

Task Order – 2023 Brand Broadcast + Digital Video Production

Agency Job # OKTDD-23028

This estimate covers production for one broadcast, digital content, and photography shoot. Deliverables are listed below:

- Scouting and 2-3 day shoot
- 1 x 0:30s broadcast spot for 2024 TV buy. Usage across all mediums for 2024 media plan (broadcast, internet, social) and other mediums for subsequent buys
- 1 x 0:15s broadcast spot for 2024 TV buy. Usage across all mediums for 2024 media plan (broadcast, internet, social) and other mediums for subsequent buys
- 2 x Adventure videos to be used on website and social media
- 2 x Kid Reviews to be used on website and social media
- 15 – 20x photos for sense of place, website, social media and digital advertising
- All b-roll footage and untouched photos
- 3-year talent and voiceover buyout

PRODUCTION	ESTIMATE	VENDOR
Production – Digital Videos + Photography (non-local)	245,949	FENTON
Production – Digital Videos + Photography (local)	91,791	FENTON
Talent costs and expenses	13,440	FENTON
Props, wardrobe, and animals	2,000	FENTON
Location expenses + Catering	12,160	FENTON
Post-Production (non-local)	65,000	FENTON
Hard Drives	1,800	FENTON
Producer Fee (non-local)	35,000	FENTON
Travel and Meals – 5 days, 5 people (Producer, Director, DP, 1 st AD and Photographer)	19,750	FENTON
Travel and Meals - 5 days, 5 agency staff	12,500	FENTON
TOTAL	\$499,390	

Non-Local - Director, Line Producer, Production Manager, 1st AD, DP, Art Director, Photographer

Local – 1st AC, 2nd AC, DIT, Gaffer, Best Boy, Key Grip, Grip, Sound Mixer, Location Manager, Production Coordinator, PA's, Lifeguards

CONTRACT: C19-2752-TDD
Boone Oakley
Marketing, Advertising, & PR for TDD
EXPIRES:09/30/2025

Payment Schedule:

\$374,542.50	Payment 1 (75%) to be invoiced upon Task Order signature and receipt of vendor invoice, statement of work and budget detail.
\$124,847.50	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.
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\$499,390.00	

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 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 \$499,390 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 \$78,969.

Total not to exceed **\$578,359**

Offered by:

Katy Spischa
Katy Spischa, BooneOakley

Accepted by: Jennifer Adams

Digitally signed by Jennifer Adams
Date: 2023.06.12 06:33:43 -05'00'

Jennifer Adams, TDD Director

DeRita Mason Digitally signed by DeRita Mason
Date: 2023.06.16 12:38:59 -05'00'

DeRita Mason, Purchasing Manager

Faye Douglas

Faye Douglas, OMB Director

for Craig M. Coffey DCA
John Holstad, County Administrator

Robert A. "Trey" Goodwin III
Robert A. "Trey" Goodwin III Chairman

