



Legislation Text

File #: ID#16-2849, **Version:** 1

SUBJECT/RECOMMENDATION:

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.

SUMMARY:

In 2010, the City selected through a competitive bid process Imagine Global Consulting to implement a comprehensive public relations program to improve the brand awareness of the City of Clearwater's attributes as a top tourism destination. In 2013, Imagine Global Consulting was selected through a similar process to continue to provide those services. The contract, inclusive of two one-year renewal periods, expired on September 30, 2016.

On May 10, 2016, the City released Request for Proposals 34-16 with the goal of selecting an experienced marketing and public relations partner in directing future marketing and public relations efforts, including web and social media, in an aggressive and comprehensive manner to strengthen awareness statewide, nationally and internationally, of the City's attributes and offerings as a top vacation destination with an ultimate goal of attracting more visitors.

Sixteen proposals were received by the June 9, 2016 deadline. The Selection Committee met on July 14, 2016 to review and rank the proposals. Proposals were evaluated and ranked based on approach to the scope of work, experience, proven performance/similar work, personnel/time availability, creativity, and proposed plan for costs. The Selection Committee was comprised of the following: Lisa Chandler, Pier 60 Concessions and Barefoot Beach House; Jeff Castner, General Manager, Opal Sands Resort; Kris Koch, Special Events - Parks & Recreation; Joelle Castelli, Director of Public Communications, and Denise Sanderson, Director of Economic Development and Housing.

The top four firms were asked to present their proposals to the Selection Committee:

J. Vero and Associates, Inc. (dba HUB), Freehold, NJ, New York, NY and New Orleans, LA
Imagine Global Consulting, New York, NY, Hemsworth Communications, Fort Lauderdale, FL
And Sparxoo, Inc., Tampa, FL .

After oral presentations were made on August 17, 2016, J. Vero and Associates Inc. (HUB) was determined to have received the most points. Presenting firms were notified of the results and staff entered contract negotiations with HUB.

The Selection Committee's recommendation is based upon the following:

- Research-based approach to identify destination's intrinsic value
- Messages that resonate with target audiences
- Team of PR experts, syndicated journalists, award winning creative designers and social media experts.
- Relationship-based approach to work with travel media, digital influencers and creative partners.

- HUB's parent company, J. Vero and Associates, Inc. produces the widely acclaimed Travel Media Showcase.

The Scope of Work includes a detailed action and activity plan, numerous value-added opportunities, comprehensive approach to achieving goals with detailed deliverables, no hourly billing, and clearly defined benefits for the City of Clearwater.

The one-year contract with option for up to two one-year renewals is not to exceed \$164,000 per year inclusive of all public relations, website, social media, and account management activities.

APPROPRIATION CODE AND AMOUNT:

Funds are available in the FY 2016-2017 budget - cost code 0010-09216-530100-552-000-0000 to fund this contract.

USE OF RESERVE FUNDS:

N/A