



ITEM NO. (ID # 4633)

DATE: 09/05/2017

AGENDA REQUEST

*CONSENT
AGENDA\ADMINISTRATION

TO: Board of County Commissioners

PRESENTED BY: Charlotte Bireley, County Tourism Manager

SUBMITTED BY: Tourism Division

SUBJECT: Webcam Interlocal Agreement with City of Port St. Lucie

BACKGROUND:

As part of the County's tourism marketing efforts, staff is requesting approval to enter into an Interlocal Agreement with the City of Port St. Lucie to share costs and responsibilities associated with hosting 1 (one) live-streaming web cam.

This unique partnership will allow the City of Port St. Lucie and the County to further promote the area's beautiful outdoor landscape and cultural activities in real time as well as generate web traffic to the County's tourism website, a key marketing tool providing inspiring information and content for travelers to St. Lucie. Links to the live streaming of these cameras will be available on the County's tourism website and the City of Port St. Lucie's website.

The location for the two web cam is as follows:

1. Riverwalk Boardwalk, 2200 SE Veterans Memorial Pkwy, Port St. Lucie - this "Sunset Camera" will be mounted on a piling pole of the Riverwalk Boardwalk. The camera will face west and capture sunsets overlooking the St. Lucie River and natural Florida wetlands.

Exact camera location/angle are subject to change pending the location's infrastructure and technical requirements.

The web cam will be promoted through a variety of ways including television, print, digital, public relations and social media. All costs associated with the webcam program will be funded through the County's tourist development budget, the 3rd cent of the Tourist Development Tax.

PREVIOUS ACTION:

June 17, 2014 (Item 2162) - Board approval of the Interlocal Agreement with the City of Fort Pierce and the Agreement with Indian River State College for the tourism webcam program.

FINANCIAL IMPACT:

611-5210-534110-500 Software Support Contracts

611-5210-551200-500 Equipment > \$1,000

The cost to purchase the equipment is \$660

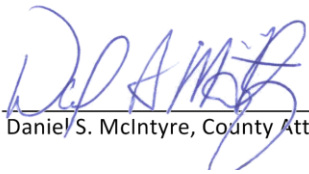
The annual cost for web streaming hosting, maintenance and troubleshooting is \$1,290, estimated installation of \$300 and a one-time set up fee of \$149. As per the Interlocal Agreement, the City of Port St. Lucie will reimburse the County annually for the web streaming, hosting, maintenance and troubleshooting costs.

RECOMMENDATION:

Staff recommends Board approval of the interlocal agreement with the City of Port St. Lucie for the Tourism Webcam Program as drafted by the County Attorney.

COMMISSION ACTION:

Coordination/Signatures



Daniel S. McIntyre, County Attorney

8/23/2017



Howard Tipton, County Administrator

8/31/2017