

CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 12/10/2021

Contract/Lease Control #: C22-3144-TDD

Procurement#: SINGLE SOURCE

Contract/Lease Type: AGREEMENT

Award To/Lessee: MULTIVIEW

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 03/01/2022

Expiration Date: 02/28/2023 W/4 1 YEAR RENEWALS

Description of: DIGITAL ADVERTISING CAMPAIGN FOR CONVENTION CENTER

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: <u>730</u>		Tracking Number: <u>4465.22</u>	
Procurement/Contractor/Lessee Name: <u>Multiview</u>		Grant Funded: YES <input type="checkbox"/> NO <input checked="" type="checkbox"/>	
Purpose: <u>digital advertising campaign for convention center</u>			
Date/Term: <u>1yr with 4 1yr renewals</u>		<input type="checkbox"/> GREATER THAN \$100,000	
Department #: <u>1173</u>		2. <input type="checkbox"/> GREATER THAN \$50,000	
Account #: <u>548070</u>		3. <input checked="" type="checkbox"/> \$50,000 OR LESS	
Amount: <u>\$18,000</u>			
Department: <u>TDO</u>		Dept. Monitor Name: <u>adams</u>	

Purchasing Review	
Procurement or Contract/Lease requirements are met:	
<u>DeRita Mason</u>	Date: <u>11-24-21</u>
Purchasing Manager or designee	Jeff Hyde, DeRita Mason, Jessica Darr, Angela Etheridge

2CFR Compliance Review (if required)	
Approved as written:	Grant Name: _____
<u>No Federal bud</u>	Date: _____
Grants Coordinator	

Risk Management Review	
Approved as written:	
<u>see email attached</u>	Date: <u>11-30-21</u>
Risk Manager or designee	Lisa Price

County Attorney Review	
Approved as written:	
	Date: _____
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: Lynn Hoshihara
Sent: Friday, December 10, 2021 12:59 PM
To: DeRita Mason
Cc: Kerry Parsons
Subject: Re: for ITA - Multiview single source

This is approved.

Lynn M. Hoshihara
County Attorney
Okaloosa County, Florida

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: DeRita Mason
Sent: Friday, December 10, 2021 12:18:54 PM
To: Lynn Hoshihara
Cc: Kerry Parsons
Subject: FW: for ITA - Multiview single source

Lynn,
See the updated agreement to review.
Thank you,

DeRita Mason



DeRita Mason, CPPB, NIGP-CPP
Senior Contracts and Lease Coordinator
Okaloosa County Purchasing Department
5479A Old Bethel Road
Crestview, Florida 32536
(850) 689-5960
dmason@myokaloosa.com

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DeRita Mason

From: Kristina LoFria
Sent: Wednesday, November 24, 2021 2:35 PM
To: DeRita Mason
Subject: RE: for ITA - Multiview single source

This is approved by Risk

Thank You

Kristy LoFria

Public Records & Contract Specialist
302 N Wilson St Suite 301
Crestview, Florida 32536
klofria@myokaloosa.com
850-689-5979



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

"When the winds of adversity blow against your boat, just adjust your sail."

"Don't aim for success if you want it; just do what you love and believe in, and it will come naturally." David Frost

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From: Karen Donaldson <kdonaldson@myokaloosa.com>
Sent: Wednesday, November 24, 2021 1:39 PM
To: Kristina LoFria <klofria@myokaloosa.com>
Subject: FW: for ITA - Multiview single source



SINGLE SOURCE PURCHASE JUSTIFICATION REQUEST

A single source means that a commodity or service can be purchased from multiple sources, but, in order to meet certain functional or performance requirements (e.g. parts matching existing equipment or materials) there is only one economically feasible source for the purchase.

Date: 11/23/2021

PR No:

Requestor: Aleis Tusa

Phone No: 850-609-3901

Department/Division: Tourist Development Department

Item Description: Digital advertising campaign for convention center

Vendor: Multiview

Vendor's Address: 50 Minthorn Blvd, Suite 800
Thornhill, Ontario L3T 7X8

Vendor's Telephone No: 289-695-5375

Point of Contact: Shawn Fergusson

**Single Source
Justification:**
(attach additional docs if any)

Multiview is the exclusive media partner of Meeting Planners International (MPI), providing a unique opportunity to more accurately target DFWBCC's key demographic in an economically feasible manner.

