

**PROCUREMENT/CONTRACT/LEASE
INTERNAL COORDINATION SHEET**

Procurement/Contract/Lease Number: C22 3169-T00 Tracking Number: 4915-23
Procurement/Contractor/Lessee Name: Miles Parkusko Grant Funded: YES ___ NO X
Purpose: 2nd Amendment
Date/Term: 4-4-25 1. GREATER THAN \$100,000
Department #: 1410 2. GREATER THAN \$50,000
Account #: 548020 3. \$50,000 OR LESS
Amount: \$245,404
Department: T00 Dept. Monitor Name: Adam

Purchasing Review

Procurement or Contract/Lease requirements are met: DeRita Mason Date: 8-11-23
Purchasing Manager or designee: DeRita Mason, Erin Poole, Amber Hammonds

2CFR Compliance Review (if required)

Approved as written: NO Federal funds Grant Name: _____ Date: _____
Grants Coordinator: Suzanne Ulloa

Risk Management Review

Approved as written: See email attached Date: 8-11-23
Risk Manager or designee: Lydia Garcia

County Attorney Review

Approved as written: see mail attached Date: 8-11-23
County Attorney: Lynn Hoshihara, Kerry Parsons or Designee

Department Funding Review

Approved as written: _____ Date: _____

IT Review (if applicable)

Approved as written: _____ Date: _____

DeRita Mason

From: Odessa Cooper-Pool
Sent: Friday, August 11, 2023 3:21 PM
To: DeRita Mason; Lynn Hoshihara
Cc: 'Parsons, Kerry'; Jack Allen
Subject: RE: Miles amendment 2
Attachments: Miles Partnership Amend 2.docx

Hello DeRita,

Amendment 2 for Miles Partnership has been reviewed and is approved by Risk Management. There are no changes to the insurance requirements.

Thank you,

Odessa Cooper-Pool
Public Records & Contracts Specialist
Okaloosa County BCC
302 N. Wilson Street
Crestview, FL 32536
Office: 1-850-689-4111



“And, when you want something, all the universe conspires in helping you to achieve it.”— **Paulo Coelho, *The Alchemist***

Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.

From: DeRita Mason <dmason@myokaloosa.com>
Sent: Friday, August 11, 2023 11:26 AM
To: Lynn Hoshihara <lhoshihara@myokaloosa.com>
Cc: 'Parsons, Kerry' <KParsons@ngn-tally.com>; Odessa Cooper-Pool <ocooperpool@myokaloosa.com>; Jack Allen <jallen@myokaloosa.com>
Subject: FW: Miles amendment 2

Good morning,
Please review and approve the attached.
Thank you,

DeRita Mason

DeRita Mason

From: Lynn Hoshihara
Sent: Friday, August 11, 2023 3:33 PM
To: DeRita Mason
Cc: 'Parsons, Kerry'; Odessa Cooper-Pool; Jack Allen
Subject: Re: Miles amendment 2

This is approved.

Lynn M. Hoshihara
County Attorney
Okaloosa County, Florida

Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.

From: DeRita Mason
Sent: Friday, August 11, 2023 12:25 PM
To: Lynn Hoshihara
Cc: 'Parsons, Kerry'; Odessa Cooper-Pool; Jack Allen
Subject: FW: Miles amendment 2

Good morning,
Please review and approve the attached.
Thank you,

DeRita Mason



DeRita Mason, CPPO, CPPB, NIGP-CPP
Purchasing Manager
Okaloosa County Purchasing Department
5479A Old Bethel Road
Crestview, Florida 32536
Office: (850) 689-5960 Ext. 6966
Cell: (850) 826-8010
dmason@myokaloosa.com



BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

DATE: September 5, 2023
TO: Honorable Chairman and Distinguished Members of the Board
FROM: Jennifer Adams
SUBJECT: Miles Contract Amendment 2 for \$30,850
DEPARTMENT: Tourist Development Department
BCC DISTRICT: All

STATEMENT OF ISSUE: Request approval of amendment 2 to modify annual recurring fee services by \$30,850 within the budgeted and NTE contract amount of \$245,404 for Miles Partnership contract # C22-3169-TDD for Website Design, Build, & Maintenance.

BACKGROUND: In April 2022, the County entered into a Miles Partnership contract # C22-3169-TDD for website design, building & maintenance. As part of that agreement, the County was to pay annual website operating, maintenance, and licensing fees at a not-to-exceed (NTE) amount of \$245,404, effective upon the launch of the website. The website launched in January 2023.

Staff was able to reduce the annual licensing and maintenance contract fees by \$30,850 through a reduction in the annual Salesforce licensing costs from \$48,400 to \$17,550 which is a pass thru cost. This reduction in annual costs were captured in Amendment 1 and the County has realized the savings therefrom over the last seven months.

Amendment 2 proposes to reinvest those savings (\$30,850) into additional services (highlighted below) from Miles Partnership up to the annual NTE amount of \$245,404. Staff and the vendor are working through site management and functionality to optimize the user experience and engagement to be driven by the FY24 media buy, and both parties desire to reallocate service levels toward the entire not-to-exceed annual fee provided for in the original contract terms. Monthly website reporting hours will double to provide better analytics and insight and the vendor will participate in staff's strategic planning process with the agency to facilitate web integration with media buys.

