

CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 11-09-2018

Contract/Lease Control #: C19-2752-TDD

Procurement#: RFP TDD 53-18

Contract/Lease Type: CONTRACT

Award To/Lessee: BOONE OAKLEY

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 11/06/2018

Expiration Date: 11/05/2021 W/1 2 YR RENEWAL

Description of Contract/Lease: MARKETING, ADVERTISING AND PR FOR TDD

Department: TDD

Department Monitor: ADAMS

Monitor's Telephone #: 850-651-7131

Monitor's FAX # or E-mail: JADAMS@MYOKALOOSA.COM

Closed:

Cc: Finance Department Contracts & Grants Office

BOONE OAKLEY

Estimate/Insertion Order

TD2106 rev1
1151-548041

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Est Date: ~~December 2, 2020~~
September 9, 2021

Job Title: Atlanta Consumer Focus Groups

Virtual focus groups to be conducted with Atlanta consumers.

Services include: Team of two analysts to moderate and manage approximately 20 consumers split between groups of visitors and non or potential visitors. Virtual groups designed to be no more than 90 minutes in length and services include facilitating discussion and creating any stimuli as needed for assignment.

Revision 1 is to conduct focus groups or individual in-depth interviews to gauge sentiment and perception after the Atlanta In-Market campaign that occurred June-August 2021. Services include: Team of two analysts to manage recruit, moderate or conduct interviews with approximately 20 consumers who came with their families to Destin-Fort Walton Beach this summer. Engagement to be designed to be no more than 90 minutes in length and services include facilitating discussion and creating stimuli needed for assignment.

This estimate is to actually conduct the focus groups. Design of study and analysis of findings is included in the BooneOakley annual scope of work for research and data will be maintained in Focus Vision platform technology.

Invoicing to include data gathered including but not limited to transcripts or videos of groups as proof of performance.

Payment Schedule (estimate/subject to change)

	Budget	Dec	Jan	Feb	Mar	Apr	May	Jun	Sep	Oct
Focus Group Facilitation	15,675.00	Invoiced monthly based on percentage complete								
Focus Group Facilitation	17,500.00									
	\$33,175.00									
Total not to exceed									\$15,675.00	\$33,175.00

Charlotte
Dunworth

Accepted by:

Jennifer Adams, TDD Director:

Jennifer Adams

Digitally signed by Jennifer Adams
Date: 2021.09.10 08:19:19 -04'00'

Date: _____

Jeff Hyde, Purchasing Manager:

Jeffrey A Hyde
Faye Douglas

Digitally signed by Faye Douglas
Date: 2021.09.10 15:22:19 -05'00'

Date: 09/15/21

Faye Douglas, OMB Director:

Faye Douglas

Date: _____

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOONE OAKLEY

Estimate

BO2033 rev1

1151-548041

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Est Date: ~~Jun 30, 2020~~ Aug 24, 2021

Job#: OKTDD-20030
Job Title: Social Listening Software - Talkwalker

Estimate includes comprehensive suite of actionable social monitoring and data visualization tools. Sentiment analysis – opinion mining, text analysis, emotion AI. Analytics features when it comes to brand listening and influencer monitoring, hashtag and campaign tracking, crisis management, competitor analysis, and advanced metrics across social channels. 12-month contract includes approximately ~~15,000~~ 20,000 regional and national search results per month and unlimited number of users.

Talkwalker yearly subscription (<u>7/1/2020 – 6/30/2021</u>)	\$10,368.00 <u>\$9,600.00</u>
Talkwalker no charge (<u>7/1/2021 – 8/15/2021</u>)	\$0
Talkwalker yearly subscription (<u>8/16/2021 – 8/15/2022</u>)	<u>\$9,600.00</u>

Total not to exceed ~~\$10,368.00~~ \$19,200.00

Accepted by: Jennifer Adams, TDD Director: Jennifer Adams Digitally signed by Jennifer Adams Date: 2021.08.24 12:54:59 -05'00' Date: _____
Jeff Hyde, Purchasing Manager: Jeffrey A Hyde Date: SEP 07 2021

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOONE OAKLEY

Estimate
BO2033 rev1
1151-548041

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Est Date: ~~Jun 30, 2020~~ Aug 24, 2021

Job#: OKTDD-20030
Job Title: Social Listening Software - Talkwalker

Estimate includes comprehensive suite of actionable social monitoring and data visualization tools. Sentiment analysis – opinion mining, text analysis, emotion AI. Analytics features when it comes to brand listening and influencer monitoring, hashtag and campaign tracking, crisis management, competitor analysis, and advanced metrics across social channels. 12-month contract includes approximately ~~15,000~~ 20,000 regional and national search results per month and unlimited number of users.

Talkwalker yearly subscription (7/1/2020 – 6/30/2021)	\$10,368.00	\$9,600.00
Talkwalker no charge (7/1/2021 – 8/15/2021)		\$0
Talkwalker yearly subscription (8/16/2021 – 8/15/2022)		\$9,600.00

Total not to exceed **\$10,368.00** ~~\$19,200.00~~

Accepted by:

Jennifer Adams, TDD Director:	Jennifer Adams	Digitally signed by Jennifer Adams Date: 2021.08.24 12:54:59 -05'00'	Date: _____
Jeff Hyde, Purchasing Manager:	Jeffrey A Hyde	Digitally signed by Jeffrey A Hyde Date: 2021.09.07 15:49:39 -05'00'	Date: _____

BOONE OAKLEY

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOS1817 rev2
1151-548065

Estimate/Insertion Order

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-19016

Est Date: Aug 12, 2020

Job Title: Sprout Social

Sep 24, 2020 Aug 13, 2021

Estimate is for the monthly cost of Sprout Social, a social media scheduling and engagement tool. Invoice will be included in the agency's monthly billing packet and the term length is to run concurrent with agency contract beginning June 1, 2019 thru September 30, ~~2020~~ 2021 ~~2022~~ (~~16~~ 28 ~~40~~ months).

Sprout Social Professional Package for Two Users

\$298.00 per month for ~~16~~ 28 ~~40~~ months

Total not to exceed

~~\$4768.00~~ ~~\$8344.00~~ \$11,920.00

Note: if the agency's contract is not renewed in November 2021, this Estimate shall expire upon termination of the agency's contract.

