

Task Order – 2022 Digital Video Production

TD2265
1410-548051

Agency Job # OKTDD-22044

This estimate covers new digital asset creation for the 2023 paid media buy–

- One day production for 3-4 digital videos :06-:15 including the below adventures
 - Paddle for sand dollars
 - Kayak + paddle to snorkel
 - Surf fishing
 - Surf the Gulf (if time permits)
- All b-roll footage
- 3-year talent buyout

PRODUCTION	ESTIMATE	VENUE
Production – Digital Videos	\$45,845	Fenton
Talent costs and expenses	\$9,080	Fenton
Props, wardrobe, and animals	\$2,000	Fenton
Location expenses	\$4,750	Fenton
Post-Production	\$14,500	Fenton
Hard Drives	\$700	Fenton
Producer Fee	\$12,600	Fenton
Travel and Meals	\$7,400	Fenton
COVID-19 PPE + Testing	\$875	Fenton
TOTAL	\$97,750	

Payment Schedule:

\$73,312.50	Payment 1 to be invoiced upon Task Order signature and receipt of vendor invoice for 75% deposit.
\$24,437.50	Payment 2 to be invoiced along with deliverables, 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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\$97,750.00	

Pursuant to section 21.3.1 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 \$3,500. The Deputy County-Administrator-Operations is authorized to approve agency justification if the lowest cost vendor is not selected.

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 \$97,750 unless mutually agreed upon in advance in writing by both parties.

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

Weather Delay, Postponement or Reschedule:

Weather day quote will be provided by selected vendor, who 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 28.8% or \$28,154.

Total not to exceed

\$125,904

Offered by:

Katy Spiecha

Katy Spiecha, BooneOakley

Accepted by:

Digitally signed by
Jennifer Adams
Date: 2022.09.12
06:09:57 -05'00'

Jennifer Adams, TDD Director

Digitally signed by Jeffrey
A Hyde
Date: 2022.09.12
09:32:02 -05'00'

Jeff Hyde, Purchasing Manager

Digitally signed by Faye
Douglas
Date: 2022.09.13
10:54:40 -05'00'

Faye Douglas, OMB Director

Digitally signed by Craig
Coffey
Date: 2022.09.15
08:27:54 -05'00'

John Hofstad, County Administrator

Mel Ponder

Mel Ponder, Chairman

