



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: September 27, 2018

Meeting Date: October 4, 2018

Name: Paula Vann

Department: Tourist Development

Division Manager's Signature: _____

1. Nature and purpose of agenda item:

Requesting approval of the 2018-2019 Smith Travel Research (STR) Contract.

2. Recommended Motion/Action:

Motion to approve the 2018-2019 Smith Travel Research Contract for \$8,540

3. Fiscal impact on current budget.

Is this a budgeted item?

☐

N/A

☒

Yes Account No.

107-5200-552.30-54 DUES & SUBSCRIPTIONS

☐

No Please list the proposed budget amendment to fund this request




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Memorandum

DATE: 9.25.2018

TO: David Kraus, Assistant County Manager

FROM: Paula Vann, Tourist Development Executive Director 

RE: Smith Travel Report (STR) Contract

The Columbia County TDC requests approval of the annual Smith Travel Report (STR) contract for \$8,540.

The Smith Travel Report (STR) is utilized by Destination Marketing Organizations (DMOs) to evaluate current trends and future trends in a specific market. This report provides data to assist Columbia County in its marketing plan and budget process, as it reveals peaks and downtimes for our travel market. The TDC can recognize if our trends are in line with the region and state, and evaluate where marketing efforts should be focused.

We are contracting to receive three reports for the 2018-2019 fiscal year: Multi-Segment Destination Report, Trend Report and an 18-month Market Forecast. The reports are outlined below.

Multi-Segment Destination Report (Monthly and Weekly)

Destination Reports provide occupancy, average daily rate (ADR) and revenue per available room (Rev Par) for our chosen regions, markets and selected sets. The reports are customized, allowing us to display key performance data for seven segments and time-frames. Additionally, we receive supply and demand data for these seven segments.

Trend Report (Monthly and Weekly)

A monthly Trend Report displays eighteen months (and current year-to-date) of historical monthly performance data including: occupancy, average daily rate (ADR), revenue per available room (Rev Par), supply and demand.

Market Forecast

Market Forecasts draw upon the complete historical data STR holds on the market, the supply pipeline, key hotel demand drivers (e.g. events), and economic indicators at the market, national and international level to project future performance. The report is updated and delivered one time-annually, providing up-to-date insight on the industry and an overview of the current economic conditions. Hotel Market Forecasts are the ultimate resource to project future performance of our market's key metrics.



September 13, 2018

Paula Vann
Columbia County Tourist Development
263 NW Lake City Avenue
Lake City, FL 32055

Paula:

Thank you for selecting STR as your source of hotel data. We trust you have found the reports you have received over the past year to be valuable market tracking tools, and hope you will take this opportunity to renew.

The pricing and delivery schedule are as follows:

Report	Frequency	Subscription Period	Price
Multi-Segment (7 segments)	Monthly	10/1/18 – 9/30/19	\$1,890
TREND	Monthly	10/1/18 – 9/30/19	\$1,980
TREND	Weekly	10/1/18 – 9/30/19	\$1,980
Multi-Segment (7 segments)	Weekly	10/1/18 – 9/30/19	\$1,890
Custom Forecast	One-time	10/1/18 – 9/30/19	\$800
TOTAL			\$8,540

****Destination reports include 10% discount.**

The Standard Terms and Conditions you signed previously are now the “Destination Client Terms and Conditions”, and have changed to clarify the External Sharing Rights included with your subscription, which are separate from any additional republication data. The changes to section 1.2, and newly inserted section 1.3 are outlined below. A copy of the revised Destination Terms and Conditions are also attached for your review, so please read the attached Destination Terms and Conditions and understand this document before signing. If you should need to publish additional data, you will need to execute a Republication Rights Agreement, and additional costs may apply.

Revisions to the Destination Client Terms and Conditions:

1.2 Grant of License. Subject to the terms and conditions of this Agreement, and except as may be expressly permitted or limited elsewhere in this Agreement, STR hereby grants to Licensee a non-exclusive, non-transferable, indivisible, non-sublicensable license to use, copy, manipulate and extract data from the Licensed Materials for its own INTERNAL business purposes only, with the exception of the External Sharing Rights in section 1.3.

1.3 External Sharing Rights.

(a) Licensee may share the current month, and year-to-date, for Licensee’s local area, with Licensee’s Stakeholders. “Stakeholders” means board members, local hoteliers, restaurants, attractions, and media in Licensee’s local geographic area. External may be shared on Licensee’s website, in a newsletter, or in other regularly distributed publications. Last reported month & year-to-date performance of LICENSEE’s Market*. LICENSEE shall update the data each month; old data shall be replaced with new figures for the previously reported month. For example, published data showing performance for the month of October, as well as year-to-date performance during the same time period, would be replaced with data showing same figures for the month of November. LICENSEE shall NOT archive the old data or otherwise make it available to the public once it has been removed from the website.

(b) If Licensee shares any STR Data in any form, STR must be clearly and conspicuously identified as the source of such data by means of the following notation: SOURCE: STR, INC. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED. The notation shall appear immediately below or in conjunction with any and all graphs, charts or tables derived from STR Data. Licensee shall be responsible for any breach of the foregoing prohibition by any person or organization that receives STR Data from Licensee. If Licensee wishes to share additional data or share data with other recipients, Licensee must execute a Republication Rights Agreement.

(c) LICENSEE acknowledges, understands and agrees that the STR Data is proprietary to STR. Prior to using local market report data in its publications, advertising or marketing efforts as authorized above, LICENSEE agrees to provide STR with a copy of the proposed publication

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masthead, advertisement, or marketing plan in form and substance acceptable to STR. Copies of all publications, whether they be electronic or hard copy, containing STR data must be emailed to destinfo@str.com STR and LICENSEE further agree that STR has the right to amend or change the masthead, advertisement, marketing plan or other materials to the extent STR believes is reasonably necessary to comply with the terms and conditions hereof.

Please note that the Standard Terms and Conditions, along with this letter, comprise your agreement with us.

We appreciate the opportunity to continue to serve you. Please do not hesitate to call if you have any questions and thank you for your business.

Regards,

Lynsie Bennett
Thu Sep 13 2018 09:19:12

Lynsie Bennett
Director of Business Development, Industry Partners & Destinations

I accept the revised terms and conditions of this agreement as outlined above and in the attached agreement. I understand that the Destination Client Terms and Conditions will supersede any previous Terms and Conditions I have signed with STR.

Client: _____

By: _____

Title: _____

Date: _____

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