

BOONE OAKLEY 2025 DFWB County Visitor Map Creative Brief

PROJECT BACKGROUND

We are looking to create a map for the visitors of Okaloosa County. While the most popular tourist destinations are Destin and Fort Walton Beach, we will need to pull in other attractions/areas within the county as well. Currently, the destination's visitors centers have been handing out maps like these: Design 1 and Design 2. We would like to update the design to be more in line with our brand and helpful for the visitor, since a map is the number one requested item.

GOAL

The Destin-Fort Walton Beach County Visitor Map will provide and guide visitors with insider recommendations on must-see and do experiences, including local-favorite restaurants, attractions, events, and activities, while giving an at a glance view of the destination.

TARGET AUDIENCE

About 80% of people that will receive the map will be in the destination, at visitor centers, the airport, etc. While the remaining 20% are potential visitors from out-of-market who request the map in advance.

Many of these users are first-time visitors who range from young families to older adults (ages 25-64). We must balance creative elements within our brand and helpful geographic elements.

MAP LOOK + FEEL

We will provide our brand guidelines, art files and graphic illustrations to work from at the start of the project. We have not created a county-wide map for the destination in our brand look and feel, but we have created one for a smaller project. This map showcases the adventures young families can do in Destin and Fort Walton Beach for reference. However, the new map will need to be for visitors of all ages and more general.

MAP SIZE + STRUCTURE

- No current expectation of size, but not giant or overwhelming for the visitor
- Some kind of folded map structure
- Include an index
- Back of the map - *can think through as we go*
 - Incorporate less important elements that we can't all fit on the front of the map
 - Avoid creating a huge list of locations or turning it into ad-like section

AREAS WITHIN THE COUNTY

- *The goal is to design around the major hubs and areas*
- Areas within the destination need to be somewhat to scale
- The main section of the map should include this area (Destin + Fort Walton + more), then pull in the other areas of the county to avoiding having a huge gap
 - Design Example - we will need to call out the distance from Destin-Fort Walton Beach to these areas

CONTRACT: C19-2752-TDD
Boone Oakley
Marketing, Advertising, & PR for TDD
EXPIRES:09/30/2025

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- We will need to include 2 bubbles: Niceville (Turkey Creek/Boggy Bayou) and Crestview (main street area)

GEOGRAPHICAL LANDMARKS + RECREATION

- Calling out the bodies of water: Gulf, Bay and Rivers
 - Show a big enough portion of the Gulf in the map to call out the snorkel reefs and dive sights
- Beach Accesses
- Parks with playground equipment
- State Parks – Henderson, Rocky Bayou
- Gulf Islands National Seashore access point
- Camping sites
- Blackwater River and Karick Lake in Crestview

ROADWAYS

- 98/Miracle Strip/Harbor Blvd/Emerald Coast pkwy
- Scenic Highway 98
- 85/Ferdon N&S/Eglin Pkwy
- I-10
- Highway 20

IMPORTANT

- Hospitals – Destin ER, FWB
- Airports – inclusive of Destin and Bob Sikes

MAJOR AREAS + EPISCENTER

- Downtown Fort Walton
- Welcome Centers
- Destin Harbor
- Crystal Beach/Scenic HWY 98 area
- DestinFWB event venues
- Armament Museum
- Gulfarium
- Boardwalk
- HarborWalk Village

SHOPPING

- Destin Commons
- Crestview Commons
- Uptown Station

GROCERY STORES

- Publix
- Winn-Dixie

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- Whole Foods

ACCOMMODATIONS

We will not need to feature any

Our website link is: <https://www.destinfb.com/>

QR CODES

- Link to Scout Page (near the map index)
- Link to Explore Page
- Link to Little Adventures (on the back of the map)
- *If possible to fit* link to snorkel and scuba locations page



SINGLE SOURCE PURCHASE JUSTIFICATION REQUEST

A single source means that a commodity or service can be purchased from multiple sources, but, in order to meet certain functional or performance requirements (e.g. parts matching existing equipment or materials) there is only one economically feasible source for the purchase.

Date: 03/03/2025

PR No:

Requestor: BooneOakley

Phone No: 704-333-9797

Department/Division: Tourist Development Department

Item Description: Illustrator for visitor map

Vendor: Nate Padavick

Vendor's Address: nate@natepadavick.com

Vendor's Telephone No:

Point of Contact:

Single Source Justification:
(attach additional docs if any)

Map illustration is a niche market and the vast majority of the artists are rep'd by the same firm, Illustrationx, and currently unavailable due to other projects. Nate Padavick is independent and best meets the County's functional and performance needs - he is available, has worked w/ tourism clients, and has experience creating maps that incorporate technical functionality as well as creative design.

Check One:

The public exigency or emergency for the requirement will not permit a delay resulting from competitive solicitation. (attach emergency condition documentation)

Federal Awarding Agency or Pass Through Agency authorizes noncompetitive negotiations (letter of authorization is attached).

The item is an associated capital maintenance item as defined in 49 U.S.C. §5307(a)(1) that is procured directly from the original manufacturer or supplier of the time to be replaced (price certification attached).

Other, additional justification required (continue on blank page as needed)

Charlotte
Dunworth

Digitally signed by Jennifer Adams
Date: 2025.03.03 14:15:01 -06'00'

Jennifer Adams Digitally signed by Jennifer Adams
Date: 2025.03.03 14:15:01 -06'00'

Requesting Department Director Signature (or authorized Designee)

Date

REVIEW BY OMB AND PURCHASING

Approved:

OMB and Purchasing Department Comments:

Denied:

Faye Douglas Digitally signed by Faye Douglas
Date: 2025.03.03 15:01:26 -06'00'

OMB Director Signature

Date