

CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 11/05/2021

Contract/Lease Control #: C19-2752-TDD

Procurement#: RFP TDD 53-18

Contract/Lease Type: CONTRACT

Award To/Lessee: BOONE OAKLEY

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 11/06/2018

Expiration Date: 11/05/2023

Description of: MARKETING, ADVERTISING AND PR FOR TDD

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: C19-2752-TOP Tracking Number: 442820
Procurement/Contractor/Lessee Name: Base Only Grant Funded: YES ___ NO
Purpose: merch # 3
Date/Term: 11-5-23
Department #: 1151
Account #: 548010
Amount: \$1,222,000.00
Department: TOP Dept. Monitor Name: Adams

1. GREATER THAN \$100,000
2. GREATER THAN \$50,000
3. \$50,000 OR LESS

Purchasing Review

Procurement or Contract/Lease requirements are met:
DeRita Mason Date: 10-11-2021
Purchasing Manager or designee Jeff Hyde, DeRita Mason, Jessica Darr, Angela Etheridge

2CFR Compliance Review (if required)

Approved as written: NO Federal bids Grant Name: _____
Date: _____
Grants Coordinator _____

Risk Management Review

Approved as written: see email attached Date: 10-11-2021
Risk Manager or designee Lisa Price

County Attorney Review

Approved as written: see email attached Date: 10-11-2021
County Attorney Lynn Hoshihara, Kerry Parsons or Designee

Department Funding Review

Approved as written: _____ Date: _____

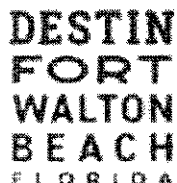
IT Review (if applicable)

Approved as written: _____ Date: _____

DeRita Mason

From: Charlotte Dunworth
Sent: Monday, October 11, 2021 6:01 AM
To: DeRita Mason
Subject: FW: BooneOakley amendment 3
Attachments: BooneOakley Amend 3 10.10.21.docx

Hi DeRita – please note this amendment has been updated by legal, see below.



CHARLOTTE DUNWORTH
DEPUTY DIRECTOR OF FINANCE & COMPLIANCE

Destin-Fort Walton Beach, Florida
850.609.5385
1540 Miracle Strip Pkwy Fort Walton Beach, Florida 32548
destinfb.com

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.

From: Hoshihara, Lynn <lhoshihara@ngn-tally.com>
Sent: Sunday, October 10, 2021 11:22 PM
To: Charlotte Dunworth <cdunworth@myokaloosa.com>
Cc: Craig Coffey <ccoffey@myokaloosa.com>; Jennifer Adams <jadams@myokaloosa.com>
Subject: RE: BooneOakley amendment 3

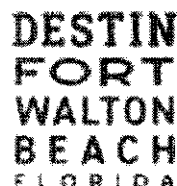
Thank you Charlotte! I really appreciate you preparing the initial draft. Attached are my changes. Please let Purchasing know that this contract amendment is approved as to legal sufficiency.

In preparation for the November BCC meeting, in addition to amending the TDD Manual we will also need to update Section 21 of the Purchasing Manual.

From: Charlotte Dunworth <cdunworth@myokaloosa.com>
Sent: Friday, October 8, 2021 2:45 PM
To: Hoshihara, Lynn <lhoshihara@ngn-tally.com>
Cc: Craig Coffey <ccoffey@myokaloosa.com>; Jennifer Adams <jadams@myokaloosa.com>
Subject: BooneOakley amendment 3

Hi Lynn-

I took a stab at amending the contract per our call this morning. Enjoy your long weekend and don't look at it until Tuesday!



CHARLOTTE DUNWORTH
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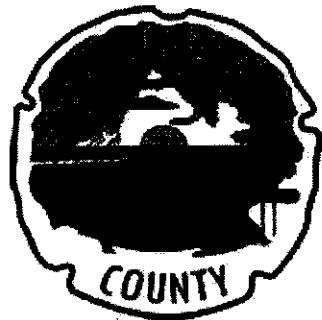
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DeRita Mason

From: Lisa Price
Sent: Tuesday, October 12, 2021 7:52 AM
To: DeRita Mason
Subject: RE: BooneOakley amendment 3

This is approved by Risk.

