



Pinellas County

Staff Report

File #: 19-332A, Version: 1

Subject:

Ranking of firms and agreement with Birdsall, Voss and Associates, Inc. for advertising and promotional services pertaining to the Convention and Visitors Bureau.

Recommended Action:

Approval of the ranking of firms and execution of agreement with Birdsall, Voss and Associates, Inc. for advertising and promotional services pertaining to the Convention and Visitors Bureau (CVB).

- This Agreement provides advertising planning, media buying, and creative campaign development services for the CVB, d/b/a Visit St. Pete/Clearwater (VSPC).
- VSPC functions as the official tourism marketing and management organization for the entire County including its 24 municipalities.
- The St. Pete/Clearwater area is the leading destination on the Gulf Coast in the U.S., drawing more than 16.6 million visitors and 6.8 million room nights in Fiscal Year 2018.

Contract No. 189-0284-P (JJ) in an annual amount of \$14,465,000.00 for a sixty-month contract value of \$72,325,000.00. 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:

This contract provides for advertising planning, media buying, and creative campaign development services that includes print, radio, television, out-of-home, promotions and marketing partnerships for the purpose of promoting tourism to Pinellas County.

At the direction of the VSPC, BVK will provide integrated marketing communication services for the entire organization and will work in conjunction with VSPC to develop multi-platform, integrated programs to support VSPC's overall mission and goals. In addition, they will oversee brand stewardship; strategic planning; identification of key audiences; media planning and placement; development and implementation of co-operative advertising and strategic partnership programs; promotions; ongoing data analysis; creative development and deliverables; project-based research and oversight, and brand integration for services provided by other suppliers.

Background Information:

The CVB functions as the official tourism marketing and management organization for the entire Pinellas County including its 24 municipalities. VSPC develops and implements year-round, domestic and selected international consumer and trade-based sales and marketing programs aimed at the general consumer, meeting/event planners, sports organizers, film producers, travel industry representatives and other target audiences to improve the overall economic footprint of tourism to the

County by increasing overnight visitation, visitor spending, average length of stay, first time visitation, and repeat visitation.

On May 14, 2019, the Purchasing Department on behalf of the CVB, released a request for proposal. Five submissions were received and evaluated on August 29, 2019. On October 10, 2019, oral presentations of the two highest-ranking proposers were presented to the evaluation committee resulting in the recommendation of award to BVK which has been the CVB's agency of record since October 2008.

The firms in order of ranking are attached on the ranking spreadsheet.

Fiscal Impact:

Estimated sixty (60) months expenditure: \$72,325,000.00

Expenditure annual expenditure not to exceed: \$14,465,000.00

Funding is derived from Tourist Development Tax.

Staff Member Responsible:

Steve Hayes, Director, Convention and Visitors Bureau

Merry Celeste, Division Director, Purchasing and Risk Management

Partners:

Tourist Development Council

Attachments:

Agreement

Ranking Spreadsheet