

Task Order – 2023 In-Destination Effort

Agency Job #

Estimate covers costs on the 2023 In-Destination Effort to target visitors while in Destin-Fort Walton Beach.

DESCRIPTION	VENDORS	BUDGET	PAYMENT SCHEDULE
Paid Media	Google, Meta	\$195,000	Paid directly to vendor by County as incurred.
Brand Ambassador Program	Billups	\$650,000	Paid directly to vendor by County as incurred. **Will require 50% payment in advance of services rendered.
Place-Based Partner Programs	Destin Commons	\$20,000	Paid directly to vendor by County as incurred. **Will require 50% payment in advance of services rendered.
Print/Activation Production	FastSigns, Metrographics, The Jacky Winter Group LLS (Clemens Habicht), TBD*	\$99,000	Invoiced as actual expenses incurred.
Digital Programs	JA Interactive (aka JA.TXT), TBD*	\$15,000	Paid directly to vendor by County as incurred.
Promotional Items	Lavish, Metrographics, A2Z Specialty Advertising	\$13,000	Invoiced as actual expenses incurred.
Shared Media (Boosted posts)	Meta	\$8,000	Paid directly to vendor by County as incurred.
Content Capture	VXEL, TBD*	\$9,000	Invoiced as actual expenses incurred. **Will require 50% payment in advance of services rendered.
Total		\$1,009,000	

*The agency will obtain written competitive production pricing for production vendors, illustrator, photographer 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 vendor is not selected.

**Indicates vendors that will require 50% payment in advance of services rendered.

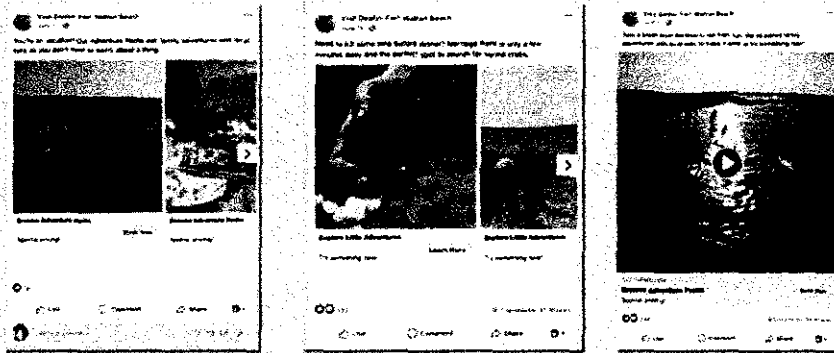
The agency will reconcile actual costs and bill based on actuals rather than production estimate. Any savings or project underruns will accrue to the County and be reflected in invoicing.

Each line item/cost in this task order may shift but the total will not exceed \$1,009,000 unless mutually agreed upon in writing by both parties.

Facebook / Instagram

Based on 2021 performance, maximize Paid Social in-market, which social engagement is high

- Carousel (static) units had 2x the CTR of the benchmark
- 0.84% vs. 0.49%
- 1+ min on site and almost 2 pages per session
- Video: strong VCR (14% vs. 3% avg) at an efficient \$0.10 CPCV



Google Discovery Ads

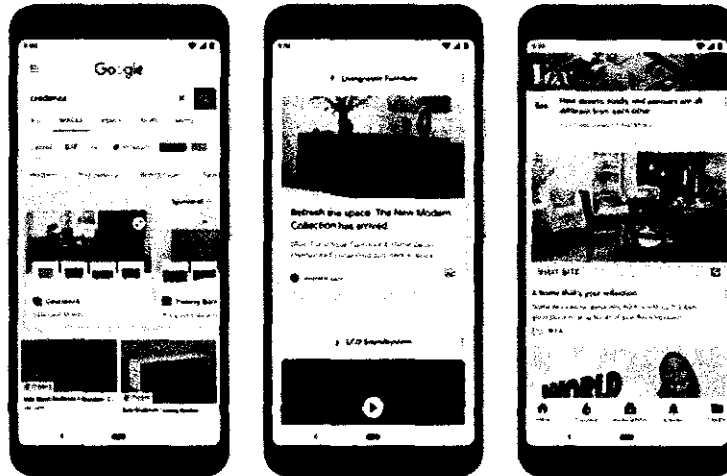
Google

Taps into online signals of "intent" to identify best prospects:

- Past site visitation
- App Downloads
- Videos watched
- Map searches

Served across Google platforms:
- YouTube, Display, Gmail

Upload copy and raw creative assets with Google pulls from to serve most relevant ad.



