

C19-2752-TDD

BOONE OAKLEY

Marketing, Advertising, & PR for TDD

Expires: 09/30/2025

Task Order – 2024 Spring Shoot

Agency Job # OKTDD-24021

This estimate covers production for video and photography content to be used on website, social media and digital advertising. Deliverables are listed below:

- Location scouting and 3-4 day production shoot
- 4-6 Scout “Review the Reviews” videos (:30 to :45)
- 6-10 “Little Moments” videos at various lengths (anywhere from :05 to :30)
- 1 “Little Insights” video (:30)
- 15-30 retouched photos of “Little Moments” and Scouts
- 25-40 retouched photos for sense of place, website (hub & spoke), social media and digital advertising
- All b-roll footage and untouched photos
- 3-year talent buyout

PRODUCTION	ESTIMATE	VENDOR
Production – Digital Videos + Photography (non-local)	187,323	FENTON
Production – Digital Videos + Photography (local)	111,925	FENTON
Post-Production	159,500	FENTON
Talent costs and expenses	61,110	FENTON
Props, wardrobe, and animals (sea creatures)	6,875	FENTON
Location expenses + Catering	20,980	FENTON
Hard Drives	2,400	FENTON
Travel and Meals – 7 days (producer and 5 non-local production staff)	24,300	FENTON
Travel and Meals – 5 days, 3 agency staff	10,000	FENTON
TOTAL	584,413	

Local: DP, 1st AC, 2nd AC, Digital Imaging Tech, Drone Operator, Prop team, Gaffer, Grips, Wardrobe Assist, Hair & Makeup, Location Manager, Production Coordinator, Production Assistants, 2nd Assist Director, Water Safety, Talent, Talent Agent, Photographer for Placemaking

Non-Local: Producer, Production Manager, Wardrobe Stylist, Director, Photographer, Photographer Asst

Payment Schedule:

\$438,309.75 Payment 1 (75%) to be invoiced upon Task Order signature and receipt of vendor invoice, statement of work and budget detail.

\$146,103.25 Payment 2 to be invoiced along with deliverables and include reconciliation of payment 1 vs. estimate, agency certification that payment 1 has been issued to the vendor, and recapitulation of actual project costs.

\$584,413.00

Pursuant to section 21.3.1(2) of the County's purchasing manual, Fenton has been selected by the agency to perform this work. The agency will obtain written competitive production pricing for other vendors not listed in this task order, should their cost exceed \$4,500. The Deputy County-Administrator-Operations is authorized to approve agency justification if the lowest cost vendor is not selected.

Pursuant to section 21.3.1(3) of the County's purchasing manual, travel is included at a not-to-exceed amount based on a set number of trips, waiving travel policy requirement of receipts and Voucher for Traveling Expenses.

The agency will reconcile actual costs and bill based on actuals rather than production estimate. Any savings or project underruns will accrue to the County and be reflected in invoicing.

Each line item/cost in this estimate may shift but the total will not exceed **\$584,413.00** unless mutually agreed upon in writing by both parties.

Weather Delay, Postponement or Reschedule:

Weather day quote will be provided by selected vendor. Agency, producer, and selected vendor will diligently manage shot list in accordance with weather conditions to maximize productivity and minimize delay, postponement or reschedule. In the event of delay, postponement or reschedule due to weather conditions, actual expenses incurred as a result thereof are authorized to be paid based on an itemized invoice from the vendor. Amendment of this estimate is not required to issue payment specifically due to weather delay, postponement or reschedule, so long as paid expenses do not exceed \$77,842.00.

Total not to exceed

\$662,255.00

Offered by:

Katy Spiecha
Katy Spiecha, BooneOakley

Accepted by:

Jennifer Adams Digitally signed by Jennifer Adams
Date: 2024.04.08 06:13:11 -05'00' Charlotte Dunworth Digitally signed by
Charlotte Dunworth
Date: 2024.04.08 11:14:04
-05'00'

Jennifer Adams, TDD Director

DeRita Mason Digitally signed by DeRita
Mason
Date: 2024.04.09
11:26:15 -05'00'

DeRita Mason, Purchasing Manager

Faye Douglas Digitally signed by Faye
Douglas
Date: 2024.04.09
12:49:02 -05'00'

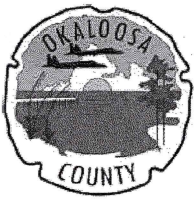
Faye Douglas, OMB Director

Craig Coffey Digitally signed by Craig
Coffey
Date: 2024.04.10
13:49:05 -05'00'

John Hofstad, County Administrator

Paul Mixon
Paul Mixon, Chairman





BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

DATE: April 16, 2024
TO: Honorable Chairman and Distinguished Members of the Board
FROM: Jennifer Adams
SUBJECT: TD2473 Spring Shoot – Video + Photography
DEPARTMENT: Tourist Development Department
BCC DISTRICT: All

STATEMENT OF ISSUE: Request approval of BooneOakley task order TD2473 in an amount not to exceed \$662,255 for video and photography content to be used on website, social media and digital advertising.

BACKGROUND: Additional scout creative assets and refreshed placemaking assets are needed for the website, social media and digital advertising. Multiple views, sizes, and images are required for each of these mediums to keep content up-to-date and relevant for the respective messaging and audiences.

The photo shoot is proposed for the week of May 6. Funding is available in the FY 2024 production budget for this effort. The estimated cost of the shoot is not to exceed \$584,413. A weather contingency in the amount of \$77,842 is also included, if needed. The agency, producer, and vendor will diligently manage the shoot schedule in accordance with weather conditions to maximize productivity and minimize delay, postponement or reschedule.

Consistent with the Purchasing Manual, third-party vendors and lump-sum travel are identified on the task order. Agency travel will be booked by the production company for efficiency and to avoid duplication of effort. Typical for vendors of customized services, a portion of production expenses are invoiced in advance to begin services. A recommendation from the Tourist Development Council is not required for task orders.

FUNDING SOURCE, (If Applicable):

Encumbrance TD2473
Department # 1410
Account # 548051
Amount \$662,255

OPTIONS: Approve/Deny

RECOMMENDATION: Approve the BooneOakley task order TD2473 in an amount not to exceed \$662,255 for video and photography content to be used on website, social media and digital advertising.

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BOONE OAKLEY

Marketing, Advertising, & PR for TDD

Expires: 09/30/2025

Jennifer Adams

Jennifer Adams, Director, Tourist Development Department

4/8/2024

RECOMMENDED BY:

Craig M. Coffey

Craig Coffey, Deputy County Administrator - Operations

4/11/2024

APPROVED BY: