



Intended Single Source Purchase: Marketing Communications Services

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Project #: SS230639JBD

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The description of services intended for purchase from a single source is posted in accordance with section 287.057(3)(c), Florida Statutes and will be posted for a minimum of 15 business days.

Commodity or Service Required:
Marketing Communications Services

Description:

Lee County Visitor and Convention Bureau (VCB) is seeking to execute a single source for promoting Ft. Myers as a destination in the tourism industry: performs routine marketing communications services including but not limited to: communications and publicity support, crisis communications, research, fact-checking, writing, special editorial supplements, industry communications, works with press groups and film crews on-site, prepares a bi-monthly column for the News-Press, press releases, press release updates and revisions, handles media requests, and works with national and local media organizations, Visit Florida and other organizations. Provides trade show support and other special projects to promote the destination.

Intended Single Source:
Wrenda Goodwyn

Justification for Single Source Acquisition:

Wrenda Goodwyn is a single source of these services due to her extensive knowledge of the destination, and her integration with VCB. The vendor's extensive knowledge of current issues makes it easy for her to prepare the bi-monthly column for the News-Press and perform other required monthly duties while maintaining standardization of how VCB is promoting the destination during this critical recovery period.

Recommended Procurement Approach:

For the reason(s) stated above, Lee County Procurement Management intends to utilize the Single Source Procurement method to purchase from Wrenda Goodwyn for supplying the above.

Respond to:

If your firm feels they have the ability to supply the above, please contact Jennifer Brewer-Dano, Lee County Procurement Management at jbrewer-dano@leegov.com for future purchase review.