Accepted by:	Jennifer Adams, TDD Director:	Digitally signed by Jennifer Adams Date: 2021.08.26 06:54:13 -05'00'	Date: _____
	Jeff Hyde, Purchasing Manager:	Digitally signed by Jeffrey A Hyde Date: 2021.08.26 07:58:03 -05'00'	Date: _____

Charlotte
Dunworth

Digitally signed by
Charlotte Dunworth
Date: 2021.08.26
06:13:51 -05'00'

BOONE OAKLEY

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

Estimate

TD2179 rev1
1179-548051

Est Date: ~~Aug 5, 2021~~ Aug 24, 2021

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-21032
Job Title: USA Today Talent Rights Renewal

Estimate is for the renegotiated costs for renewal of the USA Today talent rights for digital use only for five years beginning September 16, 2021, and producer negotiated fee for the hours needed to renegotiate the USA Today talent rights for digital use only.

Buyout rights on original production Estimates 18023 & 18024 were for two years.

Talent Buyout – 5 years <u>(includes talent agency fee)</u>	12,000.00 14,400.00
Producer	2,000.00
Total not to exceed	\$14,000.00\$16,400.00

Accepted by:

Jennifer Adams, TDD Director:	Jennifer Adams	<small>Digitally signed by Jennifer Adams Date: 2021.08.24 12:56:51 -05'00'</small>	Date: _____
Jeff Hyde, Purchasing Manager:	Jeffrey A Hyde	<small>Digitally signed by Jeffrey A Hyde Date: 2021.08.24 13:22:18 -05'00'</small>	Date: _____

BOONE OAKLEY

Estimate TD2172 rev1

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

Job#: OKTDD-21031
Job Title: 2022 Little Adventures Creative Campaign and Production

Est Date: Jul 6 - Aug 5, 2021

Estimate covers agency fees for the hours needed to develop the creative communications campaign assets to fulfill the 2022 Media buy. This includes but is not limited to communications planning, creative concepting, social media planning and content development, digital content development, pre-production planning, production, and post-production planning and implementation.

Although agency time for these services is covered under Base Services, a separate estimate is being prepared because the County typically exhausts all hours under the monthly retainer. There is insufficient capacity within existing agency hours to cover these services.

Agency fees are estimated at 30% of the \$1,000,000 production budget.
2,030 hours x \$147.70/hour = \$299,831.00

The agency agrees to provide these services at the originally contracted hourly rate of \$147.70 rather than the additional services rate of \$165.00.

To be invoiced monthly based on actual hours worked.

Revision 1 covers production for one broadcast, digital content, and photography shoot. Anticipated deliverables, contingent on final media buy, are listed below:

- Scouting and 4-5-day shoot
- 1x 0:30 Broadcast spot for 2022 TV buy. Usage across all mediums for 2022 media plan (broadcast, internet, social) and other mediums for subsequent buys. Contingent on final media buy, additional 0:15 broadcast spots may be cut.
- 15 - 30x Digital Videos (short and long term) to fulfill 2022 media buy and to be used on website and social media
- Minimum 10 - 25x Photos for sense of place, website, social media and digital advertising
- 3-year talent and voiceover buyout
- All b-roll and untouched photos

Production - Video	\$380,000	\$160,000	\$110,000	\$110,000	
Music/Sound Design	\$12,250			\$6,125	\$6,125
Talent - OC/Extras	\$75,000	\$25,000	\$25,000	\$25,000	
VO/Casting/Session	\$3,600		\$1,800		\$1,800
Post Production	\$130,000		\$65,000		\$65,000
SUBTOTAL	\$600,850	\$185,000	\$201,800	\$141,125	\$72,925
Photographer (Kristianne Riddle)	\$30,000	\$10,000	\$10,000	\$10,000	
Production - Photo	\$11,000	\$3,500	\$3,500	\$4,000	
Retouching	\$20,000			\$10,000	\$10,000
SUBTOTAL	\$61,000	\$13,500	\$13,500	\$24,000	\$10,000
Location Scout/Supervisor (Chris Odom)	\$20,000	\$6,500	\$6,500	\$7,000	
Producer Fee (Danica Walker)	\$40,000	\$20,000			\$20,000
Producer Travel (Scout + Shoot)	\$5,000		\$2,500	\$2,500	
Agency Travel	\$25,000		\$12,500	\$12,500	
COVID-19 Testing/PPE	\$20,000		\$10,000	\$10,000	
Hard Drives	\$1,000				\$1,000
SUBTOTAL	\$111,000	\$26,500	\$31,500	\$32,000	\$21,000
TOTAL	*\$772,850	\$225,000	\$246,800	\$197,125	\$103,925

***Each line item/cost written in this estimate may shift, but the production total will not exceed \$772,850.00, unless mutually agreed upon in writing by both parties.**

Estimated Payment Schedule (actual payments to be based on actual cost based on competitive pricing):

- \$225,000 Payment 1 to be invoiced upon approval of competitive pricing by County, and based upon actual cost of selected vendors.
- \$246,800 Payment 2 to be invoiced on October 1, 2021, and include reconciliation of disbursement of Payment 1 vs. estimate, and agency certification that Payment 1 has been issued to vendors.
- \$197,125 Payment 3 to be invoiced upon completion of shoot, and include shot list, shoot calendar, reconciliation of disbursement of Payment 2 vs. estimate, and agency certification that Payment 2 has been issued to vendors.
- \$103,925 Payment 4 to be invoiced along with deliverables, and include reconciliation of disbursement of Payment 3 vs. estimate, agency certification that Payment 3 has been issued to vendors, and recapitulation of total actual project costs.
- \$772,850

The agency will obtain written competitive pricing upon approval of this production estimate by the County. 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.

Weather Delay, Postponement, or Reschedule:

Weather day quote will be provided by selected vendor. Agency, producer, and selected 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 said expenses do not exceed 20% or \$154,570.

