

TASK ORDER APPROVAL FORM

CONTRACT #: C22-3194-AP

TASK ORDER #: 1

TASK ORDER AMOUNT: \$25,000.00 NTE

CONTRACT: C22-3194-AP
Voltaire Aviation Consulting, Inc.
Air Service Development Consulting Services for VPS
EXPIRES: EXPIRES: 6/21/2025 W/ 2 (1) YR RENEWALS

OFFERED BY CONSULTANT:

Voltaire Aviation, Inc.

FIRM'S NAME

R. Jeffrey Hayes

REPRESENTATIVE'S PRINTED NAME

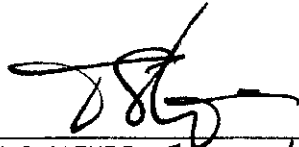

SIGNATURE

Managing Partner

TITLE

4-2-2024
DATE

**RECOMMENDED FOR APPROVAL
(Department Director)**



Tracy Stage, AAE
SIGNATURE

Airports Director
TITLE

4.3.24
DATE

**APPROVED BY OKALOOSA COUNTY
(Per Purchasing Manual)**

- \$25,000 or less approved by Purchasing Manager
- \$25,001 to \$50,000 approved by OMB Director
- Between \$50,001 and \$100,000 approved by Purchasing Director and County Administrator
- In excess of \$100,000 approved by the Board.

DeRita
Mason

Digitally signed by DeRita
Mason
Date: 2024.04.03
16:12:46 -0500'

PURCHASING MANAGER

DATE

OMB Director/DATE

DATE

COUNTY ADMINISTRATOR (if applicable)

DATE

CHAIRMAN (if applicable)

DATE

TASK ORDER NO. 01 SCOPE OF WORK

1. Engagement and Services

(a) Engagement. Okaloosa County Airports (Destin-Fort Walton Beach Airport-VPS, Bob Sikes Airport-CEW, Destin Executive Airport- DTS hereinafter referred to as the "Airports") engages Volaire Aviation, Inc. (herein referred to as the "Consultant") to provide the services outlined in this section of the Agreement ("Services"). The Consultant accepts the engagement.

(b) Term. This Agreement shall commence on May 1, 2024, and not extend past the master contract terms.

(c) Marketing Scope of Work. The Consultant will collaborate with the Airports on the following marketing projects:

Web Updates: The Consultant will assist in updating the Airports' website(s) to enhance user experience and functionality. This includes implementing any required FAA updates, optimizing site navigation, improving page load speed, enhancing mobile responsiveness, upload requested updates, add new and updated content, features, photos, maps and graphics.

Social Media Management: The Consultant will develop and execute a strategic social media plan for the Airport's Facebook and Instagram channels. This includes a content calendar, creating and scheduling regular posts to engage with the audience, curating relevant content, and analysing performance metrics to optimize content strategy. On demand updates such as airport announcements, news, highlights, warnings and emergency notifications will be implemented as necessary during normal business hours unless previously arranged.

Ad-Hoc Optional Marketing Projects: The Airports may also request additional marketing projects provided the Consultant agrees to perform such work at the time of the request. Items may include but are not limited to:

- Graphic design for advertising;
- Creation and/or redesign of Airport rack cards;
- Production of other social media content;
- Monthly updates on program progress.

The above will be invoiced at a rate of \$250 per hour, with a total not to exceed of \$25,000. Graphic design work will also be invoiced hourly at the rate noted above, as needed, and commissioned by the Airports.

(c) Expenses. Consultant shall be entitled to reimbursement for expenses reasonably incurred in the performance of the Services upon submission and approval of written statements in accordance with the then regular procedures of the Company. Reasonable expenses include but are not limited to, travel (airfare, hotel, rental car, contest platforms, and meals), materials printing, data, and shipping materials. Consultant will invoice all expenses at cost plus a 10% administrative fee. Consultant agrees to comply with any and all expense policies of Okaloosa County Airports.

(d) Payment. The Consultant shall submit to the Company invoices detailing the Services performed, expenses, and the amount due. All such invoices shall be due and payable within thirty (30) calendar days after receipt thereof by the Company.

VOLAIRE
AVIATION CONSULTING

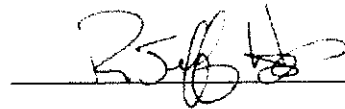
IN WITNESS WHEREOF, the Parties have duly executed this Agreement by their authorized representatives as of the date first written above.

Signed for and on behalf of
Okaloosa County Airports

Signed for and on behalf of
Volaire Aviation, Inc.



By: *Tracy Stage, AAE*
Title: *Airports Director*



By: R. Jeffrey Hayes
Title: Managing Partner