

Task Order – Little Adventures Video Shoot

Agency Job # _____

This estimate is for digital videos covering 3-4 Little Adventures, production anticipated for June--

- Two-day production
- 3 4 locations
- 6 8 adventure videos and 3-4 kid reviews
- Photography including 15-20 stills
- All b-roll footage
- 3 year talent buyout

PRODUCTION	ESTIMATE	VENDOR
Production – Digital Videos + Photography (non-local)	\$57,665	FENTON
Production – Digital Videos + Photography (local)	\$57,664	FENTON
Post-Production (non-local)	\$47,100	FENTON
Talent costs and expenses	\$ 7,160	FENTON
Props, wardrobe, and animals	\$3,975	FENTON
Location expenses + Catering	\$6,500	FENTON
Hard Drives	\$1,800	FENTON
Travel and Meals – 3 days, 3 people (producer, production manager, photographer)	\$5,500	FENTON
Travel and Meals – 3 days, 2 agency staff	\$2,500	BOONEOAKLEY
OTAL	\$199,864	

Non-Local - Producer, Production Manager and Photographer

Local - Director, 1st AC, 2nd AC, Digital Imaging Tech, Operator, Prop team, Wardrobe team, Location Scout, Production Coordinators, Sound Mixer, Gaffer, Water Safety, Principal, Agent

Payment Schedule:

\$149,898 Payment 1 (75%) to be invoiced upon Task Order signature and receipt of vendor invoice and budget detail.

\$49,966 Payment 2 to be invoiced along with deliverables and include reconciliation of payment 1 vs. estimate, agency certification that payment 1 has been issued to the vendor, and recapitulation of actual project costs.

\$199,864

Pursuant to section 21.3.1(2) of the County's purchasing manual, Fenton has been selected by the agency to perform this work. The agency will obtain written competitive production pricing for other vendors not listed in this task order, should their cost exceed \$4,500. The Deputy County-Administrator-Operations is authorized to approve agency justification if the lowest cost vendor is not selected.

Pursuant to section 23.3.1(3) of the County's purchasing manual, travel is included at a not-to-exceed amount based on a set number of trips, waiving travel policy requirement of receipts and Voucher for Traveling Expenses.

The agency will reconcile actual costs and bill based on actuals rather than production estimate. Any savings or project underruns will accrue to the County and be reflected in invoicing.

Each line item/cost in this estimate may shift but the total will not exceed \$199,864 unless mutually agreed upon in writing by both parties.

Weather Delay, Postponement or Reschedule:

Weather day quote will be provided by selected vendor. Agency, producer, and selected vendor will diligently manage shot list in accordance with weather conditions to maximize productivity and minimize delay, postponement or reschedule. In the event of delay, postponement or reschedule due to weather conditions, actual expenses incurred as a result thereof are authorized to be paid based on an itemized invoice from the vendor. Amendment of this estimate is not required to issue payment specifically due to weather delay, postponement or reschedule, so long as paid expenses do not exceed \$27,850.

Total not to exceed

\$227,714.00

Offered by

Katy Spischa
Katy Spischa, BooneOakley

Accepted by:

Jennifer Adams Digitally signed by Jennifer Adams
Date: 2023.04.24
06:24:10 -05'00' Charlotte Dunworth Digitally signed by Charlotte Dunworth
Date: 2023.04.24
06:24:10 -05'00'

Jennifer Adams, TDD Director

DeRita Mason Digitally signed by DeRita Mason
Date: 2023.04.24
06:46:16 -05'00'

DeRita Mason, Purchasing Manager

Faye Douglas Digitally signed by Faye Douglas
Date: 2023.04.24
11:34:17 -05'00'

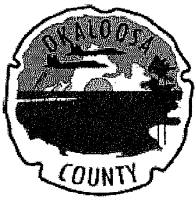
Faye Douglas, OMB Director

John Hofstad Digitally signed by John Hofstad
Date: 2023.04.24
12:41:53 -05'00'

John Hofstad, County Administrator


Robert A. "Trey" Goodwin III, Chairman
May 2, 2023





BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

DATE: May 2, 2023
TO: Honorable Chairman and Distinguished Members of the Board
FROM: Jennifer Adams
SUBJECT: TD2355 Digital Video Production
DEPARTMENT: Tourist Development Department
BCC DISTRICT: All

STATEMENT OF ISSUE: Request approval of BooneOakley task order TD2355 in an amount not to exceed \$227,714 for creation of Little Adventures digital videos, kid reviews, and photography.

BACKGROUND: New creative assets are needed to continue to build the Little Adventures product and evolve the Little Adventures content on the website. This content will also be utilized throughout digital and social in FY23 as well as FY24. These new digital videos reflect expansion of the Little Adventures program and will include adventures that have not previously been captured.

The production shoot is proposed for early June and funding is available within the FY 2023 production budget for this effort. The estimated cost of the shoot is not to exceed \$199,864. A weather contingency in the amount of \$27,850 is also included, if needed. The agency, producer, and vendor will diligently manage the shoot schedule in accordance with weather conditions to maximize productivity and minimize delay, postponement or reschedule.

A recommendation from the Tourist Development Council is not required for task orders, but the Council was apprised of the shoot at the April 25, 2023 meeting.

FUNDING SOURCE, (If Applicable):

Encumbrance TD2355
Department # 1410
Account # 548051
Amount \$227,714

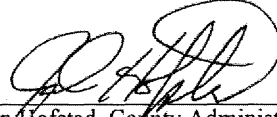
OPTIONS: Approve/ Deny/Postpone

RECOMMENDATION: Approve BooneOakley task order TD2355 in an amount not to exceed \$227,714 for creation of Little Adventures digital videos, kid reviews, and photography, and authorize the Chairman to sign.


Jennifer Adams, Director, Tourist Development Department

4/24/2023

RECOMMENDED BY:



John Hofstad, County Administrator 4/26/2023

APPROVED BY: