

BERMUDA

**PUBLIC ACCESS TO INFORMATION (CONTRACTS VALUED \$50,000 OR MORE) BERMUDA
TOURISM AUTHORITY NOTICE 2023**

GN / 2023

The VP of Finance who has supervision of the Bermuda Tourism Authority, in exercise of the power conferred by section 6(6) of the Public Access to Information Act 2010, gives the following Notice:

Citation

1. This Notice may be cited as the Public Access to Information (Information Statement-Contracts Valued \$50,000 or More) Bermuda Tourism Authority Notice 2023.

Contracts to which this Notice applies

2. This Notice applies to the contracts contained in the following Table:

Table

Name of Contractor/ Contracting Parties	Contract Start Date	Contract End Date	Description of Goods/ Services Provided	Contract Value
Berlin Rosen LLC	1 April 23	31 Mar 26	Agency of Record for Creative and Public Relations	\$2,952,600
Miles Partnership LLLP	1 April 23	31 Mar 25	Media Planning & Buying Agency	Up to \$1,904,000
Verb Interactive Inc.	1 Jul 22	30 Jun 26	Digital marketing, technology and web hosting services	\$648,000
Bonnier Corporation	1 Jan 23	30 Sep 23	Media placement and sponsorship of Bermuda Triple Crown Billfish Championship	\$100,000
Burnt House Productions	5 Jul 23	4 Jul 25	Content Development	Up to \$816,000
Virtuosso Ltd	1 Jan 23	31 Dec 23	Consortia Marketing	\$50,100
Boat International Media Limited	1 Feb 23	31 Jan 24	Event sponsorship and media partnership	\$242,900
Link Bermuda Ltd.	1 Jan 23	31 Dec 24	Provision of Internet services	\$72,000
Destination Analysts Inc	1 Jan 23	31 Dec 23	AIR & Cruise Exit Survey research	\$142,300

Washington Properties Ltd.	1 Feb 23	31 Jan 26	Rental of Office Space	\$542,754
Tourism Economics	1 Jan 23	31 Dec 25	Symphony Market Intelligence Platform	\$114,000
PGA Tour Inc	1 Apr 19	31 Dec 25	Extension of Multiyear sponsorship of Bermuda Championship.	\$11,860,070*
Sardis	19 Jul 23	To completion	Contribution Agreement – Today Show	\$375,000
PricewaterhouseCoopers Advisory Ltd.	18 Sep 23	To Completion	Provision of Consultancy Services	\$70,000
Not Ordinary Media LLC	1 Jan 23	31 May 23	Media Insertion orders	\$100,000
Forest Productions Inc	5 May 23	To completion	Contribution Agreement – on Island TV production and logistic costs	\$240,000
US Track and Field Inc.	1 Mar 23	31 May 23	USATF Management Agreement	\$180,000
MMGY Global	Ongoing		UK and European Marketing	\$499,200 **
Princeton Strategic Communications	13 Feb 23	Ongoing	Marketing and Communications services	\$96,000 ***
Smith Hauling and Excavating Limited	5 Apr 23	26 May 23	Building Repairs	\$88,023

* This represents the additional amount due under the extension to the agreement. The original contract was disclosed under Notice GN1210/2022.

** This represents the annual value of the contract. It is subject to 90 days notice.

*** This represents the annual value of the contract. It is subject to 30 days notice.

Made this 22nd day of December, 2023

Duncan Beveridge

VP of Finance who has supervision of the Bermuda Tourism Authority