



## Legislation Text

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**File #:** 22-0770, **Version:** 1

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**Agenda Item Name:**

Change Order 1 to Purchase Order 2022-1394, to Clear Channel Outdoor Inc., in the amount of \$2,075.35, for the purchase of Billboard Advertising, for the Visitor and Convention Bureau.

**Presenter:**

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**Description:**

Change Order 1 to Purchase Order 2022-1394 to Clear Channel Outdoor Inc.

**Recommended Action:**

Approve the issuance of Change Order 1 to Purchase Order 2022-1394, to Clear Channel Outdoor Inc., in the amount of \$2,075.35, for the purchase of Billboard Advertising, for the Visitor and Convention Bureau. The revised Purchase Order total is \$80,644.48.

**Prior Board Motions:**

December 14, 2021, Board approved Purchase Order 2022-1394 to Clear Channel Outdoor Inc., in the amount of \$78,569.13.

December 8, 2020, Board approved Purchase Order 2021-1244 to Clear Channel Outdoor Inc., in the amount of \$65,000.00.

December 8, 2020, Board approved Purchase Order 2021-1243 to Clear Channel Outdoor Inc., in the amount of \$101,728.00.

**Fiscal Consideration:**

Sufficient budget exists in the Tourist Development Fund 150.45.4510.552.48.00.

**Strategic Guide:**

Social and Economic Opportunity

**Background:**

Billboard advertising is one of the most economical cost-per-impression (CPI) and is the top out-of-home (OOH) of all advertising methodologies. According to Nielsen research, 85% of viewers engage with billboard advertisements. Alachua County has travelers off I-75 occupying hotel rooms for last-minute transient stays, leisure trips from drive-in markets, and consumer cultural, outdoor, and nature-based tourism. Billboards provide maximum visibility and impact, build strong brand and image awareness, deliver a high reach and frequency over an extended period of time, and provide continuous exposure of the Visit Gainesville, Alachua County advertising message creating a leading

presence in the regional trade area.

The billboard campaign continues to advertise attractions, venues, events and activities to tourists, and features photography highlighting key points of interest with a call to action to encourage drivers to visit What's Good in Alachua County.

Clear Channel Outdoor Media is Visit Gainesville Alachua County's out-of-home billboard advertising vendor. The Vendor did not account for the dates 9/26-9/30 on the FY22 agreement and cost estimate. To avoid gaps in service, the dates should have been included to cover the cost of the billboards for the full fiscal year. The total additional change order of \$2,075.35 is to keep the destination marketing billboards up from 9/26/2022 - 9/30/2022.

Original Purchase Order:	\$78,569.13
Change Order #1:	\$ 2,075.35
Revised Purchase Order Total:	\$80,644.48

If this agenda item is approved, it is considered a continuation of the legislative factual determination that already has been made by the Board made that billboard campaigns 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.