



# City of Clearwater

Main Library - Council  
Chambers  
100 N. Osceola Avenue  
Clearwater, FL 33755

## Master

File Number: ID#16-2849

File ID: ID#16-2849

Type: Action Item

Status: Passed

Version: 1

Pub  
Hearing?  
Y/N:

In Control: Economic  
Development &  
Housing

Department: Economic Development  
& Housing

Cost:

File Created: 09/20/2016

Topic: Approve Tourism Services Contract

Final Action: 10/05/2016

**Title:** Approve a Professional Services Contract between the City of Clearwater and J. Vero and Associates, Inc. (dba HUB) to provide tourism marketing services for the City of Clearwater in the amount of \$164,000 per fiscal year, and authorize the appropriate officials to execute same.

### Internal Notes:

### Code Sections:

Agenda Date: 10/05/2016

### Indexes:

Agenda Number: 8.2

### Sponsors:

Enactment Date:

Attachments: (192098)  
HUB-Clearwater-Contract-2016-17-Tourism-Marketing  
.docx

Enactment Number:

### Contact:

Hearing Date:

Drafter: Kimberly.DuPont@myclearwater.com

Effective Date:

### Approval History

| Version | Seq # | Action Date | Approver         | Action    | Due Date  |
|---------|-------|-------------|------------------|-----------|-----------|
| 1       | 1     | 9/21/2016   | Denise Sanderson | Approve   | 9/23/2016 |
| 1       | 2     | 9/21/2016   | Alyce Bengé      | Approve   | 9/23/2016 |
| 1       | 3     | 9/21/2016   | Rick Osorio      | Approve   | 9/23/2016 |
| 1       | 4     | 9/21/2016   | Kayleen Kastel   | Approve   | 9/23/2016 |
| 1       | 5     | 9/21/2016   | Jay Ravins       | Approve   | 9/23/2016 |
| 1       | 6     | 9/22/2016   | Gina Dewitt      | Delegated |           |
| 1       | 7     | 9/23/2016   | Laura Mahony     | Approve   | 9/26/2016 |
| 1       | 8     | 9/23/2016   | Rosemarie Call   | Approve   | 9/27/2016 |
| 1       | 9     | 9/24/2016   | William Horne    | Approve   | 9/27/2016 |
| 1       | 10    | 9/27/2016   | Rosemarie Call   | Approve   | 9/29/2016 |

### History of Legislative File

| Ver-<br>sion: | Acting Body:  | Date:      | Action:  | Sent To: | Due Date: | Return<br>Date: | Result: |
|---------------|---|------------|----------|----------|-----------|-----------------|---------|
| 1             | City Council  | 10/05/2016 | approved |          |           |                 | Pass    |
|               | <p><b>Action Text:</b> Councilmember Hamilton moved to approve a Professional Services Contract between the City of Clearwater and J. Vero and Associates, Inc. (dba HUB) to provide tourism marketing services for the City of Clearwater in the amount of \$164,000 per fiscal year, and authorize the appropriate officials to execute same. The motion was duly seconded and carried with the following vote:</p> <p><b>Notes:</b> <i>A concern was expressed with the proposed cost compared to the marketing efforts provided by Tourist Development Council. A suggestion was made that the money be provided to the Regional Chamber of Commerce and the Clearwater Beach Chamber of Commerce to promote Clearwater focused events.</i></p> <p><i>Discussion ensued with comments made that the contract amount has not increased for several years, consideration should be given to increase the contract depending on HUB's performance.</i></p> <p><i>In response to questions, Economic Development and Housing Director Denise Sanderson said HUB's connectivity to economic development and opportunity to communicate to communicate to tourists who are considering relocating to Clearwater and access to well-known travel journalists the City has never had access to with the past provider* impressed the Selection Committee members. Ms. Sanderson said HUB will buy social media ads. Staff has asked HUB to consider producing a variety of videos that can be played at hotels and visitor centers that relays the message of the non-tourist related assets Clearwater offers.</i></p> <p><i>gc - feel the chamber could use the money better - we have done a great job across the county --</i></p> <p>Ayes: 4    Cretekos, Vice Mayor Caudell, Vice Mayor Cundiff and Councilmember Hamilton</p> <p>Nays: 1    Mayor Cretekos</p> |            |          |          |           |                 |         |

## Text of Legislative File ID#16-2849