

## CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 04/06/2022

Contract/Lease Control #: C20-2903-TDD

Procurement#: SINGLE SOURCE

Contract/Lease Type: AGREEMENT

Award To/Lessee: ARRIVALIST

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 03/01/2022

Expiration Date: 02/28/2024

Description of: VISITATION AND ATTRIBUTION DATA

Department: TDD

Department Monitor: ADAMS

Monitor's Telephone #: 850-651-7131

Monitor's FAX # or E-mail: JADAMS@MYOKALOOSA.COM

Closed:

Cc: BCC RECORDS

**PROCUREMENT/CONTRACT/LEASE  
INTERNAL COORDINATION SHEET**

Procurement/Contract/Lease Number: C20-2903-TOP Tracking Number: 4532-22  
Procurement/Contractor/Lessee Name: Arrivalist Grant Funded: YES \_\_\_ NO X  
Purpose: renewal : amendment #7  
Date/Term: 2-28-24 1.  GREATER THAN \$100,000  
Department #: 1151 2.  GREATER THAN \$50,000  
Account #: 548041 3.  \$50,000 OR LESS  
Amount: \$390,800  
Department: TOP Dept. Monitor Name: Adams

**Purchasing Review**

Procurement or Contract/Lease requirements are met:  
DeRita Mason Date: 3-3-2022  
Purchasing Manager or designee Jeff Hyde, DeRita Mason, Jessica Darr, Angela Etheridge

**2CFR Compliance Review (if required)**

Approved as written: \_\_\_\_\_ Grant Name: \_\_\_\_\_  
no Federal funds Date: \_\_\_\_\_  
Grants Coordinator Suzanne Ulloa

**Risk Management Review**

Approved as written: \_\_\_\_\_ Date: \_\_\_\_\_  
see email attached Date: 3-3-2022  
Risk Manager or designee Kristina LoFria

**County Attorney Review**

Approved as written: \_\_\_\_\_ Date: \_\_\_\_\_  
see email attached Date: 3-18-22  
County Attorney Lynn Hoshihara, Kerry Parsons or Designee

**Department Funding Review**

Approved as written: \_\_\_\_\_ Date: \_\_\_\_\_

**IT Review (if applicable)**

Approved as written: \_\_\_\_\_ Date: \_\_\_\_\_

## DeRita Mason

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**From:** Kristina LoFria  
**Sent:** Thursday, March 3, 2022 8:36 AM  
**To:** DeRita Mason  
**Subject:** RE: Arrivalist Amendment 1

DeRita,

Good morning, this amendment is approved by Risk, no insurance element.

Thank You

*Kristy LoFria*

Okaloosa County BCC-Risk Management  
Public Records & Contract Specialist  
302 N Wilson St Suite 301  
Crestview, Florida 32536  
[klofria@myokaloosa.com](mailto:klofria@myokaloosa.com)  
850-689-5979



For all things Wellness please visit:

<http://www.myokaloosa.com/wellness>

**"When the winds of adversity blow against your boat, just adjust your sail."**

**"Don't aim for success if you want it; just do what you love and believe in, and it will come naturally." David Frost**

Please note: Due to Florida's very broad public records laws, most written communications to or from county employees regarding county business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.

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**From:** DeRita Mason <[dmason@myokaloosa.com](mailto:dmason@myokaloosa.com)>  
**Sent:** Thursday, March 3, 2022 7:50 AM  
**To:** Kerry Parsons <[kparsons@myokaloosa.com](mailto:kparsons@myokaloosa.com)>  
**Cc:** Lynn Hoshihara <[lhoshihara@myokaloosa.com](mailto:lhoshihara@myokaloosa.com)>; Kristina LoFria <[klofria@myokaloosa.com](mailto:klofria@myokaloosa.com)>  
**Subject:** FW: Arrivalist Amendment 1

Good morning,  
Please review and approve the attached.  
Thank you,

## DeRita Mason

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**From:** Lynn Hoshihara  
**Sent:** Friday, March 18, 2022 10:37 PM  
**To:** DeRita Mason; Kerry Parsons  
**Cc:** Kristina LoFria  
**Subject:** Re: Arrivalist Amendment 1  
**Attachments:** Arrivalist Amend 1 3.18.22.docx

Attached are my changes. With these changes, this is approved.

