

BOARD OF COUNTY COMMISSIONERS

DATE: September 10, 2015

AGENDA ITEM NO. 15

Consent Agenda ☐

Regular Agenda ☒

Public Hearing ☐

 **County Administrator's Signature:**

Subject:

Third Amendment - Technology Marketing Program – Convention and Visitors Bureau (CVB)
Contract No. 112-0250-P(JJ)

Department:

Convention and Visitors Bureau / Purchasing

Staff Member Responsible:

David Downing, Director / Joe Lauro, Director

Recommended Action:

I RECOMMEND THE BOARD OF COUNTY COMMISSIONERS (BOARD) APPROVE THE THIRD AMENDMENT WITH MILES MEDIA GROUP, LLLP (MILES MEDIA), SARASOTA, FLORIDA, FOR THE TECHNOLOGY MARKETING PROGRAM FOR THE CONVENTION AND VISITORS BUREAU.

IT IS FURTHER RECOMMENDED THE CHAIRMAN SIGN AND THE CLERK ATTEST THE AGREEMENT.

Summary Explanation/Background:

The third amendment to the agreement for technology marketing program services is for the second twelve (12) month term extension from October 1, 2015 through September 30, 2016, to provide for continued development, management and maintenance of the CVB's eleven (11) websites. Services include; integration of systems to deliver dynamic content to its websites, contact management and communication systems, email, digital asset management and online booking systems.

Additionally, the third amendment requests an annual increase in funds (\$350,000) for Fiscal Year (FY) 2015 and FY 2016, to be utilized to implement website responsive redesign projects for the Meetings Department, Sports Department, and the completion of the CVB consumer site. Currently, when accessing these websites, the viewer is directed to one (1) of two (2) websites based on the device utilized (desktop or mobile). The responsive redesign project eliminates the need for both sites and appropriately responds to the requesting device from one, all-inclusive website. This promotes uniformity, accuracy and consistency to all viewers regardless of the device.

With the rise of digital presence in every marketing campaign, landing pages for the CVB's global efforts require ongoing development, management and maintenance. This amendment also provides for the implementation of a new hotel room booking engine and the migration of the CVB Customer Relationship Management System to a new email system. Mobile optimization and development for enhanced search, interactive mapping, advertising and blog development would also be provided.

A negotiated agreement with Miles Media for technology marketing services was approved by the Board on January 15, 2013. The Board also approved an increase to the contract on September 17, 2013. The County Administrator approved the first term extension on June 24, 2014.

On June 17, 2015, the Tourist Development Council approved funding for this amendment.

Fiscal Impact/Cost/Revenue Summary:

FY15 total approved expenditure:	\$ 800,000.00
FY15 estimated increase:	\$ 350,000.00
Second year extension (FY16) expenditure not to exceed:	\$1,150,000.00
 FY15 and FY16 total estimated expenditure not to exceed:	 \$2,300,000.00

Funding is derived from the Tourist Development Tax.

Exhibits/Attachments:

Agreement

THIRD AMENDMENT

This Amendment made and entered into this _____ day of _____, 2015, by and between PINELLAS COUNTY, a political subdivision of the State of Florida, hereinafter referred to as "County," and Miles Media Group, LLLP, a Delaware Limited Liability Limited Partnership authorized to do business in Florida, hereinafter referred to as "Contractor,"

WITNESSETH:

WHEREAS, the County and the Contractor entered into an agreement on January 15, 2013, pursuant to Pinellas County Contract No. 112-0250-P (hereinafter "Agreement") pursuant to which the Contractor agreed to provide Technology Marketing Services for County; and

WHEREAS, Section Sixteen (16) of the Agreement permits modification by mutual written agreement of the parties; and

WHEREAS, the County and the Contractor now wish to modify the Agreement in order to provide for an increase to the upset limit and a term extension, at the same terms and conditions;

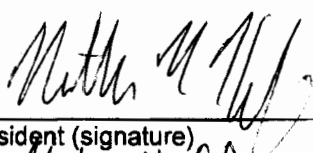
NOW THEREFORE, the parties agree that the Agreement is amended as follows:

1. The not-to-exceed compensation amount for the current term ending on September 30, 2015 is hereby increased to \$1,150,000.00.
2. The agreement is hereby extended at the same terms and conditions, subject to the annual not-to-exceed compensation amount of \$1,150,000.00 for the extended term, effective beginning October 1, 2015 and continuing for twelve (12) months from that date unless terminated or cancelled as provided therein.
3. Except as changed or modified herein, all provisions and conditions of the original Agreement shall remain in full force and effect.

IN WITNESS WHEREOF the parties herein have executed this Amendment to the Agreement as of
the day and year first written above.

Contractor:

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



President (signature)

Chairman

Nate Huff

President (printed name)

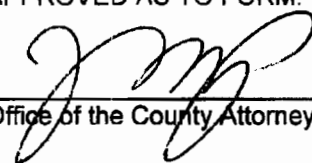
ATTEST:

ATTEST:
KEN BURKE


By: _____
(Attesting Witness' name/title) Director

By: _____
Deputy Clerk

APPROVED AS TO FORM:



Office of the County Attorney