

EXECUTIVE SUMMARY

Recommend Approval of Change Order #4 in the amount of \$97,186 on Contract 05-3772 with Miles Media Group for enhancements to the Tourism Department Website and extend the current agreement for two additional one year periods.

OBJECTIVE: To complete major enhancements to the current Tourism website in order to effectively position and promote the destination online. Additionally, the Board of County Commissioners is asked to consider extension of the current agreement for two additional one year periods.

CONSIDERATIONS: Miles Media Group redesigned and launched the new tourism website in March 2005. Since the launch of the new site, web user statistics have dramatically increased. In order to remain competitive with the fast paced and constantly evolving tourism market, some major enhancements of the current website are necessary. Miles Media has the expertise and complete knowledge of our web site and is in the best position to efficiently make the necessary enhancements at the most economical cost. Therefore, a change order in the amount of \$97,186.00 is requested to fund the enhancements and additional web projects detailed below.

▪ Website enhancements including page widening, brand enhancement, improved navigation	\$22,000.00
▪ Future enhancements based upon individual project scopes including new history and culture pages, fishing, nature, wedding and other niche pages	\$30,000.00
▪ Web Side Story tracking program for improved ROI measurement and web user profiles	\$10,000.00
▪ Google Maps and Google Earth to improve user experience	\$5,000.00
▪ Blueway Website Phase 2 with new mapping, GPS points, photos	\$7,500.00
▪ E-blast program (6 deployments) to tourism database	\$15,000.00
▪ Remaining payments on initial three year agreement thru 3/08 @ 2,562	<u>\$ 7,686.00</u>
TOTAL	<u>\$97,186.00</u>

The Board of County Commissioners is asked to consider extension of the current Miles Media Group Agreement for two additional one year periods which will enable us to roll out these enhancements as new technology evolves and to pay for these enhancements over a three year period as we did for the initial redesign project and not adversely impact our budget in the current fiscal year.

ADVISORY COMMITTEE RECOMMENDATIONS: The TDC will consider the Change Order at the January 28, 2008 meeting.

COUNTY ATTORNEY FINDING: This item has been approved for legal sufficiency by the County Attorney's Office.

FISCAL IMPACT: The current amount of the Miles Media contract is \$143,340.00. The requested change order in the amount of \$97,186.00 represents a 68% increase over the current contract amount. Sufficient budget exists within Tourism Marketing and Promotion Fund (184) to fund this Change Order.

GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan related to this action.

RECOMMENDATION: Approve Change Order #4 for \$97,186.00 on Contract 05-3772 with Miles Media Group for major website enhancements to include a Web Side Story tracking program, Google maps, Blueway Website Phase 2, E-blast program, and other necessary enhancements and upgrades and extend the current agreement for two additional one year periods and authorize the Chairman or his designee to execute the Change Order.

PREPARED BY: Kelly Green for Jack Wert, Tourism Director

**CONTRACT/WORK ORDER MODIFICATION
 CHECKLIST FORM**

PROJECT NAME: Collier County Tourism Website Design & Maintenance PROJECT #: n/a
 BID/RFP #: 05-3772 MOD #: 4 PO#: 4500085775 WORK ORDER #: _____
 DEPARTMENT: Tourism CONTRACTOR/FIRM NAME: Miles Media Group

Original Contract Amount:	\$ <u>92,220.00</u> (Starting Point)
Current BCC Approved Amount:	\$ <u>143,340.00</u> (Last Total Amount Approved by the BCC)
Current Contract Amount:	\$ <u>143,340.00</u> (Including All Changes Prior To This Modification)
Change Amount:	\$ <u>97,186.00</u>
Revised Contract/Work Order Amount:	\$ <u>240,526.00</u> (Including This Change Order)
Cumulative Dollar Value of Changes to this Contract/Work Order:	\$ <u>148,306.00</u>

Date of Last BCC Approval 5/30/07 Agenda Item # 16F1

Percentage of the change over/under current contract amount 68.0 %
 Formula: (Revised Amount / Last BCC approved amount)-1

CURRENT COMPLETION DATE (S): ORIGINAL: _____ CURRENT: ongoing

Describe the change(s): Website improvements and enhancements to www.paradisecoast.com not anticipated in original scope of work when the website was designed. Potential enhancements include:

- Website Enhancements
- Future enhancements based on individual project scopes
- Web Side Story tracking program
- Google Maps and Google Earth
- Blueway Website - Phase 2
- E-blast program (6 deployments)
- Remaining payments on initial three year agreement

Specify the reasons for the change(s) 1. Planned or Elective 2. Unforeseen Conditions 3. Quantity Adjustments 4. Correction of Errors (Plans, Specifications or Scope of Work) 5. Value Added 6. Schedule Adjustments Note: One or more may be checked, depending on the nature of the change(s).

Identify all negative impacts to the project if this change order were not processed: Our ability to stay competitive in the tourism marketplace would be seriously jeopardized if we cannot complete this change order.

This change was requested by: Contractor/Consultant Owner Using Department CDES
 Design Professional Regulatory Agency (Specify) _____ Other (Specify) _____

CONTRACT SPECIALIST PARTICIPATION IN NEGOTIATIONS: Yes No

This form is to be signed and dated.

APPROVED BY: [Signature]
 Project Manager

Date: 12/19/07

REVIEWED BY: [Signature]
 Contract Specialist

Date: 12/19/07

CHANGE ORDER

CHANGE ORDER NO. 4

CONTRACT NO. 05-3772
BCC Date: January 15, 2008
Agenda Item: 16F1

TO: Miles Media Group, Inc.
6751 Professional Parkway West
Sarasota, FL 34240-2300

DATE: December 11, 2007

PROJECT NAME: Tourism Website Design & Maintenance

PROJECT NO.: n/a

Under our AGREEMENT dated March 22, 2005.

You hereby are authorized and directed to make the following change(s) in accordance with terms and conditions of the Agreement:

Website improvements and enhancements to www.paradisecoast.com not anticipated in original scope of work when the website was designed. Potential enhancements include:

- Website Enhancements
- Future enhancements based on individual project scopes
- Web Side Story tracking program
- Google Maps and Google Earth
- Blueway Website – Phase 2
- E-blast program (6 deployments)
- Remaining payments on initial three year agreement

FOR THE (Additive) Sum of: Ninety seven thousand one hundred eighty six dollars
(\$ 97,186.00).

Original Agreement Amount	\$ <u>92,220.00</u>
Sum of Previous Changes	\$ <u>51,120.00</u>
This Change Order (Add) (Deduct)	\$ <u>97,186.00</u>
Present Agreement Amount	\$ <u>240,526.00</u>

The time for completion shall be (increased/decreased) by 0 calendar days due to this Change Order. Accordingly, the Contract Time is now _____ (_____) calendar days. The substantial completion date is _____ and the final completion date is _____. Your acceptance of this Change Order shall constitute a modification to our Agreement and will be performed subject to all the same terms and conditions as contained in our Agreement indicated above, as fully as if the same were repeated in this acceptance. The adjustment, if any, to the Agreement shall constitute a full and final settlement of any and all claims of the Contractor arising out of or related to the change set forth herein, including claims for impact and delay costs.

Accepted: December 4, 2007

CONTRACTOR:
Miles Media Group

By: William Bartens
William Bartens, CFO

OWNER:

BOARD OF COUNTY COMMISSIONERS
OF COLLIER COUNTY, FLORIDA

By: _____
Jack Wert, Executive Director