



Legislation Details (With Text)

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Title: Award of Single Sole Source Contract to ITI Digital, Inc., for Promotional Advertising to Promote Florida's Adventure Coast for Tourism Development

Sponsors:

Indexes:

Code sections:

Attachments: 1. Notice of Intended Single/Sole Source Purchase, 2. ITI Digital - Internet Publishing, 3. ITI Digital - Google Ads - Digital Advertising, 4. Memo - Single Source Justification ITI Digital Marketing

Date	Ver.	Action By	Action	Result
1/9/2024	1	Board of County Commissioners		

TITLE

Award of Single Sole Source Contract to ITI Digital, Inc., for Promotional Advertising to Promote Florida's Adventure Coast for Tourism Development

BRIEF OVERVIEW

The Hernando County Tourism Department utilizes the services of ITI Digital for both website services and for advertising programs. On November 7, 2023, the Board approved the extension of the website services agreement for a period of six months, September 1, 2023, through March 31, 2024, pending the outcome of the Request for Proposal (RFP) prepared for website services. Those contracted services total \$33,400.

The Tourism Department has also planned an advertising program utilizing internet publishing, supported by a Google AdWords campaign. The campaign will run from December 15, 2023, through September 30, 2024, allowing for an “always on” approach.

- The Internet publishing campaign is \$28,000.
- The Google AdWords campaign is \$24,000.

FINANCIAL IMPACT

Funding is included in the FY2023 Budget: Expense Account No. 1261-02811-5304805 Tourist Development Tax - Tourist Development - Promo-Website & Related Exp, and Account No. 1261-02811-5304807 Tourist Development Tax - Tourist Development - Promo-Internet Adv&Mrktg.

LEGAL NOTE

The Board has the authority to act on this matter pursuant to Chapter 125, Florida Statutes.

RECOMMENDATION

It is recommended that the Board approve the attached campaign agreements with ITI Digital, Inc., for a total value of \$52,000.