

BOARD OF COUNTY COMMISSIONERS

DATE: September 17, 2013

AGENDA ITEM NO. 16

Consent Agenda ☐

Regular Agenda ☒

Public Hearing ☐

County Administrator's Signature

Subject:

First Amendment – Technology Marketing Program – CVB
Contract No.: 112-0250-P (SS)

Department:

Convention and Visitors Bureau / Purchasing

Staff Member Responsible:

D.T. Minich / Joe Lauro

Recommended Action:

I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS (BOARD) APPROVE THE FIRST AMENDMENT TO THE CONTRACT FOR A TECHNOLOGY MARKETING PROGRAM FOR THE CONVENTION AND VISITORS BUREAU (CVB) WITH MILES MEDIA GROUP, LLLP, (MILES MEDIA), SARASOTA, FLORIDA, EFFECTIVE THROUGH SEPTEMBER 30, 2014.

IT IS FURTHER RECOMMENDED THAT THE CHAIRMAN SIGN THE FIRST AMENDMENT AND THE CLERK ATTEST.

Summary Explanation/Background:

The purpose of this contract technology marketing program is to provide development, management and maintenance of the CVB's eleven (11) websites over various platforms.

This request for a first amendment to the contract for technology marketing will enable Miles Media to re-design the current website to a more responsive format and provide the CVB with a media asset management system.

Regarding website redesign: the consumer desktop website will be redesigned to an adaptive or "responsive" format, allowing the website to be readily viewable on different devices without the need for excess scrolling and resizing. The redesign will also allow updates to be made in one area, instead of multiple areas, before being viewed across all platforms. It will also do away with the need for a stand-alone mobile website platform which is currently in use. This change will mark the first major overhaul of the website in approximately four years.

Regarding the asset management system: currently, the CVB does not have a system/program in place to manage the thousands of digital assets that are used on a daily basis for marketing, media, website and other purposes. The institution of a media asset management system will enable the CVB to easily catalogue, annotate, store, retrieve and distribute digital assets, including digital photographs, animations, videos, b-roll, fonts, logos, music, etc. Ultimately, the system will allow the CVB to more quickly retrieve the correct asset for any need, thereby resulting in a higher quality end-product for attracting visitors. This system will also allow for easier distribution to CVB's partners for use in their own marketing materials, and will reduce the time required by a contracted vendor or in-house staff to locate and disseminate the appropriate files.

Funding for this Amendment was approved by the Tourist Development Council on May 15, 2013.

Previous actions regarding this contract are:

January 15, 2013 – Final Negotiated Contract – Approved by the Board

Fiscal Impact/Cost/Revenue Summary:

ORIGINAL 21-MONTH EXPENDITURE:	\$1,137,550.00
INCREASE:	<u>\$ 285,287.00</u>
TOTAL REVISED 21-MONTH EXPENDITURE:	\$1,422,837.00

Funding to support this amendment is included in the CVB's annual operating budget. The source of funding is the Tourist Development Tax.

The CVB currently has funds budgeted for internet marketing projects, which were not included in the current contract with Miles Media. The CVB would like to increase the contract to allow for the completion of planned projects.

Exhibits/Attachments Attached:

1. Contract Review
2. Agreement



**PURCHASING DEPARTMENT
CONTRACT REVIEW TRANSMITTAL**

CATS
NO.:

427660

PROJECT: First Amendment – Technology Marketing Program – CVB

RFP NUMBER: 112-0250-P (SS)

REQ. NUMBER:

TYPE: ☐ Purchase Contract ☒ Other: First Amendment ☐ Construction-Less than \$100,000 ☐ One Time

In accordance with the policy guide for Contract Administration, the attached documents are submitted for review and comment.

Upon completion of review, complete Contract Review Transmittal and forward to next Review Authority listed. Please indicate suggested changes by revising, in RED, the appropriate section of the document reflecting the exact wording of the change.