Total not to exceed

\$299,831.00 \$1,072,681

<p>Charlotte Dunworth</p> <p><small>Digitally signed by Charlotte Dunworth DN: cn=Charlotte Dunworth</small></p>	<p>Jennifer Adams, TDD Director:</p>	<p>Jennifer Adams</p> <p><small>Digitally signed by Jennifer Adams Date: 2021.08.09 20:04:15 -04'00'</small></p>	<p>Date: _____</p>
<p>Accepted by:</p>	<p>Jeff Hyde, Purchasing Manager:</p>	<p>Jeffrey A Hyde</p> <p><small>Digitally signed by Jeffrey A Hyde Date: 2021.08.10 07:35:01 -05'00'</small></p>	<p>Date: _____</p>
<p>Faye Douglas, OMB Director:</p>	<p>Faye Douglas</p> <p><small>Digitally signed by Faye Douglas Date: 2021.08.10 11:08:11 -05'00'</small></p>	<p>Date: _____</p>	<p>Date: _____</p>
<p>John Hofstad, County Administrator:</p>	<p>John Hofstad</p> <p><small>Digitally signed by John Hofstad Date: 2021.08.10 11:22:20 -05'00'</small></p>	<p>Date: _____</p>	<p>Date: _____</p>
<p>Carolyn N. Ketchel, Chairman:</p>	<p><i>Carolyn N. Ketchel</i></p>	<p>Date: AUG 17 2021</p>	<p>Date: _____</p>





SINGLE SOURCE PURCHASE JUSTIFICATION REQUEST

A single source means that a commodity or service can be purchased from multiple sources, but, in order to meet certain functional or performance requirements (e.g. parts matching existing equipment or materials) there is only one economically feasible source for the purchase.

Date: 08/05/2021

PR No: TD2173

Requestor: BooneOakley

Phone No: 704-333-9797

Department/Division: Tourist Development Department

Item Description: Talent Rights for USA Today media buy
Original rights were for 2 years, this is a 5-year renewal/extension of rights

Vendor: Izon Models and Talent

Vendor's Address: 301 N. Barcelona St, Suite E
Pensacola, FL 32501

Vendor's Telephone No: 850-433-2099

Point of Contact:

Single Source Justification:
(attach additional docs if any)

Talent was competitively procured under original production Estimates 18023 & 18024. Renewing these talent rights best meets the functional/performance requirements of maintaining a cohesive brand and continuing to use this digital media in an economically feasible manner.

Check One:

- The public exigency or emergency for the requirement will not permit a delay resulting from competitive solicitation. (attach emergency condition documentation)
- Federal Awarding Agency or Pass Through Agency authorizes noncompetitive negotiations (letter of authorization is attached).
- The item is an associated capital maintenance item as defined in 49 U.S.C. §5307(a)(1) that is procured directly from the original manufacturer or supplier of the time to be replaced (price certification attached).
- Other, additional justification required (continue on blank page as needed)

Charlotte, Digital signed by
Dunworth, Charlene Dunworth
Date: 2021.08.09
08:23:11 -0500'

Jennifer Adams Digitally signed by Jennifer Adams
Date: 2021.08.09 07:51:52 -05'00'

Requesting Department Director Signature (or authorized Designee)

Date

REVIEW BY OMB AND PURCHASING

Approved:

OMB and Purchasing Department Comments:

Denied:

Faye Douglas Digitally signed by Faye Douglas
Date: 2021.08.09 10:04:12 -05'00'

OMB Director Signature

Date

BOONELEYAKO

Estimate

TD2173
1179-548051

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-21032
Job Title: USA Today Talent Rights Renewal

Est Date: Aug 5, 2021

Estimate is for the renegotiated costs for renewal of the USA Today talent rights for digital use only for five years beginning September 16, 2021, and producer negotiated fee for the hours needed to renegotiate the USA Today talent rights for digital use only.
Buyout rights on original production Estimates 18023 & 18024 were for two years.

Talent Buyout - 5 years	12,000.00
Producer	2,000.00
Total not to exceed	\$14,000.00

Charlotte Dunworth
Digitally signed by Charlotte Dunworth
Date: 2021.08.09 07:52:12 -05'00'

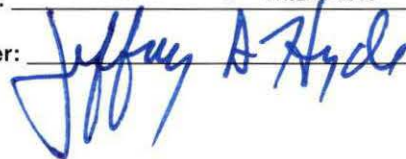
Jennifer Adams

Digitally signed by Jennifer Adams
Date: 2021.08.09 07:52:12 -05'00'

Accepted by: Jennifer Adams, TDD Director:

Date: _____

Jeff Hyde, Purchasing Manager:



Date: 08/19/2021

BOONE OAKLEY

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWALS

Estimate

TD2172
1179-548011

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-21031
Job Title: 2022 Creative Campaign and Production

Est Date: Jul 6, 2021

Estimate covers agency fees for the hours needed to develop the creative communications campaign assets to fulfill the 2022 Media buy. This includes but is not limited to communications planning, creative conceping, social media planning and content development, digital content development, pre-production planning, production, and post-production planning and implementation.

Although agency time for these services is covered under Base Services, a separate estimate is being prepared because the County typically exhausts all hours under the monthly retainer. There is insufficient capacity within existing agency hours to cover these services.

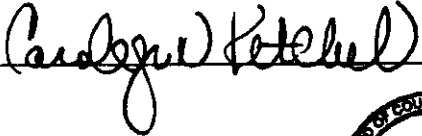
Agency fees are estimated at 30% of the \$1,000,000 production budget.
2,030 hours x \$147.70/hour = \$299,831.00

The agency agrees to provide these services at the originally contracted hourly rate of \$147.70 rather than the additional services rate of \$165.00.

To be invoiced monthly based on actual hours worked.

