



BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

DATE: November 21, 2023
TO: Honorable Chairman and Distinguished Members of the Board
FROM: Jennifer Adams
SUBJECT: Arrivalist amendment 2
DEPARTMENT: Tourist Development Department
BCC DISTRICT: All

STATEMENT OF ISSUE: Request approval of Arrivalist amendment 2 to update the platforms provided within the scope of services.

BACKGROUND: The County has been using Arrivalist since January 2020 to provide visitation, attribution, and in-market behavior data to analyze the impact of marketing on actual visitation. The Daily Travel Index (\$11K value) has been discontinued. The Lodging Platform (\$25K value) and Custom Market Share Report (\$5K value) are both being offered as a replacement to Daily Travel Index. The vendor is offering this substitution at no change in cost for the remaining six months of the contract, September 2023 - February 2024. All other platforms in the contract remain the same and are being used - A3 Visitation Plus, Tableau Dashboards, Media Attribution, Visit Model, Account Management.

BooneOakley's research partner, no luggage, has determined this is a fair make-good for the final contract payment of \$42,700 for the service period September 1, 2023 - February 28, 2024.

The Tourist Development Council recommended approval at its November 14, 2023 meeting.

FUNDING SOURCE:

Department # 1410
Account # 548041
Amount \$42,700

OPTIONS: Approve/Disapprove/Postpone

RECOMMENDATION: Approval of Arrivalist amendment 2 to update the platforms provided within the scope of services, with no change to existing contract payment terms.


Jennifer Adams, Director, Tourist Development Department 11/14/2023

RECOMMENDED BY:


John Hofstad, County Administrator 11/16/2023

APPROVED BY:



SECOND AMENDMENT TO THE AGREEMENT BETWEEN OKALOOSA COUNTY AND ARRIVALIST FOR VISITATION AND ATTRIBUTION DATA
CONTRACT NO. C20-2903-TDD

This AMENDMENT NO. 2 hereby amends the Agreement between Okaloosa County, Florida (“County”) and Arrivalist (“Contractor”), dated January 7, 2020.

WHEREAS, one of the services - The Daily Travel Index - has been discontinued and Contractor is offering two higher-valued services - Arrivalist Lodging Platform and Custom Market Share Report - as make-goods at no additional cost; and

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

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. Appendix A – Monitoring Services shall be amended as reflected herein.
2. This AMENDMENT NO. 2 shall be retroactive to September 1, 2023 upon execution by the County.
3. 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

DocuSigned by:

Jason Fulvi 6592A5B871D44F4...
RVP, Tourism Solutions, North America

Date: 15 November 2023

BOARD OF COUNTY COMMISSIONERS OF OKALOOSA COUNTY, FLORIDA

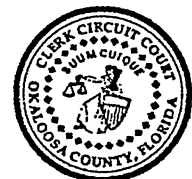
Robert A. “Trey” Goodwin, III
Chairman

Date: 11/21/2023



ATTEST:

J.D. Peacock, II, Clerk of Circuit Court





Appendix "A"

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~~ Lodging Platform (\$25,000 value, provided at no charge for 9/1/23-8/31/24)
- Zip Code origins (road trips) Custom Market Share Report (\$5,000 value, provided at no charge)

❖ 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).
- Vist 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 have Net 30 payment terms.

Invoice 1, totaling \$42,700 will be sent on or around April 1, 2022. (svc period 3/1/22-8/30/22)

Invoice 2, totaling \$42,700, will be sent on or around September 1, 2022 (svc period 9/1/22-2/28/23)

Invoice 3, totaling \$42,700, will be sent on or around March 1, 2023 (svc period 3/1/23-8/30/23)

Invoice 4, totaling \$42,700, will be sent on or around August 1, 2023 (svc period 9/1/23-2/28/24)

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