Storefront Signage



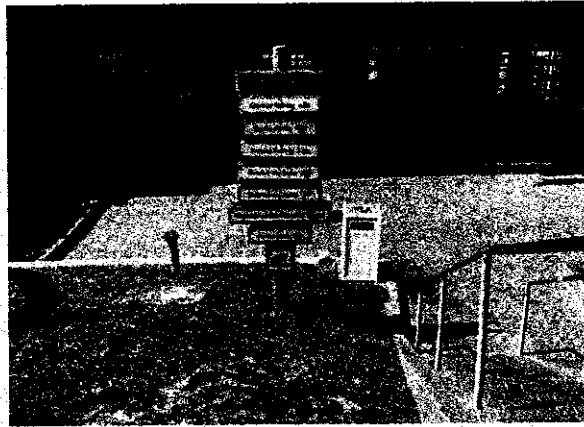
Elevators



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Permanent Signage

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Popsicle Carts



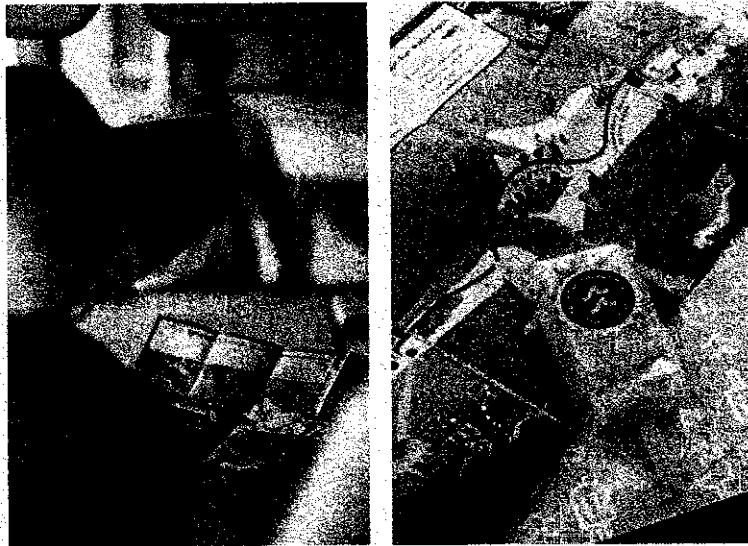
Brand Ambassadors

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Little Adventures Map

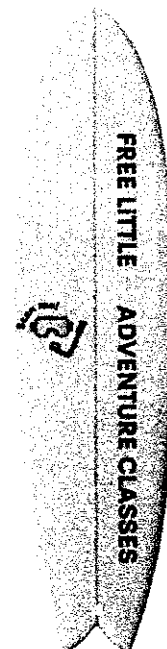
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Crosswalks



