

REVISION

Consent – Procurement Services

SUBJECT: Request Approval of Contract Renewal: 21P-166-CA-01 Media Planning and Buying - Miles Partnership, LLP, Sarasota, FL (Budget Impact - Neutral; expenditure of \$1,500,000)

Item 7.7.4. An update was made to the account for the **Budget Impact** current cover page indicates fund ~~CP155552-548101~~ to CP155552-531109.



Marion County

Board of County Commissioners

Agenda Item

File No.: 2024-16785

Agenda Date: 10/15/2024

Agenda No.: 7.7.4.

SUBJECT:

Request Approval of Contract Renewal: 21P-166-CA-01 Media Planning and Buying - Miles Partnership, LLLP, Sarasota, FL (Budget Impact - Neutral; expenditure of \$1,500,000)

INITIATOR:

Susan Olsen, Director

DEPARTMENT:

Procurement Services

DESCRIPTION/BACKGROUND:

On October 19, 2021, the Board approved a contract with Miles Partnership, LLLP, for media and campaign promotions aimed at driving online traffic and increasing the conversion of potential visitors into tourists. The agency has met all the terms and conditions of the original agreement, which includes the option for two additional three-year renewals, subject to mutual agreement. Tourist Development Director Loretta Shaffer recommends renewing the agreement for its first three-year extension.

Attached for review is a draft contract. Pending approval at today's meeting, it will be sent to Miles Partnership, LLLP, for signatures and upon return, will be forwarded to Legal, the Clerk, and Chair for signatures.

BUDGET/IMPACT:

Neutral; expenditure of \$1,500,000. Funding from ~~CP155552-548101~~ CP155552-531109 - Tourist Development Fund. Future expenditures may vary but shall not exceed the approved budget for the duration of the contract.

RECOMMENDED ACTION:

Motion to approve the recommendation and allow staff to issue the contract renewal, and upon approval from Legal, authorize the Chair and Clerk to execute the contract renewal under 21P-166-CA-01.