



# Pinellas County

## Staff Report

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File #: 25-1776A, Version: 1

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### **Subject:**

Ranking of firms and agreement with Destination Analysts d/b/a Future Partners for the development and implementation of integrated destination marketing research studies.

### **Recommended Action:**

Approval of the ranking of firms and agreement with the number one ranked firm Destination Analysts d/b/a Future Partners for the development and implementation of integrated destination marketing research studies.

- This contract will provide the County Convention and Visitors Bureau, d/b/a Visit St. Pete-Clearwater (VisitSPC) the ability to acquire professional services to collect, organize, and analyze visitor data, assess visitor motivations, predict visitation patterns, and develop strategies to grow the tourism economy.
- Seven proposals were received with award recommendation to the top ranked firm Future Partners.
- The initial term of this agreement is for seventy-two months with provisions for one additional twelve-month term and a not to exceed value of \$5,500,000.00.
- Funding for this agreement is included in the Fiscal Year 2026 Operating Budget for VisitSPC.

Contract No. 25-0744-RFP in the total not-to-exceed amount of \$5,500,000.00, effective for six years, with an annual not-to-exceed amount of \$916,666.67.

### **Strategic Priorities:**

Prosperity and Opportunity

3.2 Provide and promote tourism opportunities

### **Summary:**

This contract will provide the County with professional services to develop and implement integrated destination marketing research studies with VisitSPC, providing data collection, analysis, and reporting to support targeted tourism marketing and strategic promotion of Pinellas County as a premier visitor destination.

### **Background Information:**

A Request for Proposal (RFP) was released on July 16, 2025, resulting in seven (7) responsive proposals. An evaluation meeting commenced on September 16, 2025, with the committee recommending award to Future Partners as the highest ranked firm. Negotiation of final agreement was completed on November 20, 2025.

### **Fiscal Impact:**

Estimated annual not-to-exceed expenditure: \$916,666.67  
Total expenditure not-to-exceed amount: \$5,500,000.00

Funding for this agreement is included in the FY26 Operating Budget for Visit St. Pete-Clearwater (VisitSPC).

**Staff Member Responsible:**

Brian Lowack, President/CEO VisitSPC  
Merry Celeste, Purchasing Division Director, Office of Management & Budget  
Chris Rose, Director, Office of Management and Budget

**Partners:**

N/A

**Attachments:**

Agreement