Lisa Price
Risk Management
Public Records & Contracts Specialist
302 N Wilson Street, Suite 301
Crestview, FL. 32536
(850) 689-5979
lprice@myokaloosa.com



For all things Wellness please visit:
<http://www.myokaloosa.com/wellness>

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From: DeRita Mason <dmason@myokaloosa.com>
Sent: Tuesday, October 12, 2021 6:19 AM
To: Lisa Price <lprice@myokaloosa.com>
Subject: FW: BooneOakley amendment 3

Good morning,
Please review and approve.

**RENEWAL AND AMENDMENT NO. 3 TO
CONTRACT FOR MARKETING, ADVERTISING, & PUBLIC RELATIONS SERVICES
FOR OKALOOSA COUNTY TOURIST DEVELOPMENT DEPARTMENT**

(COUNTY CONTRACT # C19-2752-TDD)

This RENEWAL AND AMENDMENT NO. 3 hereby amends the Contract for Marketing, Advertising, & Public Relations Services for the Okaloosa County Tourist Development Department (“Contract”), by and between Okaloosa County, Florida (“County”) and BooneOakley, LLC (“Contractor”), effective November 6, 2018.

WHEREAS, the initial term of the Contract expires on November 5, 2021, and provides for one, two-year renewal option; and

WHEREAS, both parties desire to exercise the renewal option through November 5, 2023; 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 # C19-2752-TDD as follows:

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

1. Section V. Duration of Contract shall be amended to state “Two-year renewal is exercised and effective through November 5, 2023.”
2. Exhibit A, Section I. Services Provided shall be amended “~~Other related services as needed~~ Pilot program development.”
3. Exhibit A, Section II. Scope of Work Deliverables, Agency Staffing Plan shall be amended “...staffing resources (e.g. main contact titles, ~~departments disciplines~~, hours)...”
4. Exhibit A, Section II. Scope of Work Deliverables, Agency Staffing Plan shall be amended to remove “~~Any shifts in staffing must be communicated to the County at least ten (10) business days in advance, and new staff shall have equal or greater skills than staff being replaced.~~”
5. Exhibit A, Section IV. Third-Party Costs shall be amended “~~Contractor shall develop a specifications sheet and obtain written competitive pricing from vendors.~~ The County recognizes the importance of qualitative factors in marketing to reach the desired target audience. Contractor is authorized to engage quality third-party vendors previously vetted for other business projects or already used in the last three years for County projects. If a pre-vetted vendor listed on the Preferred Vendor Master List herein does not meet the Contractor or County’s needs, Contractor shall develop a specifications sheet to obtain written competitive pricing from vendors. If the lowest cost vendor is not selected, the Contractor must provide justification as to how the selected vendor best meets the scope of services. This process shall be deemed to satisfy the competitive bid process of the County’s Purchasing Manual, regardless of dollar value.”
6. Exhibit A, Section V. Compensation shall be amended “...monthly compensation shall be ~~\$73,850 (Seventy three thousand eight hundred fifty dollars)~~ \$99,750.00 (Ninety-nine thousand seven hundred fifty dollars)...” and “...based on ~~500~~ 700 hours per month...”
7. Exhibit D, Preferred Vendor Master List, shall be hereby incorporated into the Contract.
8. This RENEWAL AND AMENDMENT NO. 3 shall be effective upon execution by the County.

9. All other provisions of the County Contract # C 19-2752-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.

BOONEOAKLEY, LLC



David Oakley, President

Date: 9/22/21

**BOARD OF COUNTY COMMISSIONERS OF
OKALOOSA COUNTY, FLORIDA**

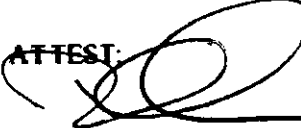


Carolyn N. Ketchel, Chairman

Date: NOV 0 2 2021



ATTEST:




 J.D. Peacock II, Clerk of Circuit Court



Exhibit D

Preferred Vendor Master List

September 17, 2021

Film, Post Production - Editorial

Owned

Wondersmith, LLC (Producer)

2030 South Tryon St

Suite 3D

Charlotte, NC 28203

704-332-4040

Danica Walker (Producer)