Lynn M. Hoshihara  
County Attorney  
Okaloosa County, Florida

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**From:** DeRita Mason  
**Sent:** Thursday, March 3, 2022 8:50 AM  
**To:** Kerry Parsons  
**Cc:** Lynn Hoshihara; Kristina LoFria  
**Subject:** FW: Arrivalist Amendment 1

Good morning,  
Please review and approve the attached.  
Thank you,

DeRita Mason



DeRita Mason, CFPB, NIGP-CFP  
Senior Contracts and Lease Coordinator  
Okaloosa County Purchasing Department  
5479A Old Bethel Road  
Crestview, Florida 32536  
(850) 689-5960  
[dmason@myokaloosa.com](mailto:dmason@myokaloosa.com)

**RENEWAL AND AMENDMENT NO. 1 TO  
AGREEMENT BETWEEN OKALOOSA COUNTY AND ARRIVALIST  
FOR VISITATION AND ATTRIBUTION DATA  
(COUNTY CONTRACT # C20-2903-TDD)**

This RENEWAL AND AMENDMENT NO. 1 hereby amends the Agreement between Okaloosa County, Florida ("County") and Arrivalist ("Contractor"), dated January 7, 2020.

WHEREAS, the initial term of the Contract expired on January 6, 2022, and provides for three, one-year renewal options; and

WHEREAS, Contractor has given the County free access to all platforms in January and February 2022 to account for time needed to assess data issues; and

WHEREAS, both parties desire to exercise the first two renewal options for the period March 1, 2022 through February 28, 2024; and

WHEREAS, both parties desire to amend the scope of services and compensation.

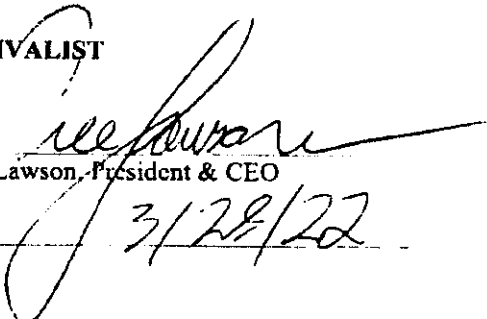
NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend County Contract # C20-2903-TDD as follows:

(~~stricken~~ words indicate deletions, underlined words indicate additions).

1. Section 3. Term and Renewal - shall be amended "...shall continue for a period of two years (~~2 years~~) through February 28, 2024."
2. Section 4. Compensation - shall be amended "~~two hundred twenty thousand (\$220,000)~~ three hundred ninety thousand eight hundred (\$390,800)."
3. Attachment E "Renewal Addendum" shall be incorporated into the Agreement to provide for scope of services and payment terms for the renewal period March 1, 2022 through February 28, 2024.
4. This RENEWAL AND AMENDMENT NO. 1 shall be retroactive to January 7, 2022 upon execution by the County and continue through February 28, 2024.
5. All other provisions of the County Contract # C20-2903-TDD shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed on the day and year last herein below written.

ARRIVALIST

  
Cree Lawson, President & CEO

Date: 3/28/22

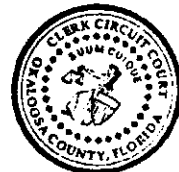
BOARD OF COUNTY COMMISSIONERS OF  
OKALOOSA COUNTY, FLORIDA

  
Mel Ponder, Chairman

Date: April 5, 2022

ATTEST:

  
J.D. Peacock II, Clerk of Circuit Court



CONTRACT: C20-2903-TDD  
ARRIVALIST  
VISITATION AND ATTRIBUTION DATA  
EXPIRES: 01/06/2024 W/1 1 YR RENEWAL



March 1, 2022

**Renewal Addendum  
to  
Letter of Agreement between Arrivalist and Okaloosa County**

This Renewal Addendum ("**Addendum**") to the Letter of Agreement between Okaloosa County, a Florida Corporation ("**Destination Marketer**") and Arrivalist Co. ("**Arrivalist**") is made effective as of March 1, 2022 ("**Effective Date**"). Arrivalist and Destination Marketer may be referred to in this Addendum individually as a "Party" or collectively as "Parties."

WHEREAS, Arrivalist and Destination Marketer are parties to the Letter of Agreement between Arrivalist and Destination Marketer dated December 2019, which governs Arrivalist providing visitation and arrival services to Destination Marketer (the "**Agreement**"), and the Parties wish to renew the Agreement.