	<u>Original</u>		<u>Amend 1</u>	<u>Amend 2</u>	
Website Reporting	10 hrs/mo	\$18,000	\$18,000	20 hrs/mo	\$36,000
Security/Maintenance	20 hrs/mo	\$36,000	\$36,000	20 hrs/mo	\$36,000
Hosting	Fixed fee	\$24,000	\$24,000	Fixed fee	\$24,000
Enhancements/Acct Mgmt	66 hrs/mo	\$119,004	\$119,004	66 hrs/mo	\$119,004
Strategic Planning		n/a	n/a	86 hrs/yr	\$12,850
Salesforce	Fixed fee	\$48,400	\$17,550	Fixed fee	\$17,550
		\$245,404	\$214,554		\$245,404

The total annual fee of \$245,404 provided for in amendment 2 is consistent with the annual NTE provided for years 1-3 in the original agreement. Staff is requesting amendment 2 be effective retroactive to September 1, 2023 so strategic planning may begin and avoid a pro-rate billing month. This NTE amount has been included annual TDC budgets for FY 23 & FY24.

The Tourist Development Council recommended approval at its August 29, 2023 meeting.

FUNDING SOURCE, (If Applicable):

Department # 1410

Account # 548020

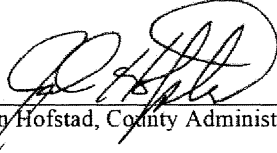
Amount \$245,404

OPTIONS: Approve/Disapprove/Postpone

RECOMMENDATION: Approve amendment 2 to modify annual recurring fee services by \$30,850 within the NTE contract amount of \$245,404 for Miles Partnership contract # C22-3169-TDD for Websites Design Build & Maintenance effective Sept 1, 2023.


Jennifer Adams, Director Tourist Development Department 8/24/2023

RECOMMENDED BY:


John Hofstad, County Administrator 8/29/2023

APPROVED BY:

AMENDMENT NO. 2 TO AGREEMENT BETWEEN C
AND MILES PARTNERSHIP,
WEBSITES DESIGN, BUILD AND MAINTENANCE

CONTRACT # C22-3169-TDD

This Amendment No. 2 hereby amends the Agreement effective April 5, 2022, by and between Okaloosa County, Florida (“County”) and Miles Partnership, LLLP (“Contractor”), for Okaloosa County Tourist Development Department Websites Design, Build and Maintenance (“Contract”), also known as County Contract No. C22-3169-TDD.

WITNESSETH:

WHEREAS, Amendment 1 reduced the annual cost of CRM licensing from \$48,400 to \$17,550; and

WHEREAS, County and Contractor would like to reallocate the savings from CRM licensing fees to increase the scope of website reporting and add strategic planning services; and

WHEREAS, the overall annual recurring fees remain within Section 4. Compensation NTE \$245,404.

NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend the Contract as follows:

1. Exhibit A shall be amended as follows:

Website Recurring Services

- A. Website Reporting (SEO, Analytics) - Budgeted 20 hours per month.**
 - a. Subtotal: \$36,000.00 (\$3,000.00/mo)

- B. Website Security & Maintenance - Budgeted 20 hours per month**
 - a. Subtotal: \$36,000.00 (\$3,000.00/mo)

- C. Website Hosting**
 - a. Subtotal: \$24,000.00 (\$2,000.00/mo)

- D. Website Updates + Enhancements - Budgeted 66 hours per month**
 - a. Subtotal: \$119,004.00 (\$9,917.00/mo)

- E. CRM Solution (Salesforce Licensing)**
 - a. Subtotal: \$17,550.00 (\$1,462.50/mo)

- F. Strategic Planning – Estimated 86 hours**
 - a. Subtotal: \$12,850.00

Budget Overview:

Website Reporting (20 hrs/mo)	\$36,000.00
Website Security & Maintenance (20 hrs/mo)	\$36,000.00
Website Hosting (\$2,000.00/mo)	\$24,000.00
Website Enhancements & Account Management (66 hrs/mo)	\$119,004.00
Salesforce Licensing (Annual charge)	\$17,550.00
Strategic Planning (86 hrs)	\$12,850.00
Total:	\$245,404.00

- 2. This Amendment No. 2 shall be effective September 1, 2023.
- 3. All other provisions of Contract # C22-3169-TDD shall remain in full force.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed on the last date herein written below.

MILES PARTNERSHIP, LLLP

David Burgess
Digitally signed by David Burgess
Date: 2023.08.14 11:30:05 -04'00'

David Burgess, President & CEO

Date: 08/14/2023

BOARD OF COUNTY COMMISSIONERS OF OKALOOSA COUNTY, FLORIDA

Robert A. "Trey" Goodwin III, Chairman

Date: September 5, 2023



ATTEST:

For J.D. Peacock II
J.D. Peacock II, Clerk of Circuit Court

