



Legislation Text

File #: 20-1064, **Version:** 1

Agenda Item Name:

Purchase Order 2021-1244, to Clear Channel Outdoor Inc., in the amount of \$65,000.00, for the purchase of Radar Connect Digital Advertising, for the Visitor and Convention Bureau

Presenter:

Jessica Hurov 352.374.5260 ext. 2496/Larry Sapp, 352.374.5202

Description:

Purchase Order 2021-1244 to Clear Channel Outdoor Inc.

Recommended Action:

Make legislative determination that this expenditure serves a public purpose and is primarily related to promoting and advertising tourism in Alachua County, and approve the issuance of Purchase Order 2021-1244, to Clear Channel Outdoor Inc., in the amount of \$65,000.00, for the purchase of Billboard Advertising, for the Visitor and Convention Bureau.

Prior Board Motions:

N/A

Fiscal Consideration:

Sufficient budget exists in the Tourist Development Fund, Account 150.45.4510.552.48.00.

Background:

RADAR Connect Digital amplifies the out-of-home (OOH) billboard advertising campaign with digital and mobile retargeting to extend the reach and repetition of messaging and drive consumer engagement. RADAR Connect provides weekly reporting with details on click through rates and impressions delivered against targeting tactics (billboards, location & audience). Website pixels track online signups for the What's Good event guide and tracks anonymous groups of zip codes (ex: ATL, south GA, north FL) for refined geo-targeting engagement. The RADAR Connect program boosts brand awareness and drives online engagement for Visit Gainesville, Alachua County by augmenting the billboard campaign messaging, geo-targeting potential customers and retargeting behavioral and demographic audience segments. This campaign will deliver approximately 500,000 impressions per 4 weeks.

It is requested that a legislative factual determination be made that a digital advertising re-targeting and tracking purchased with revenue from Tourist Development Taxes serves a public purpose and is related to promoting and advertising tourism in Alachua County, and that these efforts spotlight Alachua County as a desirable place to visit by promoting the positive qualities and numerous cultural, artistic, historic, natural and other tourist related attributes and activities available in Alachua County for tourists to enjoy.

This purchase is exempt from the County's competitive bidding requirements pursuant to Section 22.3-301 (03) of the Alachua County Procurement Code, Procurement of Advertising and Other Related Media. However, since the dollar amount of the purchase exceeds the purchasing authority of the Procurement Manager, this Purchase Order is being submitted for Board consideration and approval.