



Polk County

Legislation Text

File #: 22-635, Version: 1

SUBJECT

Approve agreement with TM Latin America to provide a Canada & South America public relations and sales representative for Tourism and Sports Marketing. (Recurring \$159,096.00 annual expense)

DESCRIPTION

Tourism & Sports Marketing Division requested Procurement to solicit proposals for the purpose of providing the Polk County Tourism and Sports Marketing Division with a sales and public relations firm that can promote and market Central Florida's Polk County, and its tourism related offerings, to travel agents, tour operators and media outlets in Canada and South America.

Request for Proposal (RFP) 22-344, Canada & South America Public Relations and Sales Representative for Tourism and Sports Marketing was issued, and two firms submitted a proposal. On July 19, 2022, the Board approved the selection committees' recommendation and authorized staff to enter into negotiations with TM Latin America. This agreement is a result of those negotiations.

The annual expense of \$159,096.00 will be paid monthly in the amount of \$13,258.00. When additional related translation services and design work are needed beyond the existing monthly services, Tourism and Sports Marketing will coordinate with the firm to define a written scope of work that includes a time schedule and maximum compensation. Work Authorizations will be approved by the Tourism and Sports Marketing Manager or designee prior to the issuance of a purchase order.

The term of this agreement will be for a 6-year time period.

RECOMMENDATION

Request Board approve agreement with TM Latin America in regard to RFP 22-344, Canada & South America Public Relations and Sales Representative for Tourism and Sports Marketing.

FISCAL IMPACT

The funds are budgeted and available within the Tourism Tax Fund including funding for additional services identified by a written scope of work.

CONTACT INFORMATION

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