

Task Order TD2410– Little Adventures Scout Transition to Promotion

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.

Payment Schedule:

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

\$89,150	Agency Services	To be invoiced monthly based on percentage complete Includes all services for research and development, strategic planning, ongoing optimization, design and conceptual development, new product development, project management and training.
\$1,200	Agency Travel	Scout training or presentation 1 person, 2 days Includes airfare, lodging, per diem, transportation
\$90,350	NTE	

Offered by:



 Katy Spiecha, BooneOakley

Accepted by:

Jennifer Adams
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 Date: 2023.10.20 09:01:28 -05'00'
 Charlotte Dunworth

Jennifer Adams, TDD Director
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DeRita Mason, Purchasing Manager
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Faye Douglas, OMB Director
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John Hofstad, County Administrator

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BOONE OAKLEY

Marketing, Advertising, & PR for TDD
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