



**AGENDA ITEM REPORT**

**DATE:** February 4, 2025  
**DEPARTMENT:** Visitor & Convention Bureau  
**REQUESTER:** Tamara Pigott  
**TITLE:** Award Contract for Visitor & Convention Bureau Market Research

**I. MOTION REQUESTED**

- A. Award Request for Proposal No RFP240474CMR, VCB- Market Research to Downs & St. Germain Research, Inc. for the Visitor & Convention Bureau Market Research on an as-needed basis, for an initial term of three years as approved in the departments’ annual adopted budget.
- 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 the contract for up to one additional two-year period, and to execute all associated documents, as approved in the departments’ annual adopted budgets, if doing so is in the best interest of Lee County.

**II. ITEM SUMMARY**

Award contract to Downs & St. Germain Research, Inc. to provide marketing research services for the Visitor & Convention Bureau (VCB) for an initial period of three years with the option to renew for up to one additional two-year period, as approved in the department’s annual adopted budget. Total expenditures for these services for Fiscal Year 2023-2024 were approximately \$189,050.

**III. BACKGROUND AND IMPLICATIONS OF ACTION**

On August 30, 2024, Procurement Management advertised RFP240474CMR, VCB Market Research. An evaluation meeting was held on October 29, 2024, during which the Evaluation Committee considered criterion as listed in the solicitation request including such items as qualifications of the company, relevant experience and references, plan of approach, personnel, and understanding of current travel industry and methodologies. Based on the information submitted, it was the consensus of the Committee to negotiate with and recommend to the Board to award a contract to Downs & St. Germain Research, Inc.

Detailed work under this contract shall include but may not be limited to development and implementation of an integrated strategic research plan, creation and implementation of all research materials, and development, coordination, analysis, and interpretation of primary and proprietary research studies.

Strategic Priority - Tourism

The Market Research agreement is not to exceed (NTE) \$300,000. The quarterly expenses are as follows:

Description	Unit of Measure	Unit Price
Visitor Profile Survey- Seasonal (Price based on sample size)	Qtrly	\$24,000.00
Occupancy Survey- Seasonal	Qtrly	\$6,000.00
Visitation Trend Analysis- Seasonal	Qtrly	\$3,600.00
Economic Impact Analysis- Seasonal	Qtrly	\$9,000.00
Seasonal Information Report Preparation & Tourist Development Council Presentations	Qtrly	\$2,400.00

The agreement also includes opportunities for additional special reports as requested by the Lee County Visitor and Convention Bureau.

**IV. FINANCIAL INFORMATION**

Current Year Dollar Amount: \$300,000  
Included in the Current Budget?: Yes  
Fund: Tourist Development Tax  
Comments:

Is this a revenue or expense item? Expense  
Is this Discretionary or Mandatory? Discretionary  
Will this item impact future budgets? Yes  
Program:  
Project:  
Account Strings: HB5520317400.503490.109 HB103  
Fund Type? Special Revenue

**V. RECOMMENDATION**

Approve

**ATTACHMENTS:**

DSGG Contract RFP240474CMR signed

**REVIEWERS:**

April Bonetz, Visitor & Convention Bureau  
Mary Tucker, Procurement  
Tamara Pigott, Visitor & Convention Bureau  
Anne Henkel, Budget Services  
Peter Winton, County Manager  
Andrea Fraser, County Attorney  
Christine Brady, County Manager

Created/Initiated - 1/22/2025  
Approved - 1/22/2025  
Approved - 1/23/2025  
Approved - 1/24/2025  
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