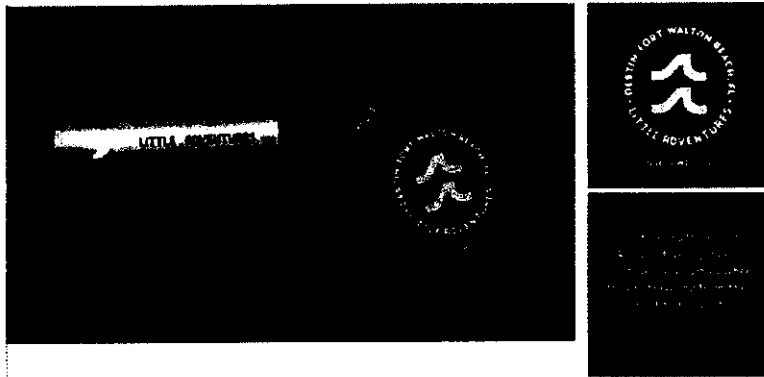
Paddleboard Signs



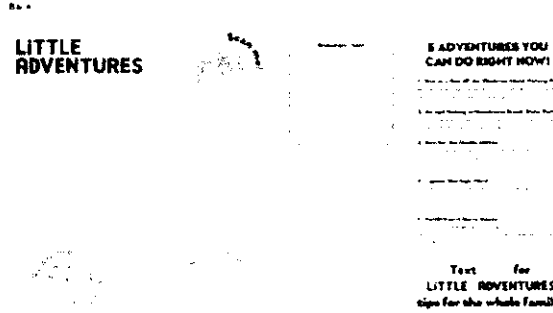
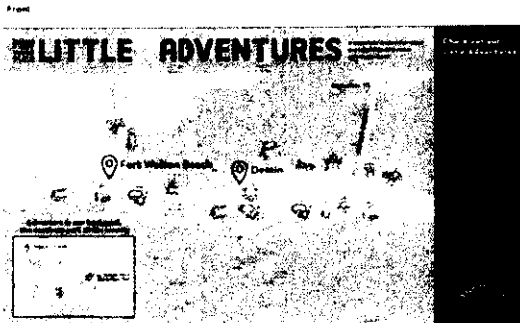
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Turtle Flashlights

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Little Adventures map



Offered by:

Katy Spiecha
Katy Spiecha, BooneOakley

Accepted by: *Jennifer Adams*

Digitally signed by
Jennifer Adams
Date: 2023.01.30
06:21:01 -06'00'

Jennifer Adams, TDD Director

DeRita
Mason

Digitally signed by DeRita
Mason
Date: 2023.01.30
09:16:06 -06'00'

DeRita Mason, Purchasing Manager

Faye
Douglas

Digitally signed by Faye
Douglas
Date: 2023.01.30
09:32:30 -06'00'

Faye Douglas, OMB Director

John Hofstad

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Hofstad
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John Hofstad, County Administrator

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



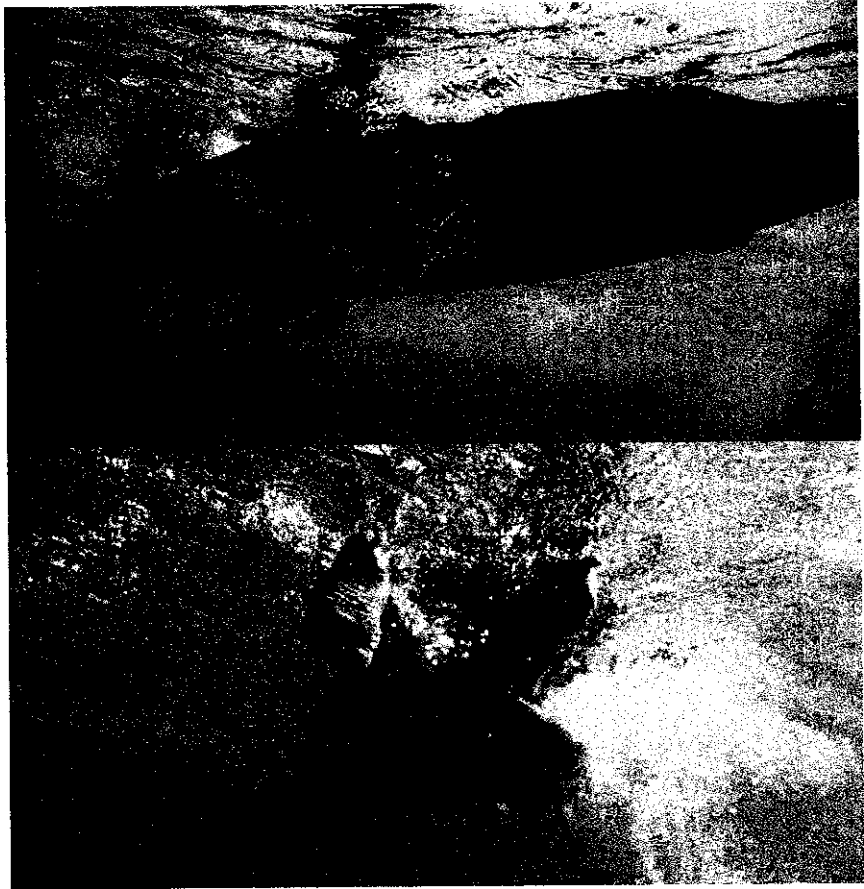


2023 In-Destination Effort

2023 Strategy

This is not just about bringing people to the Little Adventures section of our website or showing people all the “things” they can do in the area.

It’s about surrounding visitors with helpful messaging and experiences that show how easy and worthwhile it is (for both parents and their kids) to shake up even the best vacation routine and get into an adventure that builds self-confidence, sparks imagination and creates pure joy.