Check One:

- ☐ The public exigency or emergency for the requirement will not permit a delay resulting from competitive solicitation. (attach emergency condition documentation)
- ☐ Federal Awarding Agency or Pass Through Agency authorizes noncompetitive negotiations (letter of authorization is attached).
- ☐ The item is an associated capital maintenance item as defined in 49 U.S.C. §5307(a)(1) that is procured directly from the original manufacturer or supplier of the time to be replaced (price certification attached).
- ☐ Other, additional justification required (continue on blank page as needed)

Charlotte
Dunworth

Jennifer Adams Digitally signed by Jennifer Adams
Date: 2021.11.23 07:22:05 -06'00'

**Requesting Department Director Signature (or
authorized Designee)**

Date

REVIEW BY OMB AND PURCHASING

Approved: ☒

OMB and Purchasing Department Comments:

Denied: ☐

Faye Douglas Digitally signed by Faye Douglas
Date: 2021.11.29 09:22:32 -06'00'

OMB Director Signature

Date

Advertising Campaign



ADVERTISING CAMPAIGN OVERVIEW

Date: 11/22/2021

Prepared By: Shawn Fergusson
MultiView

Prepared For: Melissa Read
Destin-Fort Walton Beach Tourism
Department

Campaign Specifics:

Programmatic Campaign	Price
Volume: <ul style="list-style-type: none">- 562,500 Video Impressions- 12 month run (3/1/22-2/28/23)	CONTRACT: C22-3144-TDD MULTIVIEW DIGITAL ADVERTISING CAMPAIGN FOR CONVENTION CENTER EXPIRES: 02/28/2023 W/4 1 YR RENEWALS
Services: <ul style="list-style-type: none">- Custom creative design and development- Custom audience targeting optimization- Dedicated Elite service team	
Features: <ul style="list-style-type: none">- Elite targeting strategies package- 24/7 reporting portal access- VisitorView Reporting	
Total	\$18,000 USD

Payment Terms:

- 12 payments of \$1,500
- First payment is due upon execution of advertising campaign agreement to lock in rate, remaining 11 consecutive monthly payments are due on the 1st day of each month beginning 4/1/2022. However, if MultiView begins serving the campaign prior to 3/1/2022, the payment dates may be adjusted accordingly.
- Payments will be in the form of check.
- The Campaign will be delivered over a 12-month term beginning on a date to be mutually agreed upon by both parties.

The following definitions describe MultiView's key practices as they pertain to the advertising campaign:

Elite Service Team – The primary element to premium service is the Elite Service Team comprised of a dedicated account manager who oversees the campaign and a data analyst who configures targeting parameters and optimizes for optimal performance. The account manager facilitates both the setup and the ongoing communication, such as regular reporting calls to discuss campaign metrics and propose modifications based on campaigns performance. Account Managers are accessible through phone and email during business hours.

Creative Design – MultiView provides in-house ad design and development in conjunction with the campaign. Creative elements are IAB compliant and are approved by client prior to being deployed. Creative element formats include standard, HTML5 animated ads and rich media interactive formats when applicable. Changes to creative may be made as needed throughout campaign.

Audience Targeting and Optimization – We understand that your business is unique; MultiView's data team performs specific industry analysis to custom configure and optimize campaigns. This includes identifying terms and keywords that competitors target to drive site traffic, as well as niche terms within the targeted verticals. Custom-configured audience targeting improves media efficiency and increases ads relevancy. Our team monitors various factors, such as delivery, reach, frequency and efficacy, and performs optimizations regularly.

Elite Targeting Package – MultiView's programmatic advertising suite includes a variety of audience targeting techniques, such as: behavioral, search retargeting, data segments, site retargeting, geo-targeting and location targeting. Each technique offers its own unique advantages, your account team will make tactical recommendations to best suit the campaign objectives.

VisitorView – A feature that attempts to identify site visitors and match them against business registries. For matched traffic, the feature provides a report on the companies that visited your website, contact information of the visiting companies, site behavior of the visitors, visitors' geographic location on a map and more.

We look forward to working with you to help meet your advertising objectives. For questions regarding billing, please contact MultiView's finance department, available at ar@multiview.com. The terms herein are collectively referred to as the "Agreement". Thank you for your business, all sales are final.

Multiview, Inc.

Michael Caffrey

Okaloosa County, Florida

Jeffrey A
Hyde

Digitally signed by Jeffrey
A Hyde
Date: 2021.12.07
09:26:37 -06'00'