

**Lee County Board Of County Commissioners
Agenda Item Summary**

Blue Sheet No. 20031109

1. REQUESTED MOTION:

ACTION REQUESTED: Concur with the ranking of Consultants by the Competitive Negotiations Committee for CN-03-15, TOURISM AND CONVENTION SALES PROMOTION REPRESENTATION, in the following order of ranking, and authorize contract negotiations with the number one ranked firm: (1) Florida Travel Marketing; and (2) Open the Door; Access the World. Further, authorize chairman to execute an agreement for an amount not-to-exceed \$125,000.00, with a contract period for one (1) year (October 1, 2003-September 30, 2004) with the option to renew under the same terms and conditions for four (4) additional one (1) year periods. This project is to be solely funded by the Tourist Tax.

WHY ACTION IS NECESSARY: Board approval required.

WHAT ACTION ACCOMPLISHES: The Consultant shall provide such activities as conducting sales calls on tour operators, travel agents, and convention meeting planners, conducting tourism trade show promotions, organizing and implementing familiarization tours of Lee County, work as tourism industry liaison, general consultation and promotional activities.

2. DEPARTMENTAL CATEGORY:

01 County Administration
COMMISSION DISTRICT #:

CIA

3. MEETING DATE:

10-07-2003

4. AGENDA:

CONSENT
ADMINISTRATIVE

APPEALS
PUBLIC
WALK ON

TIME REQUIRED:

5. REQUIREMENT/PURPOSE:
(Specify)

STATUTE
 ORDINANCE

ADMIN. CODE **AC-4-4**
 OTHER

6. REQUESTOR OF INFORMATION:

A. COMMISSIONER
B. DEPARTMENT Visitor & Convention Bureau
C. DIVISION *[Signature]*
BY: D.T. Minich, Director

7. BACKGROUND:

Letters of Interest were solicited on behalf of the Board of County Commissioners for professional services for the Tourism & Convention Sales Promotion Representation.

The deadline for receipt of Letters of Interest was August 21, 2003. A total of two (2) Letters of Interest were received by the established deadline. Both firms were invited for telephone interviews on September 10, 2003. The Competitive Negotiations Committee consisted of the following staff members: Holly Schwartz, Assistant County Manager, as Chairperson, DT Minich, VCB Director as Project Manager, and Pamela Johnson, VCB Advertising Director.

On the basis of the information submitted by the firms in their Letters of Interest and after conducting telephone interviews, it was the consensus of the Committee to recommend to the Board the following order of ranking of Consultants for this project:
1) Florida Travel Marketing and 2) Open the Door; Access the World.

For the purposes of being in a position to expedite the execution of the Professional Services Agreement for this project in accordance with the provisions of Section 1.9 of Volume II Contract Manual for Professional Services, it should be noted that the Visitor & Convention Bureau has estimated the cost of the project to be \$125,000.00.

Funding is available in account: HB5520317400.503490 Tourist Develop Tax Trust-VCB-VCB-Other Contracted Services.

Attachment: (1)Committee Overall Ranking Sheet

8. MANAGEMENT RECOMMENDATIONS:

9. RECOMMENDED APPROVAL:

A	B	C	D	E	F			G
Department Director	Purchasing or Contracts	Human Resources	Other	County Attorney	Budget Services			County Manager
					OM	Risk	GC	
<i>[Signature]</i> 9/17	<i>[Signature]</i> 9/15	N/A		<i>[Signature]</i> 9/24/03	<i>[Signature]</i> 9/24/03	<i>[Signature]</i> 9/24/03	<i>[Signature]</i> 9/24/03	<i>[Signature]</i> 9-25-03

10. COMMISSION ACTION:

_____ APPROVED
_____ DENIED
_____ DEFERRED
_____ OTHER

Rec. by CoAtty
Date: **9/23/03**
Time: **3:00**
Forwarded To:
[Signature]
10/23/03 4:00 pm

RECEIVED BY
COUNTY ADMIN: *[Signature]*
9/23
4:30 pm
COUNTY ADMIN
FORWARDED TO: *[Signature]*
9/25/03

**COMPETITIVE NEGOTIATIONS COMMITTEE
OVERALL RANKING SHEET
TELEPHONE INTERVIEWS
FOR
CN-03-15 TOURISM AND CONVENTION SALES PROMOTION REPRESENTATION
SEPTEMBER 10, 2003
3:45 P.M.**

COMPANY NAME	NUMBER RANKED
Open the Door/Access the World	<u>2</u>
Florida Travel Marketing, Inc.	<u>1</u>

COMMITTEE MEMBER

SIGNATURE: _____