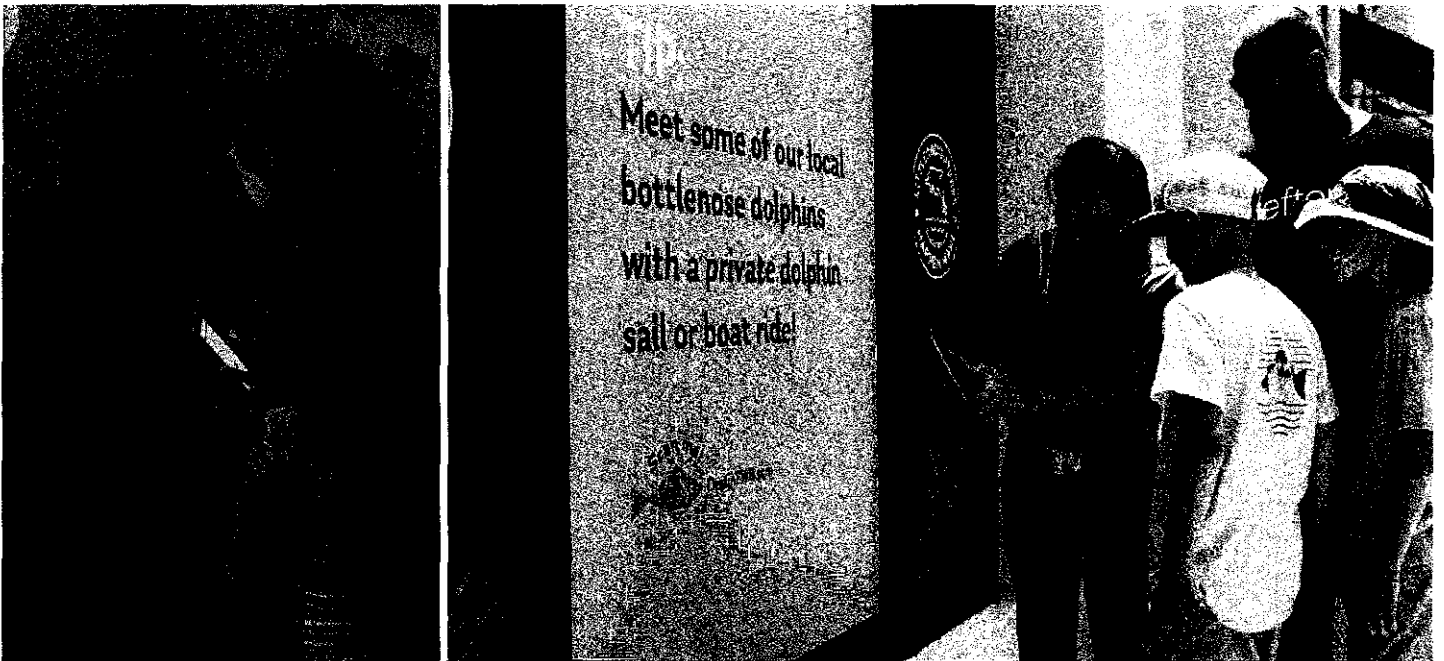


Human Interaction Activations



Interactive OOH Signage

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






Beach Flags Text Program Expansion

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Text "BEACH" to 44144 for
water conditions updates

FLAG WARNING SYSTEM

-  **Water closed**
Water activity is prohibited
-  **High hazard**
Breaks deep is too deep
-  **Moderate surf/currents**
-  **Calm conditions**
-  **Dangerous marine life**

Absence of flags does not assure safe waters.
Swim at your own risk.

Beach Flag Program Tips Examples

Little Adventure Tip: Check out Turkey Creek!
Look for wildlife while walking along their
shaded boardwalk or go tubing down the creek.

Little Adventure Tip: Did you know that the
Gulfarium has animal encounters? We love the
stingray encounter and the turtle encounter.
(Feed giant tortoises!)



