



AGENDA ITEM REPORT

DATE: September 7, 2021
DEPARTMENT: Visitor and Convention Bureau
REQUESTER: Tamara Pigott
TITLE: Award Contract for VCB Tourism Advertising, Program Planning, Creation, Implementation

I. MOTION REQUESTED

A) Award Request for Proposal No. RFP210140BAG, VCB Tourism Advertising, Program Planning, Creation & Implementation to MMGY Global, LLC for professional marketing services, on an as needed basis, for an initial term of one (1) three (3) year period, in an amount Not to Exceed \$12,559,715.00 annually.

B) Authorize the Chair to execute the contract documents on behalf of the Board of County Commissioners.

C) Grant the County Manager or designee the authority to renew and renegotiate the contract, within the annual Not to Exceed amount of the contract, for up to three (3) additional years, and to execute all associated documents, if doing so is in the best interest of Lee County, and there are no cost increases associated with the renewal(s).

II. ITEM SUMMARY

Approves the ranking of firms and authorizes the execution of a contract with the top ranked firm, MMGY Global, LLC, for VCB Tourism Advertising, Program Planning, Creation and Implementation, in an amount not to exceed \$12,559,715 for Fiscal Year 2021-2022. Provides the Visitor and Convention Bureau (VCB) with comprehensive advertising services to promote Lee County as a leading tourism destination. The initial contract term is three years and the fees will be negotiated annually.

III. BACKGROUND AND IMPLICATIONS OF ACTION

A) Board Action and Other History

MMGY Global, LLC is the incumbent vendor currently providing Lee County VCB professional marketing services, on an as needed basis under Solicitation No. RFP160255 adopted by the Board on September 20, 2016 which expires on September 30, 2021.

Lee County Visitor & Convention Bureau submitted a request to Procurement Management to obtain proposals on behalf of the Board of County Commissioners for the project known as RFP210140BAG, VCB Tourism Advertising, Program Planning, Creation & Implementation. On the established proposal deadline of March 30, 2021, Procurement received five proposals. An evaluation meeting was held on May 6, 2021 during which the Evaluation Committee considered criterion as listed in the solicitation request including such items as Tourism Industry Experience and Qualifications, Firm Creative Strengths, Plan of Approach for Media Buying, Personnel/Resources, and Detailed Proposal. On the basis of the information submitted by the firms in their proposals, it was the consensus of the Committee to recommend to the Board the ranking as follows: 1) MMGY Global, LLC 2) Starmark International 3) Hoffman York.

The services provided by MMGY Global, LLC have been valuable to Lee County and effective at furthering the goals of the VCB for tourism promotion efforts.

B) Policy Issues

C) BoCC Goals

Strategic Priority – Tourism

D) Analysis

At least three future annual budgets are impacted due to the original 3 year contract period. The County has the ability to renew for up to three (3) additional, one-year periods.

E) Options

The contract term will be for a three-year period beginning on October 1, 2021. There is an option to extend the contract under the same terms and conditions, for up to three additional one-year periods, upon the approval of both parties and appropriation of funds.

IV. FINANCIAL INFORMATION

A)	Current year dollar amount of item:	\$12,559,715
B)	Is this item approved in the current budget?	Yes
C)	Is this a revenue or expense item?	Expense
D)	Is this Discretionary or Mandatory?	Discretionary
E)	Will this item impact future budgets? If yes, please include reasons in III(D) above.	Yes
F)	Fund: Tourist Development Tax Program: VCB Project: Account Strings: HB5520317400.504810	
G)	Fund Type?	Other: Tourist Development Tax
H)	Comments:	

V. RECOMMENDATION

Approve

VI. TIMING/IMPLEMENTATION

VII. FOLLOW UP

ATTACHMENTS:

Description	Upload Date	Type
MMGY Global LLC Vendor Contract for Execution	7/30/2021	Contract
Signature Authority for MMGY Global LLC	7/30/2021	Backup Material

REVIEWERS:

Department	Reviewer	Action	Date
Visitor and Convention Bureau	Tucker, Mary	Approved	8/24/2021 - 10:49 AM
Visitor and Convention Bureau	Pigott, Tamara	Approved	8/26/2021 - 12:49 PM
Budget Services	Henkel, Anne	Approved	8/27/2021 - 7:07 AM
Budget Services	Winton, Peter	Approved	8/27/2021 - 10:26 AM
County Attorney	Fraser, Andrea R.	Approved	8/27/2021 - 11:24 AM
County Manager	Salyer, Glen	Approved	8/27/2021 - 1:17 PM