Total not to exceed

\$299,831.00

Accepted by:	Charlotte Dunworth <small>Digitally signed by Charlotte Dunworth Date: 2021.07.07 09:30</small>	Jennifer Adams, TDD Director:	Jennifer Adams <small>Digitally signed by Jennifer Adams Date: 2021.07.07 07:07:13 -05'00'</small>	Date: _____
		Jeff Hyde, Purchasing Manager:	Jeffrey A Hyde <small>Digitally signed by Jeffrey A Hyde Date: 2021.07.07 13:49:00 -05'00'</small>	Date: _____
		Faye Douglas, OMB Director:	Faye Douglas <small>Digitally signed by Faye Douglas Date: 2021.07.07 15:50:25 -05'00'</small>	Date: _____
		John Hofstad, County Administrator:	John Hofstad <small>Digitally signed by John Hofstad Date: 2021.07.07 17:02:04 -05'00'</small>	Date: _____
		Carolyn N. Ketchel, Chairman:		Date: <u>JUL 20 2021</u>



CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOONE OAKLEY

TD2170
1151-540002 \$1575
1151-540005 \$1300
1151-555001 \$1200

Estimate

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-21028
Job Title: 2021 ESTO Conference

Est Date: Jun 9, 2021

Estimate is for Claire Oakley to attend the 2021 ESTO conference with Jennifer Adams in Los Angeles, CA from August 15-18, 2021

Travel Expenses	\$2,800.00
Meals	\$75.00
Conference Registration	\$1,200.00

Total **\$4,075.00**

Charlotte
Dunworth

Digitally signed by
Charlotte Dunworth
Date: 2021.06.09 10:57:33
-05'00'

Accepted by: Jennifer Adams, TDD Director: _____

Jennifer
Adams

Digitally signed by
Jennifer Adams
Date: 2021.06.09
11:01:50 -05'00'

Date: _____

Jeff Hyde, Purchasing Manager: _____

Jeffrey A Hyde

Digitally signed by Jeffrey A Hyde
Date: 2021.06.09 11:33:14 -05'00'

Date: _____

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOONE OAKLEY

Estimate

TD2169
1151-548065

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-21024
Job Title: 2021 Influencer Marketing Campaign

Est Date: May 6, 2021

Estimate covers costs associated with the 2021 Influencer Marketing Campaign to activate a minimum of 7 influencers from the Atlanta, Nashville, Dallas and St. Louis markets.

Individual influencer compensation will be determined on a case-by-case basis based on a variety of factors (including, but not limited to, the creator's audience sizes, audience engagement rates, standard collaboration rates, and agreed upon deliverables) as negotiated by Hawkins International, and is intended to cover creator fees and costs including transportation, accommodations, Adventure packs, and meals.

Payment will be pursuant to Influencer Agreement terms, which is anticipated to be 50% upon agreement execution and 50% upon receipt of deliverables.

Total not to exceed

\$50,000.00

<small>Charlotte Dunworth</small>	<small>Digitally signed by Charlotte Dunworth Date: 2021.05.10 09:51:32 -05'00'</small>	Jennifer Adams	<small>Digitally signed by Jennifer Adams Date: 2021.05.10 06:08:08 -05'00'</small>	Date: _____
Accepted by: Jennifer Adams, TDD Director:		Jeffrey A Hyde	<small>Digitally signed by Jeffrey A Hyde Date: 2021.05.10 08:29:27 -05'00'</small>	Date: _____
Jeff Hyde, Purchasing Manager:		Faye Douglas	<small>Digitally signed by Faye Douglas Date: 2021.05.10 09:51:32 -05'00'</small>	Date: _____
Faye Douglas, OMB Director:				

BOONE OAKLEY

Estimate TD2166 rev1

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Estimate TD2166 was initially approved to authorize the agency to begin execution of the Atlanta initiative, though no expenses have been incurred to date. The estimate is now being revised to reflect the comprehensive initiative, including in-market programs, production, adventure reimbursement, and paid media.

Job#: OKTDD-21018
Job Title: 2021 Atlanta In-Market Initiative

Est Date: ~~Mar 16~~ Apr 22, 2021

Estimate covers costs to get started on the 2021 Atlanta In-Market Initiative to support the \$2M Atlanta paid media buy and target Atlanta visitors while in Destin-Fort Walton Beach.

<u>Popsicle Little Adventure Golden Ticket Program</u>	\$585,000	Invoiced as actual expenses incurred (vendor invoices may reflect a portion of expenses subject to advance payment terms)		
<u>Golf Cart Helper Program</u>				
<u>Sand Stamp Program</u>				
<u>Golden Ticket Reimbursements</u>	\$150,000	Reimbursed directly to local vendors by County as incurred		
<u>Place-Based Partner Programs</u>	\$50,000	Invoiced as actual expenses incurred		
<u>Video/Audio/Print Production</u>	\$215,000	Invoiced as actual expenses incurred (vendor invoices may reflect a portion of expenses subject to advance payment terms)		
<u>Pack Program Reimbursement</u>	\$75,000	Reimbursed directly to local vendor by County as incurred		
<u>Promotional Items</u>	\$4,000	Invoiced as actual expenses incurred		
<u>Agency Travel</u>	\$15,000	Invoiced as actual expenses incurred		
<u>Paid Media</u>	\$465,000	Paid directly to media vendor by County as incurred		
<u>Shared Media (boosted posts)</u>	\$10,000	Paid directly to media vendor by County as incurred		
TOTAL	\$1,569,000			
<u>Producer</u>	\$19,200	\$14,400		\$4,800
<u>Promotional Items</u>	\$20,000		\$20,000	
<u>Agency lodging, transportation, meals</u>	\$10,000	\$7,500		\$2,500
TOTAL	\$49,200	\$21,900	\$20,000	\$7,300

The agency will obtain written competitive production pricing upon approval of this estimate by the County. 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.

~~\$21,900.00 Payment 1 - Invoiced upon estimate approval, upon approval of competitive pricing by County and based upon actual costs of selected vendors~~

~~\$20,000.00 Payment 2 - Invoiced based upon actual costs of selected vendors~~

~~\$7,300.00 Payment 3 - Invoiced upon completion of event and delivery of video or photographic proof of performance, and to include reconciliation of disbursement of Payments 1 and 2 vs. estimate, agency certification that Payments 1 and 2 have been issued to vendors, and recapitulation of total project costs.~~

The County reserves the right to purchase directly with vendors as appropriate or advantageous to the County.

*Each line item/cost in this estimate may shift but the total will not exceed ~~\$49,200~~ \$1,569,000 unless mutually agreed upon in writing by both parties.

