

TDa2305	\$205,000	1410-548049
TDb2305	\$10,000	1410-534500

## **Task Order TD2305 – Little Adventures Pilot Program Optimization and Plan 2023**

As a continuation of Destination Stewardship, this task order represents the Little Adventures pilot program optimization and recommendations for FY23 pilot programs including Adventure Scout Program, Adventure Packs and Adventure Classes as well as first research steps for “Reel Time.”

### **Adventure Scout Program**

- Analyze and optimize online and beach scout expansion. Including but not limited to: roles, criteria, language, gear, recruitment process and tools. Streamline where possible and prep for further expansion in Stage 2.
- Analyze and optimize multi-step training process and all program materials. Review ongoing integration of teams and cross-training opportunities. Package and streamline for evolution in year 2.
- Conduct two facilitated roundtable sessions with Online and Beach Scouts, 5-10 in-depth interviews with lodging partners, lead scouts, and class experts to mine for insights to scale and streamline programs.
- Final deliverable is a tactical plan and launch schedule for Winter 2022/Spring 2023.

### **Adventure Class Program**

- Create, deploy and analyze online survey to database of families from two past years' of class participation.
- Conduct 5-10 in-depth interviews with class partners; facilitate sessions with staff and key players to expand and diversify class selection.
- Analyze and optimize class expansion and potential expansion with mobile units including but not limited to: improved classes, new classes, new locations – including those using mobile units, gear, tools, etc.
- Ongoing optimization and possible expansion for future Outposts.
- Ongoing optimization and user testing for virtual tool and next phase of mapping.
- Final deliverable is a tactical plan and launch schedule for Spring 2023.

### **Adventure Packs**

- Determine viability and ROI on Pack program. Can this product expand without consultant support and is it sustainable in the long term?
- Analyze data and, if viable, concept for possible re-tool options to solve against redemption problem.
- Final deliverable is a recommendation for new product deployment and partner communications.

### **Reel Time**

- Conduct facilitated roundtable session with charter captains to determine interest and participation in Reel Time concept; refine rough ideas and further develop Reel Time concept for FY 2023.
- Review strategy and benefits and modify/enhance for new year and possible product launch given Fleet feedback.
- Final deliverable is a product development plan and small-scale launch schedule for best timing in 2023.

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

**Payment Schedule:**

To execute the tactics above, estimated expenses are as follows:

- \$205,000    Agency Time    To be invoiced monthly based on percentage complete. Includes all services for research and facilitation, ongoing optimization, conceptual design and development, new product development, project management and strategic planning effective November 1, 2022.
  
- \$10,000    Contract Labor & Reimbursements    To be invoiced monthly based on actual costs Includes all partner reimbursement for packs and classes as well as all contract human resource costs effective January 1, 2023. Vendors include Landrum and local industry partners.

**\$215,000    NTE**

Recognizing these pilot programs are fluid and continual Board approval for adjustments as work progresses is impractical, the County Administrator is authorized to approve additional third-party production vendors within the overall task order amount.

**Offered by:**

*Katy Spiecha*  
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Katy Spiecha, BooneOakley

**Accepted by:**

Charlotte  
Dunworth

**Jennifer Adams, TDD Director**  
Digitally signed by Jennifer Adams  
Date: 2022.10.25 09:54:06 -05'00'

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**Jeff Hyde, Purchasing Manager**  
DeRita Mason  
Digitally signed by DeRita Mason  
Date: 2022.10.25 10:15:11 -05'00'

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**Faye Douglas, OMB Director**  
Faye Douglas  
Digitally signed by Faye Douglas  
Date: 2022.10.25 11:16:46 -05'00'

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**John Hofstad, County Administrator**  
John Hofstad  
Digitally signed by John Hofstad  
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**Mel Ponder, Chairman**

*Mel Ponder*  
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November 1, 2022

