



Agenda Item Summary

File #: 23-00699

Agenda Date: 11/14/2023

Agenda Item Name:

Agreement 13931 with Madden Prepint Media LLC, for Redesign of the website for Visit Gainesville, Alachua County, FL

Presenter:

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

Description:

Request to Approve Agreement 13931 with Madden Prepint Media LLC for the Redesign of the website for Visit Gainesville, Alachua County.

Recommended Action:

Approve and authorize the Chair to execute Agreement 13931 with Madden Prepint Media LLC, for the redesign of the Visit Gainesville, Alachua County Website.

Prior Board Motions:

August 22, 2023, the Board approved the ranking and authorized staff to negotiate an agreement for RFP 23-399 Visit Gainesville, Alachua County Website Redesign. Item 23-00426

Fiscal Note:

The County will pay a lump sum of \$84,460.00 for the programming, design/redesign and creation of the Website. After the completion of the website, the County agrees to pay the Professional during the maintenance period payable at an amount of \$2,530.00 monthly, not to exceed \$30,360.00 annually. There are sufficient funds in the Tourist Development budget to cover the cost of this agreement.

Fund: 150.45.4510.552.31.00 and 150.45.4510.552.46.00

Strategic Guide:

All Other Mandatory and Discretionary Services

Background:

RFP 23-399 Visit Gainesville, Alachua County Website Redesign for VisitGainesville.com was released on April 5, 2023. The deadline for receipt for 23-399 Visit Gainesville, Alachua County Website Redesign for Visit Gainesville was April 26, 2023. Twelve (12) vendors responded.