Total not to exceed

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W1-2 YR RENEWAL

~~\$49,200.00~~ \$1,569,000

Accepted by: Jennifer Adams, TDD Director: Jennifer Adams Digitally signed by Jennifer Adams Date: 2021.04.26 06:08:08 -05'00' Date: _____

Jeff Hyde, Purchasing Manager: Jeffrey A Hyde Digitally signed by Jeffrey A Hyde Date: 2021.04.26 07:38:58 -05'00' Date: _____

Faye Douglas, OMB Director: Faye Douglas Digitally signed by Faye Douglas Date: 2021.04.27 09:27:35 -05'00' Date: _____

John Hofstad, County Administrator: John Hofstad Digitally signed by John Hofstad Date: 2021.04.28 16:30:33 -05'00' Date: _____

Carolyn N. Ketchel, Chairman: Carolyn N. Ketchel Date: MAY 04 2021





INNOVATIVE PARTNERSHIP

Strategy:

Talk to Atlanta families already in DFWB on vacation.

What do we want Atlanta families to do?

Break the routine. Try one new Little Adventure after they've relaxed on the beach for a few days. Increase what they spend on their trip by 7.6%.

How will we get them to try something new?

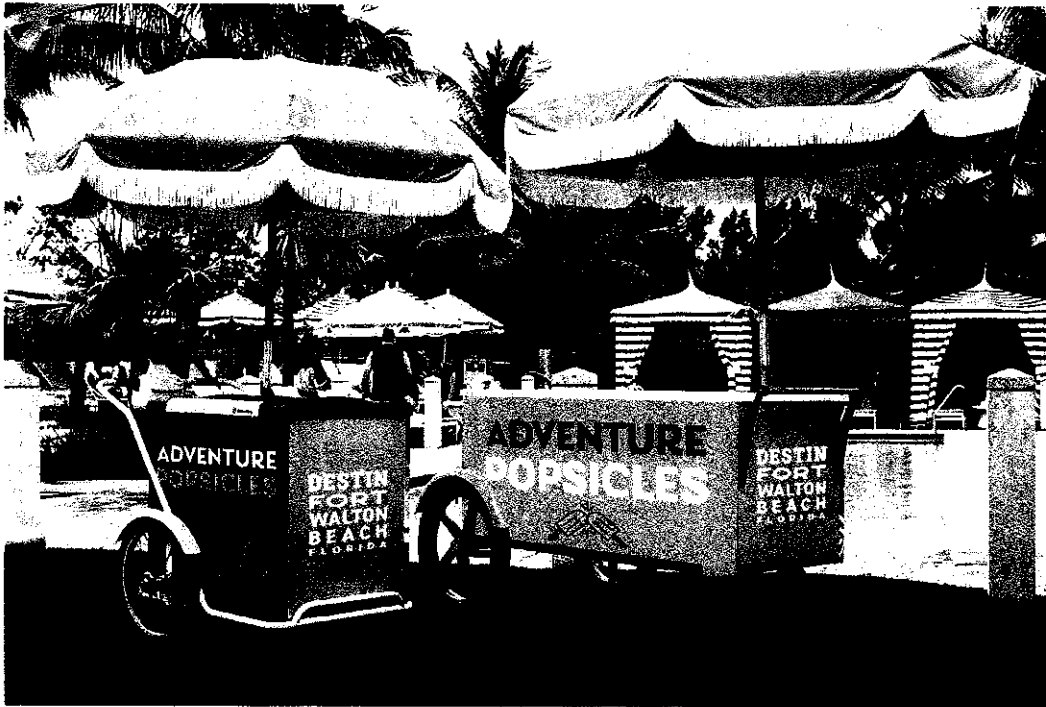
By meeting them where they are through unexpected activations and strategic media targeting and messaging.



We have “cool” adventures

DESTIN
FORT
WALTON
BEACH
FLORIDA

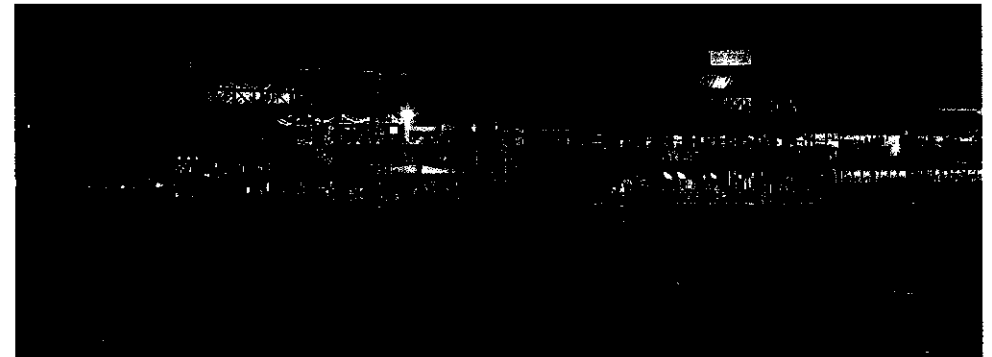
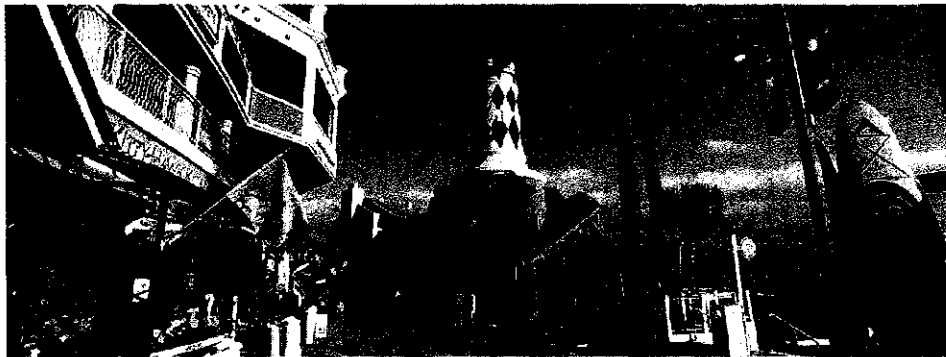
Help keep the whole family cool by giving out popsicles at the beach, with an adventure twist.