404.317.2601

dawa@mindspring.com

Liz Stovall (Producer)

336.587.6549

lizstovall@me.com

Go North Films / Phil Beebe (Producer)

<https://philbeebe.com>

Homestead Edit

56 West 22nd Street #10

New York, NY 10010

212-255-4440

Wheelhouse Media, LLC

601 S. Cedar Street

Charlotte, NC 28202

Company Man

2008 W. Kennedy Blvd.

Tampa, FL 33606

813-251-6111

Post Production - Audio - Record/Edit/Mix

Owned

The Groundcrew Studio

2127 Hawkins St.
Charlotte, NC 28203
704-342-9900

Soundbyte

651 Dallas Street, NE, #C
Atlanta, GA 30308
404-2540-8595

26inch Audio, LLC

PO Box 242747
Charlotte, NC 28224

Post Production - Music

Owned

Black Iris

321 W. Broad Street
Richmond, VA 23220
804-249-9323

South

1725 Berkeley Street
Santa Monica, CA 90404
310-566-6678

Asche & Spencer

258 Humboldt Avenue North
Minneapolis, MN 55405
612-338-0032

Talent - VO

Owned

RSH Voice Management

1226 West Paces Ferry Road, NW, #439

Atlanta, GA 30327

323-810-3622

Voices Management

21031 Ventura Blvd., #1000

Woodland Hills, CA 91364

310-962-4900

Photography

Owned

Kristianne Koch Riddle

417 Avenida Arlena

San Clemente, CA 92672

949-702-7707

VXEWL Media/Jake Dillard

hello@jakedillard.com

<https://www.vxel.media>

Print, Promotional Material

Owned

Metographics

PO Box 18427

Charlotte, NC 28218

Classic Graphics

8335 Classic Drive

Charlotte, NC 28262

Illustrator

Owned

Craig G. Adams
430 Winfield Way
Brevard, NC 28712

Web Development

Owned

With, LLC
3808 Selwyn Ave
Charlotte, NC 28209

Printer

Owned

Moo

<https://www.moo.com/us/>

Solo Printing

7860 NW 66th Street
Miami, Florida 33166

Carolina Stickers and Signs

422 E 22nd Street
Charlotte, NC 28206

Image Printing and Digital Services

315 East Hollywood Blvd.
Suite 3
Mary Esther, FL 32569

Proofreader

Owned

Yuni Van Dorp
yvandrop@yahoo.com

Signage

Owned

Fast Signs

903 N, Beal Pkwy NW A
Fort Walton Beach, FL 32547

Eloquent Signs

80 South Geronimo Street | Unit 2
Miramar Beach, FL 32550

Promo Material

Owned

Custom Lanyards

16107 Kensington Dr #172
Sugar Land, TX 77478

Lavish Branding Group

www.lavishbrandinggroup.com

Wizard Pins (Custom Lapel Pins)

<https://wizardpins.com/>

Earned

Cooper Stepp & Associates

3613 Sailmaker Ln
Piano, TX 75023

Events

Owned/Earned

Patrick J. Clayton Productions

<https://www.patrickclaytonproductions.com/>

TSMGI: Event & Marketing/Promotional Merchandise/Experiential Activations

<https://www.tsmgi.com/>

Digital

Shared

Sprout Social (Social Media Tracker)

<https://sproutsocial.com/>

HYPR (PR tool for influencers)

<https://www.hyprbrands.com/>

Media Partners

Paid

Billups: (Out of Home Media/Experiential Activations)

<https://www.billups.com/>

Quantcast (Programmatic Digital Media)

<https://www.quantcast.com/>

USA Today (Publisher-Direct Media)

<https://www.usatoday.com/>

Verizon Media (Programmatic & CTV Media)

<https://www.verizon.com/about/our-company/video-advertising>

Meredith Publishing (Print and Digital Media)

<https://www.meredith.com/>

Research/Pilot Program Partners

Research

SouthLeft, LLC

<https://southleft.com/>

Ekko Studios

<https://ekko.studio/>

FocusVision

<https://www.focusvision.com/>

Arrivalist

<https://www.arrivalist.com/>

Talkwalker

<https://www.talkwalker.com/>