

Task Order TD2410– Little Adventures Scout Transition to Promotion

Task Order TD2410-R1 – Destination Stewardship Pilot Program 2024

Task Order TD2410-R2 – Expansion of Reel Time and FY 2025 Strategic Planning

Agency Job # OKTDD-23034

As a continuation of Destination Stewardship, this task order represents the Little Adventures pilot Scout program transition to upscaled promotional and advertising content as well as a FY24 Scout plan. This task order includes collaborating with staff to:

Adventure Scout Program

- Identify, discover and create up to 15 Scout adventure profiles including but not limited to: their recommendations; reviews based on first-hand adventures/expert knowledge; advice based on chat FAQ's, family dynamics, etc.
- Using existing technology, extract chat data to create a series of FAQ's and top lists for new topics like lodging, proximity, restaurants, etc. to be used in training and promotional content.
- Create a tiered process for Scout approval and permission to use their information and likeness on an ongoing basis.
- Train Scouts for transition - both increased site activity in Nov-Dec and new campaign launch in Jan-Feb.
- Introduce Scouts to additional hotels and short-term rentals as a resource to use during Spring and Summer planning. Create Zoom presentation.
- Create Scout plan and timeline for staff to optimize and manage all Scout operations and expand technology as necessary.

Final deliverable is a FY24 Scout plan including all elements above.

This task order revision R1 (services Feb 2024 – approximately September 2024) represents the expansion and continuation of current Little Adventures pilot programming and Reel Time pilot program development. Pilot optimization and recommendations for FY24 include Adventure Scout Program, Adventure Classes and Reel Time charter fishing program.

Adventure Scout Program

- Create app protocol for iOS and Android, user test with teams and optimize Scout application for all Scout communication, scheduling and training.
- Design more robust and user-friendly CMS to house and feed all team content - scheduling, resources and training material-- for Scout application. Enter first wave content.
- Create app training materials, as necessary, and conduct training sessions for staff and lead Scouts to effectively use technology to manage expanding teams.
- Launch Scout app for use, monitor, fix bugs and create 1-2 small updates, as needed.
- Update chat dashboard to include enhanced reporting and analytics on website based on potential increased chat volume.

Adventure Class Program

- Update adventuredfwb.com consumer website with relevant class and Scout changes, as necessary, for new fiscal year to include up to 5 new instructors for existing classes and up to 5 new locations, as needed.
- Optimize class notification/registration SMS programs and communications streams. Analyze

workflows, audit, and identify possible new platform for notifications and re-platform, if necessary to streamline and improve ease and communications to families.

- Optimize and streamline development in WordPress to simplify weekly class content entry for higher volume output (anticipating 700 classes in 2024).
- Integrate adventuredfwb.com with Scout application.
- Test small-scale, in-market promotions of Classes during summer and optimize based on effectiveness and changing locations.

Reel Time Charter Fishing Program

- Create product segmentation strategy and criteria around Reel Time charter fishing and Little Adventure charter fishing. Conduct IDI's to identify five pilot-program charter captains for first-year launch.
- Concept, design and develop additional co-branded elements for selected captains.
- Concept, develop and produce new content for five charter captains to be featured on website.
- Design and implement new Reel Time pages on destinfwb.com
- Concept, design and further develop virtual fishing tournament product including registration, entry, upload process and tools needed all along year-one customer journey.
- Design, create and test beta virtual platform to soft launch tournament.

This task order revision R2 (services August 2024 – approximately November 2024) represents the expansion of the Reel Time pilot program to take advantage of fall weather to increase the roster of Captains/Teams to be included on site and in first-round virtual tournament anticipated in Spring 2025. This revision also includes accelerated strategic planning to include analysis and optimization of expansion to be able to better align product development with promotional activity during FY 2025.

Strategic Planning/Adventure Scout and Class Program Additions

- Extend in-market class promotional test into early fall and analyze results and implications including but not limited to: different timeframes, weekday vs. weekend, and depth of scout staff for expanded effort moving forward.
- Continue to identify scale-related problems for multiple classes and locations, fix bugs and develop solutions for adventuredfwb.com and corresponding Wordpress back-end user management.
- Continue to optimize and update notification SMS workflows to streamline communications to families and help them navigate to county-wide class locations.
- Conduct 2-3 input sessions with Scouts and staff as well as audit all gear, infrastructure, and technology to create plan for FY25.

Final deliverable is a FY 2025 combination Scout and Class plan including all elements above.

Reel Time Charter Fishing Program Additions

- Create new content – videos and still photography - for up to 5 new Reel Time teams including Captains and Mates. This includes conducting IDI's with Captains; concept, development and creation of each Team's content, production and art direction of multi-day shoot, individual videos and copy where needed.
- Create new website updates, copy and design changes as needed to incorporate new teams into destinfwb.com pages as well as updating all Scout and staff training materials, FAQ's and other resources.

- Update the Reel Time video and create preliminary assets for virtual tournament product development.
- Create product development roll out for year-2 pilot to be incorporated into the overall destination stewardship plan for FY25.

