the bids from International Promotional Ideas, Inc., AMC Promotional Products, and Innovative Incentives as non-responsive for not meeting bid requirements.

Approve the award of bid to On Time Marketing Corporation for promotional and novelty items (Re-bid).

Bid No. 178-0007-B (JJ) in the annual amount of \$250,000.00 for a sixty (60) month expenditure of \$1,250,000.00 on the basis of being the lowest responsive, responsible bid received meeting specifications.

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 the Convention and Visitors Bureau (CVB) with promotional items, which are typically imprinted or embroidered with the Visit St. Petersburg/ Clearwater (VSPC) logo to promote tourism. Such items include but are not limited to: tote bags, towels, baseball caps, pens, luggage tags, lanyards, and rain ponchos.

Background/Explanation:

On September 18, 2017, the Purchasing Department, on behalf of the CVB released an invitation to bid with the intent to establish a contract for promotional and novelty items; twelve (12) bid submittals were received. This contract replaces a contract that expired June 14, 2017; in the interim, requirements were being purchased via quotation. This contract was originally solicited on March 11, 2017 with subsequent rejection by the County Administrator on September 15, 2017; the bid required restructuring.

The contract consists of fifty (50) fixed price items identified as "commonly ordered promotional items". In addition, the contract contains provision for unspecified items with a "percentage off of national catalog" pricing structure with discounts firm for the entire contract period. Unspecified items provide flexibility to incorporate the latest promotional items into various promotional campaigns.

This contract has provision for price adjustments at twelve (12) months after award and thereafter annually for the term of the contract based on the Consumer Price Index (CPI) for All Urban Consumers.

The previous contract for promotional items was awarded in February 2013. The annual estimated expenditure over the term of the 52 month contract was \$219,000.00 per year. Award of this contract represents a 14% increase in estimated expenditures over the 2013 contract.

The Tourist Development Council (TDC) approved the CVB FY2018 operating budget on July 19, 2017.

Fiscal Impact:

Estimated sixty (60) month expenditure not to exceed: \$1,250,000.00

Estimated annual expenditure not to exceed: \$250,000.00

Funding is derived from the Tourist Development Fund and expensed through CVB's annual operating budget.

Delegated Authority:

Authority for the County Administrator to award this bid is granted under Code Section 2-176 (f).

Staff Member Responsible:

David Downing, Director, CVB

Joe Lauro, Director, Purchasing

Partners:

Tourist Development Council

Attachments:

Bid Tabulation