RISK MANAGEMENT: Please enter required liability coverage on pages: See original RFP

PRODUCT ONLY ☐

REVIEW SEQUENCE	REVIEW AUTHORITY	REVIEW DATE	REVIEW SIGNATURE	COMMENTS (Attach Separate page if necessary)	COMMENTS INCORPORATED
1.	<u>Purchasing Dept.</u> J. Lauro, Director C. Mancuso, Ass't. Director S. Steele, P.A.	7/15/13	<i>[Signature]</i>		
2.	<u>Convention and Visitor's Bureau</u> DT Minich, Director T. Tuxhorn, Administrative Director	7/17/13 7/17/13	<i>[Signature]</i> <i>[Signature]</i>		
3.	<u>Risk Management Director</u> Attn: Virginia E. Holscher (Check applicable box at right)	7/26/13	<i>[Signature]</i>	Insurance requirements in original agreement.	HIGH RISK NOT HIGH RISK
4.	<u>BCC Finance</u> Attn: Cassandra Williams	8/9/13	<i>[Signature]</i>		
5.	<u>Legal</u> Attn: Dennis Long	8/6/13		attached new amendment increasing new sum by 50K per	
6.	<u>Asst. County Administrator</u> Attn: M. Woodard	8/9/13	<i>[Signature]</i>	CVB Clarify why a media asset mgmt system is important - the value-added + cost savings/audience. Describe the what + w	

RETURN ALL DOCUMENTS TO PURCHASING

Make all inquiries to: Sue Steele

In order to meet the following schedule, please return your requirements to Purchasing by: 07/29/13

TENTATIVE DATES

BCC Approval: 08/20/13

FIRST AMENDMENT TO AGREEMENT

THIS FIRST AMENDMENT to Agreement is made and entered into on this ____ day of _____, 2013, by and between PINELLAS COUNTY, a political subdivision of the State of Florida ("County"), for and on behalf of Visit St. Petersburg/Clearwater ("VSPC"), and Miles Media Group, LLLP, a Delaware Limited Liability Limited Partnership authorized to do business in Florida ("Contractor") (collectively, the "Parties," or individual, a "Party").

WITNESSETH:

WHEREAS, the Parties entered into a Technology Marketing Program Services Agreement dated January 15, 2013, providing for tourism technology marketing services to promote and market the destination ("Agreement"); and

WHEREAS, the Parties desire to increase the not-to-exceed compensation in Section 5.A. for the term ending September 30, 2014, as provided herein.

NOW THEREFORE, in consideration of the above and mutual covenants contained herein, the Parties agree as follows:

1. Section 5.A. of the Agreement is hereby amended to provide that the County agrees to pay the not-to-exceed sum of One Million Four Hundred Twenty-two Thousand Eight Hundred and Thirty Seven Dollars (\$1,422,837.00) for the Initial Term in accordance with the terms and procedures set out in Section 5 of the Agreement.

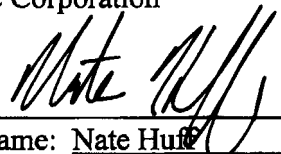
3. Except as amended herein, all terms and conditions of the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF the Parties herein have executed this First Amendment as of the day and year noted above.

PINELLAS COUNTY, FLORIDA
by and through its Board of County Commissioners

By: _____

MILES MEDIA, LLLP, A Delaware
Limited Liability Limited Partnership,
by and through Miles Media Group, Inc., a
Delaware Corporation

By:  _____

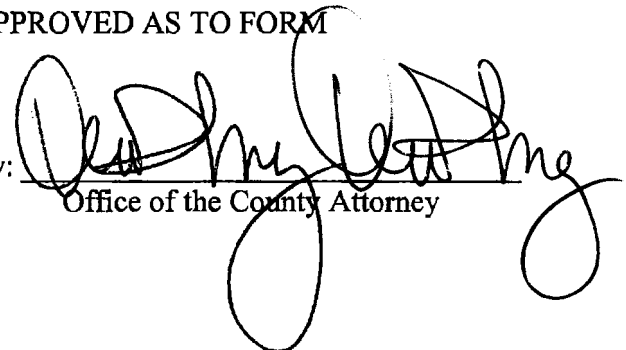
Printed name: Nate Huff

Title: Senior Vice President

ATTEST: KEN BURKE
Clerk of the Circuit Court

By: _____
Deputy Clerk

APPROVED AS TO FORM

By:  _____
Office of the County Attorney