

EXECUTIVE SUMMARY

Recommendation to the Board of County Commissioners to approve the selection of International representation companies for UK/Ireland and for Europe and related tourism agreements at a combined total annual cost of \$400,000.

OBJECTIVE: Recommend selection of International Representatives for tourism in UK/Ireland and in Europe.

CONSIDERATIONS: Tourism has had representation in key international markets for several years. In the UK and Ireland we have been represented by OMMAC, Ltd and we have been represented in Europe by Diamonde based in Stuttgart Germany. Full time international representation is an important element in our marketing efforts to attract visitors from our target feeder markets of Germany and the UK. In accordance with Collier County Purchasing Policy, these services were advertised in Intent to Bid format. Six companies with experience in representing destinations submitted on-line bids for these services. The bid criteria indicate that for UK representation the number one choice is OMMAC, Ltd and for European representation the number one choice is Diamonde. Both companies are experienced with our destination and have increased our presence in the international market dramatically.

FISCAL IMPACT: UK/Ireland representation is \$10,000 in monthly service fees and \$6,666.67 in monthly reimbursable travel and other promotional expenses. European representation services are \$8,500 in monthly service fees and \$8,166.67 in monthly reimbursable travel and other promotional services. These amounts are included in the proposed tourism marketing budget in Fund 184 for FY 13.

RECOMMENDATION: Recommendation to Board of County Commissioners to approve the selection of International representation companies for UK/Ireland and for Europe and the related tourism agreements at a combined total annual cost of \$400,000.

PREPARED BY: Jack Wert, Tourism Director

	Marketing & Communications <input type="checkbox"/> United Kingdom	OMMAC <input type="checkbox"/> United Kingdom	Cellet Travel Services Ltd <input type="checkbox"/> United Kingdom <input type="checkbox"/> Europe	DiaMonde <input type="checkbox"/> Europe	Unique Sales & Marketing <input type="checkbox"/> Europe	Tourism Projects Marketing <input type="checkbox"/> Europe
					Deemed Non Responsive	
1. Cost to complete the services identified in Exhibit A - Scope of Work in the form of a monthly service fee.	\$ 12,500.00	\$ 10,000.00	\$ 11,500.00	\$ 8,500.00	\$ 9,800.00	\$ 10,400.00
2. Anticipated travel expenses to complete the services identified in Exhibit A Scope of Work in the form of a monthly service fee.	\$ 3,000.00	\$ 1,500.00	\$ 20,000.00	\$ 1,666.67		\$ 12,500.00
3. Anticipated reimbursable expenses to complete the services identified in Exhibit A Scope of Work in the form of a monthly service fee.	\$ 8,250.00	\$ 5,166.67	\$ 95,000.00	\$ 6,500.00		\$ 4,341.67
TOTAL Monthly Fee (Award will be based on this total bid)	\$ 23,750.00	\$ 16,666.67	\$ 126,500.00	\$ 16,666.67	\$ 9,800.00	\$ 27,241.67

#4 Per diem charge removed from award evaluation because of lack of response - only 1 vendor out of 6 responded.

Unique Sales & Marketing deemed non-responsive - did not include requested documentation.

Math Correction

Required Qualifications:

Three comparable representation projects of similar scope: Provide a brief description of at least three projects related to the Tourism scope of work completed for a similar agency, preferably in Florida or the U.S.; include dates of the projects and contact information (name, address, telephone and email address) for the main contact individual at that agency.

Yes Yes Yes Yes No Yes

Credentials of staff assigned to the County's project demonstrating at least 5 years of previous comparable experience: Provide the credentials and experiences of staff assigned to this project; travel to the United States and Florida; etc.

Yes Yes Yes Yes No Yes

Provide proof of a local office for the International region for which you are submitting a bid to represent our area. .

Yes Yes Yes Yes No Yes

Five (5) references from companies or agencies your firm has provided similar services.

Yes Yes Yes Yes No Yes

Brenda Brillhart, Procurement Strategist
Rhonda Cummings, Witness