



## Legislation Details (With Text)

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|----------------------|-------------|----------------------|---|--------------|--|
| <b>File #:</b>       | ID#21-8691  | <b>Version:</b>      | 1 | <b>Name:</b> | Approve 5-Year Agreement with Amplify Clearwater for Management and Operations of Beach Visitor Information Center |
| <b>Type:</b>         | Action Item | <b>Status:</b>       |   |              | Consent Agenda   |
| <b>File created:</b> | 12/30/2020  | <b>In control:</b>   |   |              | Economic Development & Housing   |
| <b>On agenda:</b>    | 1/21/2021   | <b>Final action:</b> |   |              | 1/21/2021  |

**Title:** Approve a Management Agreement between the City of Clearwater and The Greater Clearwater Regional Chamber of Commerce dba AMPLIFY Clearwater to provide visitor information services at the Clearwater Beach Visitor Information Center (BVIC) for the period February 1, 2021 through September 30, 2025 at a cost not to exceed \$317,265 and authorize the appropriate officials to execute same. (consent)

### Sponsors:

### Indexes:

### Code sections:

**Attachments:** 1. AMPLIFY BVIC Contract.FY21-25.Signed.1.21.21.pdf, 2. 264331 02-21 RFP- AMPLIFY Clearwater Response.pdf, 3. 264332 RFP 02-21 Clearwater BVIC Operator.pdf

| Date      | Ver. | Action By            | Action | Result |
|-----------|------|----------------------|--------|--------|
| 1/21/2021 | 1    | City Council         |        |        |
| 1/19/2021 | 1    | Council Work Session |        |        |

### SUBJECT/RECOMMENDATION:

Approve a Management Agreement between the City of Clearwater and The Greater Clearwater Regional Chamber of Commerce dba AMPLIFY Clearwater to provide visitor information services at the Clearwater Beach Visitor Information Center (BVIC) for the period February 1, 2021 through September 30, 2025 at a cost not to exceed \$317,265 and authorize the appropriate officials to execute same. (consent)

### SUMMARY:

The BVIC, built in 2002, is located adjacent to the Pier 60 playground on Clearwater Beach just west of the Clearwater Beach Municipal Marina. The center is a 15 ft. x 20 ft. air-conditioned concrete block structure of tropical seascape design compatible with existing beach buildings. The BVIC building will be provided to the operator rent-free and shall be open to serve the public. The days of the week and hours of operation will vary and be dependent upon anticipated tourism activity throughout the year. The City's Building and Maintenance Division will maintain the structural integrity of the building.

The City released RFP #02-21 on October 8, 2020 seeking an operator/management firm to provide public information services at the Clearwater BVIC. The City received one proposal by the November 6, 2020 deadline.

The Selection Committee, comprised of Kris Koch, Senior Manager - Special Events Administration in Parks & Recreation Department, Audra Aja, Economic Development & Housing Department's Marketing & Communication Coordinator, and Denise Sanderson, Director of Economic Development & Housing, met on November 20, 2020 to review and discuss the proposal. The meeting was open to the public and

representatives of AMPLIFY Clearwater were in attendance.

The Selection Committee unanimously recommended AMPLIFY Clearwater based on the following:

- Deemed by Procurement as a Responsible Bidder
- Demonstrated Experiences and References
- Overall Approach, including collaborations and partnerships
- Financial Plan
- Operations and Management Plan

Staff then negotiated the Management Agreement, including hours and days of operation in Year 1 (February 1, 2021 through September 30, 2021).

AMPLIFY Clearwater will continue to act as a concierge service, providing exceptional service and information to the visitors of Clearwater Beach as it has for the past 18 years and will leverage partnerships and collaborations to maximize value and visitor experience for the City of Clearwater.

Due to anticipated rising labor costs and still yet to be determined impacts to tourism due to the Coronavirus pandemic, staff recommends approval of the Management Agreement and the funding as follows:

- Year 1 (Fiscal Year (FY)21, partial) in the amount of \$37,265 paid in three installments.
  - February 1, 2021: \$7,910
  - April 1, 2021: \$14,989
  - July 1, 2021: \$14,366
- Years 2-5 (FY22 through FY25) in an amount no less than \$50,000 and not to exceed \$70,000 per fiscal year.
  - The annual amount, number of hours, and days of operation are to be determined annually through mutual written agreement between the City's Economic Development & Housing Director and the CEO or Designee of AMPLIFY Clearwater. Such determination will be based on anticipated labor costs and tourism activity and will be budgeted through the department's annual budget process.

**APPROPRIATION CODE AND AMOUNT:**

Funding in the amount of \$37,265 is budgeted in the FY21 Economic Development budget (0109216-530300). Remaining term of the contract will be budgeted within the same.

**USE OF RESERVE FUNDS:**

N/A