

Task Order TD2250 rev1 – Northend County Stakeholder Analysis & Discovery
44541410-548041

Agency Job # OKTDD-22016

Task order covers time to plan and scope research design for stakeholder analysis in Okaloosa County northern expansion area. It includes agency time (80 hours x \$165/hr) and one in-market trip for the BooneOakley collective to review and build upon work done or data collected to date and create a research plan for the next 3-6 months.

Payment Schedule:

Agency Time	\$13,200	To be invoiced monthly based on actual hours worked
Travel	<u>\$2,500</u>	To be invoiced upon travel completion based on actuals
	\$15,700	

Revision 1
Agency Job # OKTDD 22040

Project Description: Okaloosa County Expanded District Discovery

Including:

- 1. Stakeholder Analysis**
- 2. Competitive and landscape audit and analysis**
- 3. Conceptual new tourism development opportunities**

Background:

In March 2022, Okaloosa County expanded the tourism taxing district to include all tourism assets, accommodations, activities, and small businesses within the County borders. Geographically, this includes natural assets like Choctawhatchee Bay, bayous, rivers, lakes, Blackwater River State Forest, and parks like Rocky Bayou and Turkey Creek. The expanded area also includes seven municipalities and their event venues like BARA, hotels, restaurants, and adventure small businesses. This area is vast and represents exciting new tourism opportunities in both the leisure/military family travel and group/business travel industries. However, tourism is brand new for this area. Opportunity is great, natural assets are vast, but current programs and infrastructure are raw, organic and isolated from the bigger picture.

Identifying this new product and creating relationships with the people that make up this network will define how it fits within the overall character of the existing Destin-Fort Walton Beach brand. Collaboration with leaders, business owners and residents of the Northend is essential and will set the stage for success.

Over the past several months, initial discovery work has been conducted by staff and no luggage. Interesting nuggets have risen to the top. With the Baker Area Recreational Facility, there are several equestrian/rodeo experts and events that could be expanded. Ecosystem discussion has revealed local experts like Joey Tinklepaugh in competitive archery and Charlie Keebaugh and Ashley Toohey at the Black Rifle Coffee Co. Okaloosa County also has rich history with the Special Olympics that could be leveraged as accessibly in tourism continues to trend up. All of these and more will be explored as discovery blends with consultant idea generation.

CONTRACT: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2023

From September through November, a multidisciplined team of strategists will work with the tourism staff to discover the people and the places that make the Northend unique. Based on this hyper-local approach, the team will then identify possible short and long term opportunities in adventure, group/event, and sports product development.

Research Goals:

1. Define the hyper-local tourism product and brand character to add to established Destin-Fort Walton Beach brand
2. Identify and collaborate with private businesses and experts in expanded geography
3. Conceptualize new market and development opportunities

Discovery Objectives:

— Create the tourism ecosystem and inclusive communication process in Okaloosa County's expanded area to enhance the existing Destin-Fort Walton Beach stakeholder groups and industry community. Find and connect the experts.

— Collaborate with North County stakeholders to define:

- Current Little Adventures opportunities for leisure travel/families that can be marketed within the next 1-3 years:
- Longer-term product development potential for group/niche travel like military family and friends, and
- "Water culture" for non-Gulf businesses and residents.

— Begin to establish trust and communication between local stakeholders and Tourism organization.

— Identify those collective, common threads local leaders define as sports and/or new event opportunities in the North County to include in the development of a comprehensive sports marketing plan and/or feasibility study for larger capital investment.

-- Marry local input and event and facilities audit with external competitive and landscape analysis to identify niche product development opportunities.

Primary team Includes:

Team consists of 5-6 analysts, strategists and project managers who specialize in adventure outdoor and sports tourism and have a familiarity with the County and the region.

Services Include:

Where possible, tactics to utilize current Forsta platforms and weave into current research initiatives and collaborations with staff.

- New projects include but not be limited to the following local discovery:
- Conducting, managing and analyzing approximately 25 face-to-face local IDI'S with leaders representing each of 13 segments.
- Organization, design and facilitation of 2-3 local roundtables with approximately 40 participants focusing on events/sports and adventure.
- Design and analysis of local survey with specific Northend section to crosstab and develop.
- Collaboration with Tourism staff to audit and capture event/sports assets and personalities/innovators to tell the stories behind the events to expand opportunities in the coming year.
- Analysis of competitive, trending and landscape insights for non-traditional sports and adventure tourism opportunities identified by stakeholders.

	SUMMER		Fall			WINTER		
	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23
Discovery								
Continued Ecosystem Development								
Individual Interviews								
Competitive and Landscape Analysis								
Sports, Adventure, Military Roundtables								
Ideation and Final Report								

Final deliverable:

Final strategic report will synthesize all findings from above process into one analysis with clear next steps for both long and short term tourism growth opportunities.

Estimated Costs Include:

All research services including all analyst teams. Analyst teams will be designed including BooneOakley staff when appropriate and efficient pending timing and expertise. Production expenses such as facility rental, video capture, transcription services, tour or guide expenses, location or registration fees, etc. are included in the project price above.

Payment Schedule:

Research Services \$120,750.00 to be invoiced monthly based on percentage complete

Overall cost will not exceed ~~\$15,700~~ \$136,450 unless mutually agreed upon in writing by both parties.

Offered by:

Katy Spiecha
Katy Spiecha, BooneOakley

Accepted by:
Jennifer

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Jennifer Adams
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Charlotte
Dunworth
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Adams
Jennifer Adams, TDD Director

Jeffrey A
Hyde

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Jeff Hyde, Purchasing Manager

Faye
Douglas

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John Hofstad

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John Hofstad, County Administrator

Mel Ponder
Mel Ponder, Chairman

