



Pinellas County

Staff Report

File #: 21-2573A, Version: 1

Subject:

Increase to the contract with On Time Marketing Corporation for promotional and novelty items.

Recommended Action:

Approval of the increase to the contract with On Time Marketing Corporation for promotional and novelty items.

- This contract is utilized mainly by the Convention and Visitors Bureau (CVB) with minor usage by six other departments, providing promotional items, which are typically imprinted or embroidered with various County and/or Department logos.
- This request is for an increase to the contract upset limit in the amount of \$188,948.74 providing for requirements through the remainder of the contract term February 10, 2023.
- On February 11, 2018, the County Administrator awarded this contract to On Time Marketing Corporation in the amount of \$1,250,000.00. With the requested increase to the contract upset limit, the average annual expenditure now exceeds the County Administrator delegated approval authority.
- Funding for the CVB is derived from the Tourist Development Tax Fund

Increase Contract No. 178-0007-B(PW) increase to the upset limit in the amount of \$188,948.74 for a revised contract total of \$1,438,948.74 effective through February 10, 2023; Authorize the Chairman to sign and the Clerk of the Circuit 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 increase will allow for the continued purchase of promotional items that are used to promote tourism and raise awareness of the County through the end of the contract term. Promotional items are typically embroidered or imprinted with County logos and include items such as: tote bags, towels, baseball caps, pens, luggage tags, lanyards, and rain ponchos.

Background Information:

On February 11, 2018, the County Administrator provided approval of award to On Time Marketing Corporation in the amount of \$1,250,000.00 for an estimated average annual expenditure of \$250,000.00.

To date, in addition to the CVB (main user of this contract), Human Resources, Safety & Emergency Services, Solid Waste, Economic Development and Emergency Management have purchased from this contract. This request to increase the contract upset limit is necessary to provide a mechanism for County departments to continue to purchase promotional items through the end of the contract

term.

Fiscal Impact:

Current approved amount:	\$1,250,000.00
Increase to the contract:	\$ 188,948.74
Revised contract value:	\$1,438,948.74

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

Staff Member Responsible:

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

Partners:

Tourist Development Council

Attachments:

N/A