Kid Takeover Audio Announcements

DESTIN
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FLORIDA

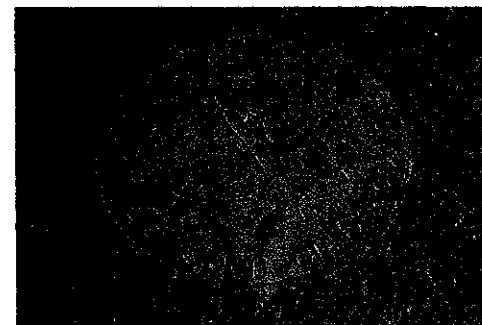
Kid voiceover talking directly to Destin Commons shoppers, HarborWalk visitors and The Boardwalk firework spectators, encouraging them to take a Little Adventure while on vacation.



Ads in the Sand

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FLORIDA

Adventure stamps in the sand on the most popular beaches driving traffic to the website.



Beach Adventure Rides

Be helpful to mom while educating her about our destination's adventures by offering free "Adventure Rides" for families to get to/from the beach on sponsored golf carts.



Talk to Mom through Paid Social

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FLORIDA

 Visit Destin-Fort Walton Beach
Sponsored ·  ...




Looking for something to do before dinner? Norriego Point is only a few minutes away—head there and let your kids search for hermit crabs along the rocks.



DESTINFWB.COM

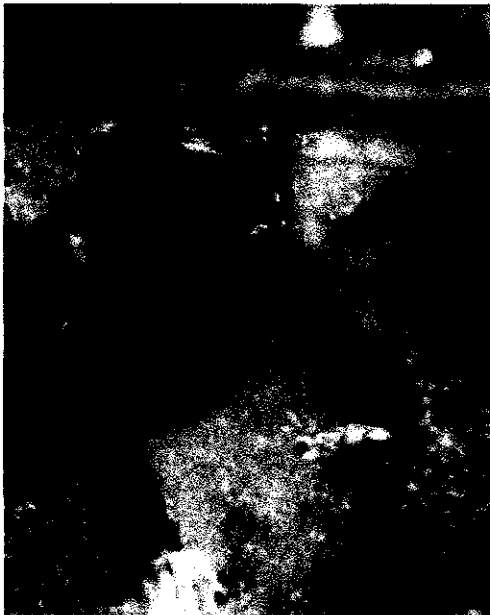
Explore our Little Adventures
Try something new today!

[Learn More](#)

 Like  Comment  Share

 Visit Destin-Fort Walton Beach
Sponsored ·  ...

Morning is the perfect time to grab a snorkel and explore Henderson Beach State Park's artificial reef. You may even spot a sea turtle!

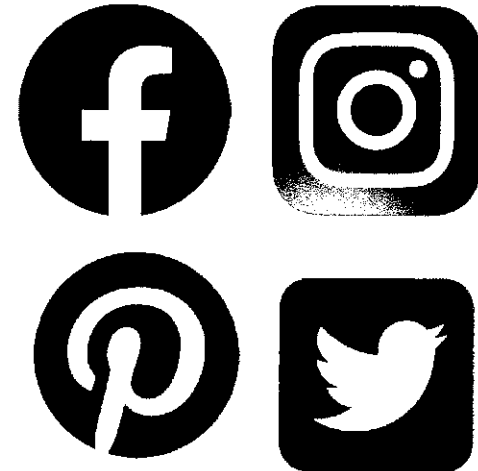


DESTINFWB.COM

Explore our Little Adventures
Try something new today!

[Learn More](#)

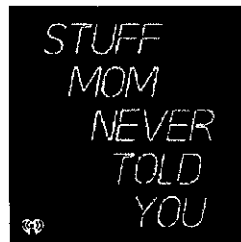
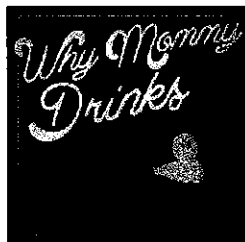
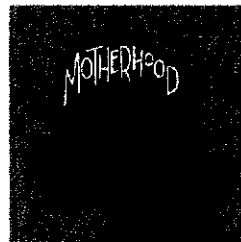
 Like  Comment  Share



Talk to Mom through Music Apps and Podcasts

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FLORIDA

pandora™

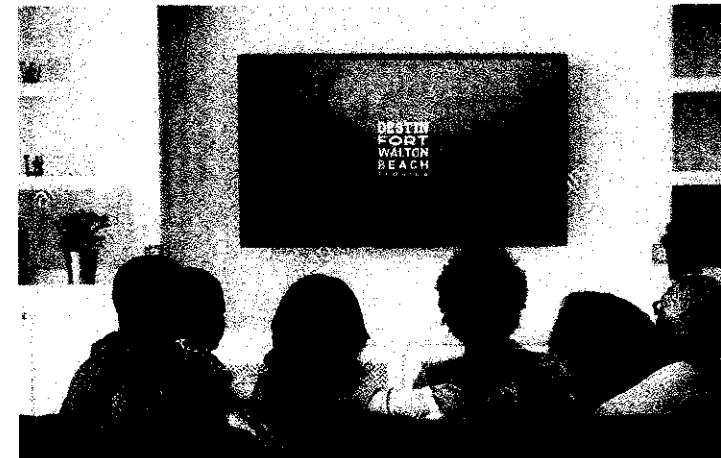


Talk to Mom through Screens

Partnering with Cox Media, target screens in and around rental properties only, to reach families cross-device.

Using visuals of a range of Little Adventures paired with VO speaking directly to moms on vacation.

