



Agenda Item Summary

File #: 23-00495

Agenda Date: 9/26/2023

Agenda Item Name:

Addendum Agreement #13904 to Florida Tourism Industry Marketing Corporation doing business as VISIT FLORIDA, for DirectX Media Object (DMO) Video Program for Visit Gainesville, Alachua County.

Presenter:

Jessica Hurov, Tourism Manager, 352-374-5260
Theodore White, Procurement Manager, 352-374-5202

Description:

Addendum Agreement #13904 with VISIT FLORIDA, for DMO Video Program, in the amount of \$60,000.00, for Visit Gainesville, Alachua County.

Recommended Action:

Approve and authorize the Chair to execute the Addendum Agreement #13904 with VISIT FLORIDA for DMO Video Program, in the amount of \$60,000.00. Additionally, authorize the County Manager, or designee, to sign future amendments to the Agreement which do not increase the annual cost of the Addendum Agreement.

Prior Board Motions:

N/A

Fiscal Note:

Sufficient funds exist in the Tourism budget to cover this expense.

Fund: 150.45.4510.552.31.00

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

This purchase is exempt from the County's competitive bidding requirements pursuant to Section 22.3-302(3) of the Alachua County Procurement Code, all Supplies or Services, purchased from another unit of government and pursuant to Section 22.3-301 for Advertisements; however, since the dollar amount of the purchase exceeds the purchasing authority of the Procurement Manager, this is being submitted for Board of County Commission consideration and approval.