

MANATEE COUNTY GOVERNMENT SOURCE SELECTION

SUBJECT	Professional Tourism Inquiry and Fulfillment Services	DATE POSTED	Date Posted on Mymanatee.org <u>7/5/11 mc</u>
PURCHASING REPRESENTATIVE	Dennis W. Wallace <i>DWW</i>	DATE CONTRACT SHALL BE AWARDED	To Be Determined After Negotiations
DEPARTMENT	Financial Management Purchasing Division	CONSEQUENCES IF DEFERRED	N/A
SOURCE RECOMMENDATION	Request for Proposal No. 11-1067DW	AUTHORIZED BY DATE	R.C. "Rob" Cuthbert, C.P.M., CPPO June 29, 2011 <i>[Signature]</i>

ACTION DESIRED

Authorization to enter into negotiations with the sole respondent, **Phase V of Southwest Florida, Inc.**, Fort Myers, Florida, to provide Tourism Inquiry and Fulfillment Services on an annual basis.

ENABLING/REGULATING AUTHORITY

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

Manatee County Code of Law, Chapter 2-26 Manatee County Purchasing Ordinance, Section 2-26-40 and the Standards and Procedures approved by the County Administrator.

BACKGROUND/DISCUSSION

The County competitively solicited a Request for Proposal ("RFP") No. 11-1067-DW seeking the best qualified organization to provide Professional Tourism Inquiry and Fulfillment Services on an annual basis for a period of four (4) years with the objective to increase tourism in the County by providing potential visitors with content rich, reliable information with easy-to-use travel planning tools that will encourage visitation and longer stays. The RFP was broadcast via DemandStar to 386 organizations who provide this service as well as advertised in the Bradenton Herald and posted on the County's website and provided to the Manatee County Chamber of Commerce for release to its' members.

The sole proposal from Phase V of Southwest Florida, Inc. was deemed responsive and responsible to the RFP. Their proposal includes operating a call center and fulfillment system providing live operator inquiry service through the BACVB's toll free telephone numbers and website as well as receive inquiries directly from BACVB advertiser publications in addition to handling mail services for forms and informational brochures.

SUMMARY

Authorization to enter into negotiations with **Phase V of Southwest Florida**, Fort Myers, Florida to provide Tourism Inquiry and Fulfillment Services.

ATTACHMENTS: (List in order as attached)

INSTRUCTIONS TO BOARD RECORDS:

NA

COST

\$100,000.00/ annually

SOURCE (ACCT# & NAME)

Tourism and Bed Tax

COMMENTS

N/A

AMT./FREQ. OF RECURRING COSTS (ATTACH FISCAL IMPACT STATEMENT)

N/A