COX
MEDIA

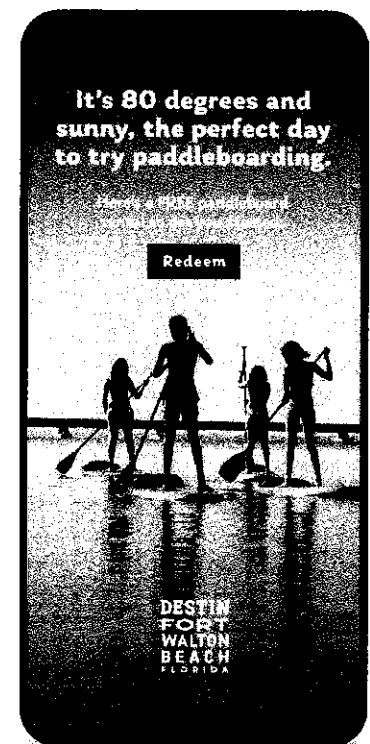
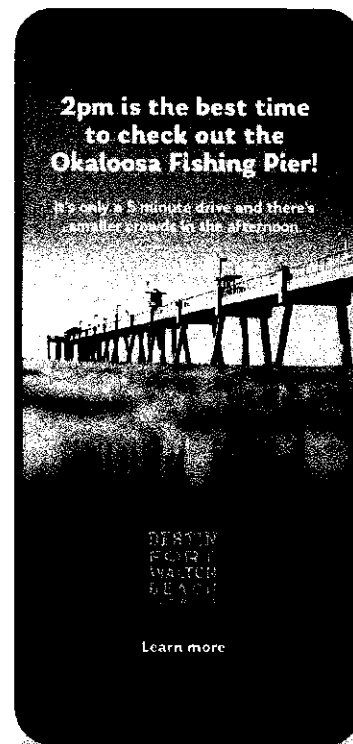
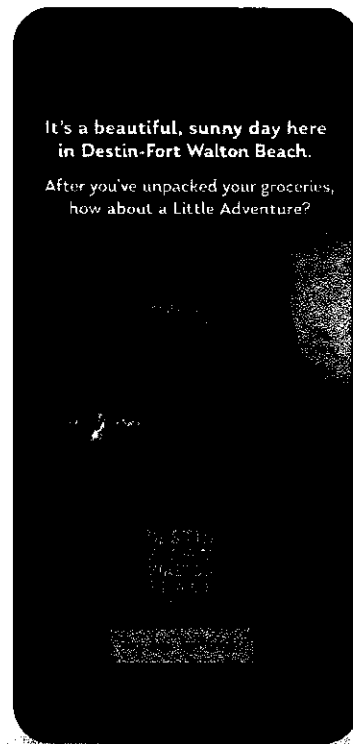
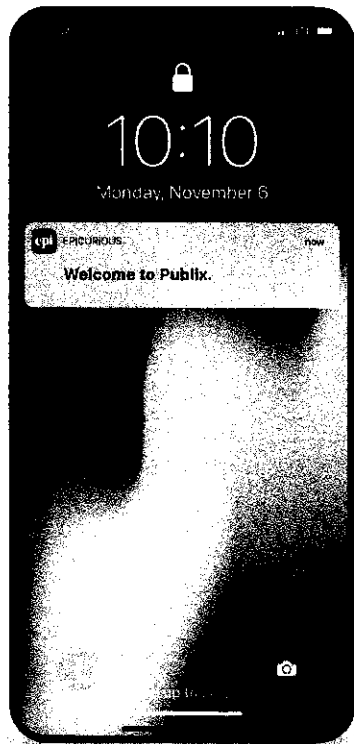


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Talk to Mom through Push Notifications

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BEACH
FLORIDA



IN MARKET

Talk to Mom through Local Reviews

72% of visitors use sites like **TripAdvisor and Yelp** while on vacation, for food and activity recommendations.

Marry the medium with the message by letting moms know about Packs that pair the two.

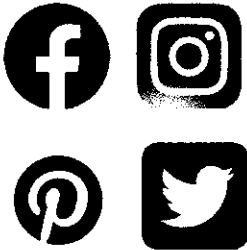


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FORT
WALTON
BEACH
FLORIDA



Potential Media Outlets

Partner with a select few of these media outlets to drive the success of this campaign.



BOONE OAKLEY

CONTRACT#: C19-2752-TDD
 BOONE OAKLEY
 MARKETING, ADVERTISING & PP FOR TDD
 EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

Estimate TD2167 rev2

Jennifer Adams
 Okaloosa TDD
 1250 Miracle Strip Pkwy SE
 Fort Walton Beach, FL 32548

Job#: OKTDD-21020
Job Title: Southwest Airlines + SeaWorld

Est Date: Apr 7 28, 2021

Estimate reflects agency time to concept two events:

- Inaugural flights of Southwest Airlines from Nashville and Dallas to Destin-Fort Walton Beach
- Destin-Fort Walton Beach lionfish exhibit at Sea World

This project is not within the Agency's annual Scope of Work, and therefore will require additional manpower. This project is covered under the Event Procurement and Production component of the Agency's contractual scope of services.

Estimated fees of \$25,575 are based on 155 hours at the \$165.00/hr. blended agency rate, to be invoiced monthly based on actual hours worked.

Revision reflects costs to execute events in celebration of the inaugural Southwest flights to VPS from Dallas and Nashville. The agency will work with an event producer on airport experiences and promotional items, and hire a videographer and/or photographer to capture events in VPS. Agency travel includes costs for Shannon O'Malley to travel from PBI to DFW and from DFW to VPS, and the costs for one BooneOakley representative to travel to VPS to assist with the arrival experience.

	Budget	Payment 1	Payment 2
Production company creative direction and oversight, idea generation, management of event logistics	\$64,000	\$48,000	\$16,000
Photography and/or Videography	\$4,300	\$2,150	\$2,150
Agency travel, lodging, meals	\$4,700	\$2,350	\$2,350
Southwest total	\$73,000	\$52,500	\$20,500

\$52,500.00 Payment 1 – Invoiced upon estimate approval, upon approval of competitive pricing by County and based upon actual costs of selected vendors

\$20,500.00 Payment 2 – Invoiced upon completion of event and delivery of video or photographic proof of performance, and to include reconciliation of disbursement of Payment 1 vs. estimate, agency certification that Payment 1 has been issued to vendors, and recapitulation of total project costs.

The agency will obtain written competitive production pricing. 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 final bill based on actuals rather than production estimate. Any savings or project underruns will accrue to the County and be reflected in final invoicing.

Revision 2 reflects the \$1,100 cost of lodging for Southwest representatives participating in inaugural flights. To be paid via County pcard.

Note: promotional items may be taken from existing inventory &/or purchased by County staff against budgeted promotional items account.

*Each line item/cost in this estimate may shift but the total will not exceed \$98,575 unless mutually agreed upon in writing by both parties.

