

MANATEE COUNTY GOVERNMENT SOURCE SELECTION

SUBJECT	International Marketing and Public Relations Representation for the United Kingdom and Germany	DATE POSTED	Date Posted on mymanatee.org <u>07/30/2012</u>
PURCHASING REPRESENTATIVE	Deborah Carey-Reed, 941/749-3074	DATE CONTRACT SHALL BE AWARDED	August 1, 2012
DEPARTMENT	Financial Mgmt/Purchasing Division Convention Visitors and Bureau	CONSEQUENCES IF DEFERRED	N/A <i>Ami W. Walker for</i>
SOURCE RECOMMENDATION	Request For Proposals #11-3323DC	AUTHORIZED BY	Melissa M. Wendell, Purchasing Official Date: <u>7/30/2012</u>

ACTION DESIRED

Authorization to enter into negotiations and execute Agreements for International Marketing and Public Relations Representation with the following top ranked firms:

- GOSH PR, Ltd. (London) in the United Kingdom for an annual budget not to exceed \$111,914.
- Touristik (Germany) in Germany for an annual budget not to exceed \$99,000.

ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.)

Manatee County Code of Laws

BACKGROUND/DISCUSSION

- The County competitively solicited a Request for Proposal (RFP) No. 11-3323DC seeking the best qualified firm(s) to provide marketing and public relations representation for the Bradenton Area Convention and Visitors Bureau (BACVB) in the United Kingdom, Germany, and Canada with separate contract awards for each area. The contractors are to develop and implement a marketing and public relations strategy with the objective to increase tourism in Manatee County by providing advertising, information, and travel planning tools that will encourage visitation and longer stays of potential visitors.
- 04/25/12 to 05/22/12 Appropriate procurement procedures were followed. The RFP was advertised on the Manatee County, Manatee Chamber, and DemandStar websites and directly solicited to 10 firms; and allowed for interested parties to propose on one or more of the targeted three areas. A total of six proposals were received from the following:
 - Gosh PR, London (United Kingdom representation)
 - Representation Plus, London (United Kingdom representation)
 - Touristik Marketing, Germany (German representation)
 - Development Counsellors International, New York, NY (Canadian representation)
 - energi PR, Canada (Canadian representation)
 - Representation Plus w/LMA Communications, London (Canadian representation)

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ATTACHMENTS: (List in order as attached)	INSTRUCTIONS:
None	N/A
COST \$210,914 annual estimate	SOURCE (ACCT# & NAME) 1030002200
COMMENTS N/A	AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT) N/A

- The Evaluation Committee consisted of the following:

Elliot Falcione, Bradenton Area Convention and Visitors Bureau
Carolyn Angiolillo, Parks and Recreation
Deborah Carey-Reed, Financial Management Department

Non-voting members:

Debbie Meihls, Bradenton Area Convention and Visitors Bureau
Michael Wally, Sarasota/Bradenton Airport Authority

- 06/28/12 The Selection Committee convened and evaluated the proposals for the Germany and United Kingdom areas. Each of the submittals revealed that the proposers' possessed the qualifications to perform public relations services. Discussions emphasized the firms' expertise and familiarity with the County's current tour guides and other marketing agents.
- Unanimously, the Selection Committee voted to proceed into negotiations with the top ranked firms for the German and for the United Kingdom areas based on their relevant and past County experience.
- The Committee ranked the firms as follows for the purpose of negotiating a contract with the top ranked firms:

GERMANY REPRESENTATION:

Touristic Marketing

Provided references relating to Florida coastal areas (Ft. Myers and Sanibel) as well as a relationship with marketing trade shows (VISIT USA Germany); they have an established presence in the German tourism trade. Touristic demonstrated a significant understanding of the BACVB's requirements as well as the knowledge and experience to work with the BACVB's goals and objectives.

UNITED KINGDOM REPRESENTATION:

Ranked #1 – GOSH PR

GOSH has represented BACVB since 2004 and has consistently procured new tour operation business for Manatee County. They represent the State of Florida and therefore have an in-depth understanding of the State initiatives which will be beneficial for Manatee County. GOSH also represents Sarasota County with whom we currently partner with for some advertising at a shared cost. GOSH has intimate knowledge of Manatee County and property managers that contract within European hospitality trades and have presented a solid strategic plan not only for our familiar presence in the London area, but expanding our presence into the Scandinavian area.

Ranked #2 – Representation Plus

Representation Plus has limited experience in working with Florida based CVB's (Brevard County Space Center) and will have to learn our property managers and what Manatee County has to offer.

CANADA REPRESENTATION:

BACVB will not proceed with an award for the Canadian representation; a newly executed public relation services contract providing press representation combined with County staff expertise will suffice in covering this area.