NOW, THEREFORE, for good and valuable consideration, the adequacy and receipt of which is hereby acknowledged, and intending to be legally bound hereby, the Parties do hereby agree as follows:

1. Definitions. All capitalized terms used but not defined herein shall have the meanings ascribed in the Agreement.
2. Term. Section 1 (Term) is deleted in its entirety and replaced with the following:

The Agreement shall remain in effect as of the Effective Date of this Addendum and continue for two (2) years ("**Renewal Term**"). Any provision of the Agreement, which contemplates performance or observance subsequent to termination or expiration of the Agreement will survive termination or expiration of the Agreement and continue in full force and effect. Unless expressly modified by this Addendum, the Agreement remains unmodified and in full force and effect and is ratified, confirmed and continued.

3. Execution. This Addendum may be executed in several counterparts all of which when taken together shall constitute a single agreement. The Parties may sign and deliver this Amendment by facsimile transmission and/or Portable Document Format (pdf).

[SIGNATURE PAGE TO FOLLOW]





Arrivalist Co  
P.O. BOX 230199  
New York, NY 10023  
info@arrivalist.com  
+1 646 964 5221

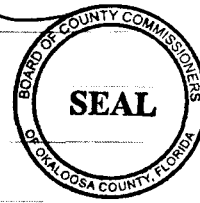
Please confirm your acceptance of the Renewal Addendum by countersigning and returning a copy to Ktimene Axetell:  
[ktimene@arrivalist.com](mailto:ktimene@arrivalist.com).

Agreed and accepted by Arrivalist

Agreed and accepted by Destination Marketer:

  
Cree Lawson  
President & CEO  
Date: 3/28/22

  
Name: Mel Ponder  
Title: Chairman  
Date: April 5, 2022



**Billing Information**

First Name: Lianne

Billing Address Line 1: 1540 Miracle Strip Pkwy SE

Last Name: Clark

Billing Address line 2: \_\_\_\_\_

Phone Number: 850-609-3891

City: Fort Walton Beach State: FL Zip Code: 32548

Fax Number: \_\_\_\_\_

Email Address: ecccfinance@myokaloosa.com

## APPENDIX A – MONITORING SERVICES

**Term:** March 1, 2022 – February 28, 2024

**Scope:**

- Visit Florida Coop Package 1 (\$30,000/yr)
  - A3 Visitation Plus, Updated monthly (\$22,500/yr)
    - Visitation
    - Points of Interest (all current POIs grandfathered into coop)
    - Monthly Origin Demographics
  - Tableau Dashboards (\$7,500)/yr
    - Visitation
    - Points of Interest
- Visit Florida Coop Package 2 (\$11,000/yr)
  - The Daily Travel Index
  - Zip Code origins (road trips)
- Consulting services
  - CREDIT of 8 hours carried forward from past contract (value of \$2,000)
- Other Services (\$55,000/yr)
  - Media Attribution (requires 50MM paid pixelated impressions in term to support Arrival Lift) (\$33,000)
  - Value added Connected TV/log file tracking for partners able to provide MAIDS or pass data to Arrivalist via S3 and/or Liveramp (normally processed at a \$.90 CPM and requires data agreement).
  - Visit Model: Local v Non-Local POI visitation (\$12,000/yr)
  - Account management (\$10,000)
    - Re-engagement Meeting (kick-off and deep dive)
    - Quarterly check-ins
    - Monthly validation – key points over email (what’s on par, what’s unexpected)
    - Up to four slide decks based on client needs

**Pricing Before Multi-Year Discount:**

- Visit Florida Coop Package 1 - \$30,000/yr, \$60,000 total
- Visit Florida Coop Package 2 - \$11,000/yr, \$22,000 total
- Other subscription services - \$55,000/yr, \$110,000 total
- Credit of 8 consulting hours – (\$2,000)

**Pricing with Multi-Year Discount:**

- Year one - \$96,000 annually x 10% multi-year discount → \$86,400
- Year two - \$96,000 annually x 10% multi-year discount → \$86,400
- Minus \$2,000 credit
- **Grand Total \$170,800**

Client will be invoiced bi-annually (4 total invoices). All invoices will have Net 30 payment terms.

Invoice 1, totaling \$42,700 will be sent on or around April 1, 2022.

Invoice 2, totaling \$42,700, will be sent on or around September 1, 2022.

Invoice 3, totaling \$42,700, will be sent on or around March 1, 2023.

Invoice 4, totaling \$42,700, will be sent on or around August 1, 2023.

Additional written reporting needs can be scoped out on a case by case basis and may require additional investment.