All Creative Tactic Considerations

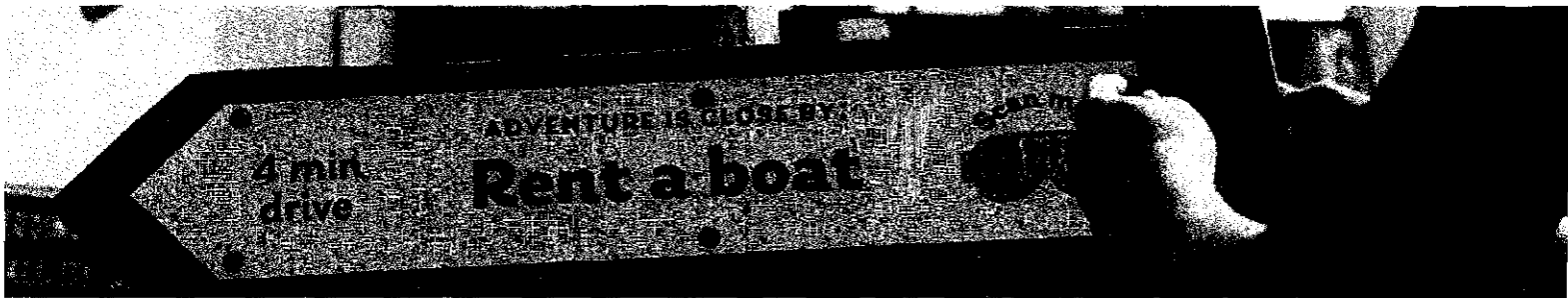
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INTERACTIVE OOH SIGNAGE

- Elevator Artwork
- Storefront Signage
- Permanent signage
- Crosswalks
- Paddle board Signage

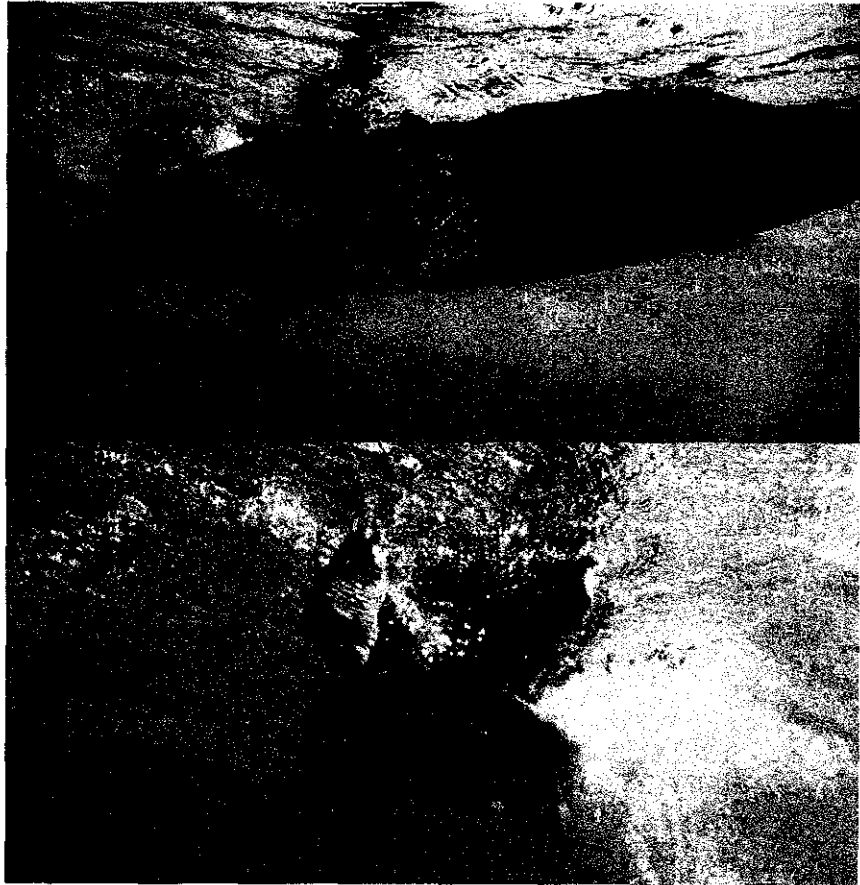
HUMAN INTERACTION ACTIVATIONS

- Popsicle Carts
- Red flashlights
- Selfie Station
- Text Program



Media Support

We will implement paid media at the same time that our human interactions and OOH signage is live by utilizing paid social and Google Discovery. We will be targeting visitors while they are in the destination.



Measures of Success

- 1** Increase in traffic to the Little Adventures pages during summer months.
- 2** Additional visits to water-based POI's.
- 3** Increase in spend from established markets.
- 4** Positive perception change and enrichment score in post-effort survey.
- 5** Captured stories and in-the-moment feedback during Intercepts from families who are exposed to messaging, touchpoints and experiences via photo/video to support emotional impact.



In-Destination Program Summary

TIMING

Mid-May through Mid-July:

- Human interaction activations live
- Interactive OOH signage live
- Targeted paid social + digital media

BUDGET

\$1M

