



Pinellas County

Staff Report

File #: 19-1087A, **Version:** 1

Subject:

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

Recommended Action:

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

- The amendment is for a three month extension at a price of \$7,500,000.
- A contract extension is necessary to provide uninterrupted marketing services until the new marketing services contract solicitation is complete.
- The new contract will be presented to the Board for consideration on or before calendar year end.

Contract No. 123-0268-P (RG) increase in the amount of \$7,500,000 for a revised total contract value of \$91,439,235; effective from October 1, 2019 through December 31, 2019. Authorize the Chairman to sign and the Clerk of the 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

Summary:

The Fifth Amendment to the Agreement with BVK is for a three (3) month extension, effective from October 1, 2019, through December 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, upon execution of the new contract. Pricing and conditions remain the same as awarded.

Background Information:

This contract was originally awarded by the Board of County Commissioners (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 Third and Fourth Amendments, each for a six (6) month extension, were approved by the Board on September 9, 2018, and March 12, 2019, respectively.

The majority of paid media placement occurs during the first half of the fiscal year and includes the domestic U.S. and Northeast/Midwest feeder markets, as well as the release of the annual Destination Magazine. To ensure continuity of service during procurement and transition, a contract increase of \$7,500,000 is required.

Fiscal Impact:

Approved to date expenditure not to exceed \$83,939,235

Extension expenditure not to exceed \$7,500,000

Revised contract total not to exceed \$91,439,235

All contract terms and conditions remain the same.

Funding is derived from Tourist Development Tax.

Staff Member Responsible:

Paul Sacco, Interim Director, Convention and Visitors Bureau

Joe Lauro, Director, Purchasing

Partners:

Tourist Development Council

Attachments:

Fifth Amendment