Payment Schedule:

To execute the tactics above and develop the plan, services are described below:

<p>\$89,150 <u>\$470,000</u> <u>\$170,000</u></p>	<p>Agency Services Revision 1 Revision 2</p>	<p>To be invoiced monthly based on percentage complete Includes all services for research and development, strategic planning, ongoing optimization, design and conceptual development, <u>writing</u>, new product development, <u>implementation</u>, project management, production management, and training.</p>
<p>\$490,000 <u>\$275,000</u></p>	<p>Production Revision 2</p>	<p>To be invoiced monthly based on actual costs Includes all photography and video content creation, printing, branded gear and materials, web development and technology costs. Vendors include: Ekko, Fast Signs, Jen Von Nida, SouthLeft, Mezz Digital, VXEL Media, Wondersmith, Liz Stovall / Fenton Pictures, Cori Ward, Danielle Galella, Destyn Patera, Brenna Kneiss, Blake Jones, John Harrington, Image Printing & Digital Services, Lavish Branding, A2Z Specialty Advertising, Adobe Stock Images, Getty Images, 4imprint, Academy Sports, Metrographics, Custom Lanyards, Wizard Pins as well as others <u>not meeting the competitive procurement threshold.</u> <u>** Vendors may require up to 75% payment in advance of services rendered.</u></p>
<p>\$1,200 <u>\$20,000</u> <u>\$10,000</u></p>	<p>Agency Travel Revision 1 Revision 2</p>	<p>Scout training or presentation 1 person, 2 days <u>Scout training, meetings or presentations. Up to five trips, 2-3 people, 2-3 days.</u> <u>Scout training, meetings or presentations. Up to three trips, 2-3 people, 2-3 days</u> Includes airfare, lodging, per diem, transportation</p>
<p><u>\$90,350</u> <u>\$1,070,350</u> <u>\$1,525,350</u></p>		<p>NTE</p>

Each line item/cost in this task order may shift but the total will not exceed \$1,070,350/\$1,525,350 unless mutually agreed upon in writing by both parties.

*Recognizing these pilot programs are fluid and continual Board approval for adjustments as work progresses is impractical, the County Administrator is authorized to approve additional third-party production vendors within the overall task order amount.

**Indicates vendors that may require up to 75% payment in advance of services rendered.

Offered by:

Katy Spiecha

Katy Spiecha, BooneOakley

Accepted by:
Jennifer
Adams

Digitally signed by
Jennifer Adams
Date: 2024.07.25
13:15:00 -05'00'

Charlotte
Dunwoorth

Jennifer Adams, TDD Director
DeRita
Mason

Digitally signed by DeRita
Mason
Date: 2024.07.25
13:27:47 -05'00'

DeRita Mason, Purchasing Manager
Faye
Douglas

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Douglas
Date: 2024.07.30
11:21:56 -05'00'

Faye Douglas, OMB Director
John Hofstad

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Hofstad
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John Hofstad, County Administrator

Paul Mixon

Paul Mixon, Chairman





C19-2752-TDD

BOONE OAKLEY

Marketing, Advertising, & PR for TDD

Expires: 09/30/2025

BOARD OF COUNTY COMMISSIONERS
AGENDA REQUEST

DATE: August 6, 2024
TO: Honorable Chairman and Distinguished Members of the Board
FROM: Jennifer Adams
SUBJECT: TD2410-R2 Destination Stewardship task order
DEPARTMENT: Tourist Development Department
BCC DISTRICT: All

STATEMENT OF ISSUE: Request approval of BooneOakley task order revision TD2410-R2 not to exceed \$455K for expansion and continuation of current Little Adventures pilot programming and Reel Time pilot program into the fall and strategic planning for FY 2025. This revision brings the task order total to \$1,525,350.

BACKGROUND: Stewardship uses community engagement and new product development to create a more valuable place and quality of experience for everyone - visitors and locals. All stewardship programs work together to fulfill the destination's brand promise to get kids on the water, as well as to address its core challenges of improving mobility and accessibility to adventures, friendliness and igniting pride in place.

This revision extends in-market class promotional testing into early fall and will also allow for accelerated strategic planning to include analysis and optimization of expansion to be able to better align product development with promotional activity during FY 2025, as well as the fiscal calendar.

The task order revision also represents the expansion of the Reel Time pilot program to take advantage of fall weather to increase the roster of Captains/Teams to be included on the website and in first-round virtual tournament launch, anticipated in Spring 2025. Development of Reel Time pilot program will continue with new content centering around up to five additional charter captains and mates (five captains were already included). This includes conducting in-depth interviews with each team as well as conceiving, developing and creating content, to include a multi-day production, for each charter team.

Staff will continue to work with the Clerk and County Attorney offices to develop implementation procedures as appropriate and ensure all expenditures are made in accordance with County policies.

Funding for this task order revision is available in carryforward funds from excess FY 2023 TDT collections. A recommendation from the Tourist Development Council is not required for task orders, but Council approval is requested due to the dollar amount and innovative nature of this endeavor.

The Tourist Development Council recommended approval at its July 30, 2024 meeting.

FUNDING SOURCE:
Department # 1410
Account # various
Amount \$455,000 (\$1,525,350 task order total)

OPTIONS: Approve, Deny, Postpone or Recommend Changes

RECOMMENDATION: Approve revision TD2410-R2 not to exceed \$455K for expansion and continuation of current Little Adventures pilot programming and Reel Time pilot program into the fall and strategic planning for FY 2025. This revision brings the task order total to \$1,525,350.


Jennifer Adams, Director, Tourist Development Department 7/29/2024

RECOMMENDED BY:


John Hofstad, County Administrator 7/31/2024

APPROVED BY: