

## **EXECUTIVE SUMMARY**

### **Discussion of Request for Proposal (RFP) for Tourism Marketing Services**

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**OBJECTIVE:** Review results of recent Marketing Services RFP.

**CONSIDERATIONS:** Collier County Purchasing conducted a Request for Proposal for Marketing Services to represent the Convention & Visitors Bureau and the Tourism Department. This procedure is followed every three to four years at the expiration of a current contract.

The RFP was advertised in August and four firms responded:

Greenfield Advertising Group  
Matrix Graphic Directives  
Imagery Creative Communications  
Paradise Advertising & Marketing, Inc.

Each responding firm presented their credentials and marketing proposals to a review committee of Collier County employees, appointed by the County Manager. The RFP's were reviewed by each of the review committee independently and results were submitted at a meeting on October 5, 2010 in the County Purchasing Department. The firms were ranked using a pre determined points system.

That ranking system put Paradise Advertising and Marketing, Inc. in the # 1 position. In accordance with Collier County Purchasing Policy, an agreement will be negotiated with the top ranked firm and, if successfully completed, that agreement will be presented to the Board of County Commissioners for approval. A new agreement should be in place by no later than December, 2010.

**FISCAL IMPACT:** Funds for Marketing Services is in the approved Tourism Department budget for FY 11.

**GROWTH MANAGEMENT IMPACT:** There is no impact to the Growth Management plan with this action.

**RECOMMENDATION:** Review results of Request for Proposal for Tourism Marketing Services.

**SUBMITTED BY:** Jack Wert, Tourism Director