



Pinellas County

Staff Report

File #: 18-1054A, **Version:** 1

Subject:

Third Amendment to the Agreement with Birdsall, Voss & Associates, Inc. for requirements of tourism marketing services.

Recommended Action:

Approve the Third Amendment to the Agreement with Birdsall, Voss & Associates, Inc. (BVK) for tourism marketing services. Chairman to sign and Clerk to attest.

Contract No. 123-0268-P (RG) increase in the amount of \$9,000,000.00 for a revised total contract value of \$78,639,235.00; effective through March 31, 2019.

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 Third Amendment is for a six (6) month extension, effective from October 1, 2018, through March 31, 2019, to provide for the continuation of tourism marketing services while the procurement process is completed.

The contract term extension will be terminated earlier, if the work is completed beforehand. All terms and conditions remain the same.

Background Information:

This contract was originally approved by the Board on October 22, 2013. The First Amendment modified the payment structure fee and was approved by the County Administrator on April 9, 2014. The Board approved the Second Amendment for a 24-month term extension on June 7, 2016.

The majority of paid media placement occurs during the first six (6) months of the fiscal year, which includes the domestic U.S. and Northeast/Midwest feeder markets, and the release of the annual Destination Magazine. This represents approximately 65% of the total proposed FY 2019 budget for these services. To ensure continuity of service during procurement and transition, a contract increase of \$9,000,000 is required.

For the new procurement, the current services contract scope has been bifurcated into two (2) separate Request for Proposals, (1) Creative Services and (2) Advertising Planning and Buying Services. The purpose to solicit separately for services is twofold; to create competition for smaller firms to compete and to provide latitude for the Convention and Visitors Bureau (CVB) bring creative services in-house, if conditions ever warrant. Staff has confirmed the industry trend is to separate creative from planning and media purchasing services. The new competitively solicited agreements will be presented to the Board of County Commissioners (Board) for approval at a future meeting.

Fiscal Impact:

Approved to date expenditure not to exceed \$69,639,235.00

Extension expenditure not to exceed \$9,000,000.00

Revised contract total not to exceed \$78,639,235.00

All contract terms and conditions remain the same.

Funding is derived from Tourist Development Tax.

Staff Member Responsible:

David Downing, Director, Convention and Visitors Bureau

Joe Lauro, Director, Purchasing

Partners:

N/A

Attachments:

Third Amendment