



## 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: October 29, 2019

Meeting Date: November 7, 2019

Name: Paula Vann

Department: Tourist Development

Division Manager's Signature: \_\_\_\_\_

A handwritten signature in blue ink, appearing to be "Paula Vann", is written over a horizontal line.

**1. Nature and purpose of agenda item:**

Request approval of the 2019 - 2020 STR Report Contract

**2. Recommended Motion/Action:**

Motion to approve the 2019 - 2020 STR Contract for \$8,590

**3. Fiscal impact on current budget.**

This item is currently budgeted. The account number to be charged is 107-5200-552.30-48 ADVERTISING



971 WEST DUVAL STREET • SUITE 145 • LAKE CITY • FLORIDA • 32055


PH: 386.758.1312

## Memorandum

---

Date: October 24, 2019

To: David Kraus, Assistant County Manager

From: Paula Vann, Executive Director Tourist Development 

Re: STR 2019-2020 - \$8,590

The Columbia County TDC requests approval of the annual Smith Travel Report (STR) contract for \$8,590.

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 2019-2020 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 (RevPAR) for our chosen regions, markets and selected sets. The reports are customised, allowing us to display key performance data for seven segments and timeframes. 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 (RevPAR), 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 16, 2019

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	10/1/19 – 9/30/20	\$1,890
TREND	Monthly	10/1/19 – 9/30/20	\$1,980
TREND	Weekly	10/1/19 – 9/30/20	\$1,980
Multi-Segment (7 segments)	Weekly	10/1/19 – 9/30/20	\$1,890
Custom Forecast	One-Time	10/1/19 – 9/30/20	\$850
<b>TOTAL</b>			<b>\$8,590</b>

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

The Destination Client Terms and Conditions you signed previously have not changed, therefore it is not necessary for you to sign another copy. They continue to govern your subscription.

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  
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: \_\_\_\_\_

**STR Corporate Headquarters**  
735 East Main Street, Hendersonville, TN 37075 USA  
T: +1 (615) 824 8664 [www.str.com](http://www.str.com)