

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

TD2471-R1
1410-548030



Interactive

2403 Sidney Street
Suite 200
Pittsburgh, PA 15203

1-888-932-0999
412-291-1617 f
www.jainteractive.com

PARTIES

- This Service Contract Agreement (hereinafter referred to as the "**Agreement**") is entered into on August 6²⁰, 2024, by and between JA Interactive, LLC, with an address of 2403 Sidney Street, Suite 200, Pittsburgh, PA 15203, (hereinafter referred to as the "**Service Provider**") and Okaloosa County Board of Commissioners
- Tourist Development Department, with an address of 1540 Miracle Strip Pkwy SE, Ft. Walton Beach, FL 32548, (hereinafter referred to as the "**Client**") (collectively referred to as the "**Parties**").

LIST OF SERVICES PROVIDED AND THEIR PRICES

- During the period of this Agreement, the Service Provider shall have the responsibility to perform and provide the following services (hereinafter referred to as "**Services**"):
 - (Invoice #218-011) 1,700,000 outgoing text messages and 1 keyword (BEACH) good until 1/1/26
Total: \$34,000
- The Services are to be paid for as follows:
Amount at signing of this Agreement: \$34,000
- If more text messages are needed during the service agreement a new invoice will be generated.

INVOICES

- The Parties agree that the invoiced amounts must be paid within 30 days.

SIGNATURE AND DATE

- The Parties hereby agree to the terms and conditions set forth in this Agreement and such is demonstrated by their signatures below:

SERVICE PROVIDER *President*
Name: Justin Mastangelo
Signature: *[Signature]*
Date: 8/6/24

CLIENT
Name: TDD Director
Signature: Jennifer Adams
Digitally signed by Jennifer Adams
Date: 2024.08.20 12:33:31 -0500
Date: _____

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Okaloosa County Florida

Action Item 15847

[TDD] Request approval for Department Director to sign contract with JA Interactive for beach flag text messaging services in the amount of \$34,000 for 1,700,000 messages, including payment in advance. Dist: All

Information

Department:	Tourist Development Department	Sponsors:
Category:	Approval	

Attachments

Printout
JA Interactive

Body

STATEMENT OF ISSUE: Request approval for Department Director to sign contract with JA Interactive for beach flag text messaging services in the amount of \$34,000 for 1,700,000 messages, including payment in advance.

BACKGROUND: JA Interactive provides text messaging services, and is used for the opt-in text messaging programs for beach flags funded from public safety. The text program has been hugely successful in keeping visitors and residents informed of beach conditions.

	Sign-ups	Messages
FY 2022	12,942	1,116,719
FY 2023	45,342	2,458,139
FY 2024 as of 8/8/24	40,688	2,366,038

The original FY 2024 buy was \$53,900 for 2,450,000 messages, with the understanding that use would be monitored to see if demand warrants an additional purchase to make it through season. Given we are currently at 96.5% of the messages purchased and have 3½ months of lifeguard season left, staff recommends purchasing another 1,700,000 messages at \$34,000.

This media authorization is within the Department Director's signature authority pursuant to the adopted Strategic Marketing Plan, and public safety funds are available for the purchase. Board approval is required since the vendor requires payment in advance. Per County policy, Board approval for advance payment may be requested if the payment results in savings equal to or greater than the amount earned by investing the funds and paying later or if the payment is essential to the operations of the agency and the goods or services are available only if advance payment is made. In this particular case, the service is available only if advance payment is made.

FUNDING SOURCE, (If Applicable):

Department # 1410
Account # 548030
Amount \$34,000

OPTIONS: Approve, Deny, or Postpone

8/20/24, 12:30 PM

[TDD] Request approval for Department Director to sign contract with JA Interactive for beach flag text messaging services in the...

RECOMMENDATIONS: Authorize Tourism Department Director to sign contract with JA Interactive for beach flag text messaging services in the amount of \$34,000 for 1,700,000 messages, including payment in advance upon receipt of an invoice.

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