Total not to exceed

Charlotte Dunworth
Digitally signed by Charlotte Dunworth
 Date: 2021.04.28
 11:16:24 -05'00'

Jennifer Adams

Digitally signed by Jennifer Adams
 Date: 2021.04.28
 11:19:40 -05'00'

\$98,575 \$99,675

Accepted by: Jennifer Adams, TDD Director:

Date: _____

Jeff Hyde, Purchasing Manager:

Jeffrey A Hyde

Digitally signed by Jeffrey A Hyde
 Date: 2021.04.28
 16:08:06 -05'00'

Date: _____

Faye Douglas, OMB Director:

Faye Douglas

Digitally signed by Faye Douglas
 Date: 2021.04.29
 09:25:36 -05'00'

Date: _____

John Hofstad, County Administrator:

John Hofstad

Digitally signed by John Hofstad
 Date: 2021.04.29
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Date: _____

CONTRACT#: C19-2752-TDD
 BOONE OAKLEY
 MAKETING, ADVERTISING & PR FOR TDD
 EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOONE OAKLEY

Estimate TD2105 rev1 rev2 1179-548051

Jennifer Adams
 Okaloosa TDD
 1250 Miracle Strip Pkwy SE
 Fort Walton Beach, FL 32548

Job #: OKTDD-20037
Job Title: DFWB 2021 Messaging

Est Date: April 8, 2021

Estimate reflects costs to run existing creative for the media buy that will begin on 1/11/21 and to update the end card of the Venture Out branding spot with the destination URL.

Graphics Updates	\$1,000.00	\$250.00
Traffic	\$1,500.00	\$600.00
Voice Over Rights Renewal	\$1,980.00	\$1,200.00
Producer		<u>\$1,200.00</u>
	To be invoiced as expenses incurred	<u>\$3,250.00</u>

Revision 1 reflects costs to develop new creative. It includes costs to edit existing assets and traffic them, and to develop new assets, all of which will be used in the digital and broadcast media buy. Deliverables are listed below.

- 2 :15 second brand spots that will run together as a :30 second unit with new music
- 1 :30 second brand spot with a new script, music and voiceover
- 1 :30 second packs spot with new music
- 10 digital videos

Estimated Payment Schedule

	Budget	Payment 1	Payment 2	Payment 3
TV Edit :15s and :30s				
Post Production - 15s and 30s	\$47,371.00	\$23,685.50	\$23,685.50	
Music Licensing	\$5,000.00		\$5,000.00	
New Voice Over + Rights Brand :30	\$2,700.00		\$2,700.00	
Voice Over Rights Renewal Packs :30	\$2,100.00		\$2,100.00	
Producer	\$8,000.00	\$4,000.00	\$4,000.00	
Traffic	\$5,000.00		\$5,000.00	
SUBTOTAL	\$70,171.00	\$27,685.50	\$42,485.50	
Digital Videos				
Post Production - 10 digital videos	\$26,000.00	\$13,000.00		\$13,000.00
SUBTOTAL	\$26,000.00	\$13,000.00		\$13,000.00
	\$96,171.00	\$40,685.50	\$42,485.50	\$13,000.00

The agency will obtain written competitive production pricing upon approval of this estimate by the County. 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.

C19-2752-TDD

\$40,685.50 Payment 1 to be invoiced upon approval of competitive pricing by County, and based upon actual costs of selected vendors

\$42,485.50 Payment 2 to be invoiced upon delivery of 2 :15 second brand spots, 1 :30 brand spot and 1 :30 second packs spot and include reconciliation of disbursement of Payment 1 vs. estimate and agency certification that Payment 1 has been issued to vendors

\$13,000.00 Payment 3 to be invoiced upon delivery of 10 digital videos and include reconciliation of disbursement of Payment 2 vs. estimate, agency certification that Payment 2 has been issued to vendors, and recapitulation of total project costs

Each line item/cost may shift, but the overall production total will not exceed \$99,421.00 unless mutually agreed upon in advance in writing by both parties.

Revision 2 reflects the \$500 cost of removing the supers and logos from Little Moments of Adventure videos so they can be used to fulfill the Instagram stories buy with Meredith. To be invoiced as expenses incurred.

Total not to exceed **\$5,680.00 \$99,421.00 \$99,921.00**

Accepted by:	Charlotte Dunworth <small>Digitally signed by Charlotte Dunworth Date: 2021.04.08 13:33:25 -05'00'</small>	Jennifer Adams, TDD Director: Jennifer Adams	<small>Digitally signed by Jennifer Adams Date: 2021.04.08 13:39:06 -05'00'</small>	Date: _____
		Jeff Hyde, Purchasing Manager: Jeffrey A Hyde	<small>Digitally signed by Jeffrey A Hyde Date: 2021.04.08 14:56:45 -05'00'</small>	Date: _____
		Faye Douglas, OMB Director: Faye Douglas	<small>Digitally signed by Faye Douglas Date: 2021.04.08 15:05:05 -05'00'</small>	Date: _____
		John Hofstad, County Administrator: John Hofstad	<small>Digitally signed by John Hofstad Date: 2021.04.09 09:19:38 -05'00'</small>	Date: _____

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOONE OAKLEY

Estimate

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

TD2167
1151-548011
(BT from promo reserves 1151-548090)

Job#: OKTDD-21020
Job Title: Southwest Airlines + SeaWorld

Est Date: Mar 16, 2021

Estimate reflects agency time to concept two events:

- Inaugural flights of Southwest Airlines from Nashville and Dallas to Destin-Fort Walton Beach
- Destin-Fort Walton Beach lionfish exhibit at Sea World

This project is not within the Agency's annual Scope of Work, and therefore will require additional manpower. This project is covered under the Event Procurement and Production component of the Agency's contractual scope of services.

Estimated fees are based on 185 hours at the \$165.00/hr. blended agency rate, to be invoiced monthly based on actual hours worked.

Total not to exceed

\$30,525.00

Accepted by:	Jennifer Adams, TDD Director:	<small>Digitally signed by Charlotte Dunworth Date: 2021.03.17 07:50:43 -0500'</small>	Jennifer Adams	<small>Digitally signed by Jennifer Adams Date: 2021.03.17 07:57:15 -05'00'</small>	Date: _____
	Jeff Hyde, Purchasing Manager:		Jeffrey A Hyde	<small>Digitally signed by Jeffrey A Hyde Date: 2021.03.17 08:09:56 -05'00'</small>	Date: _____
	Faye Douglas, OMB Director:		Faye Douglas	<small>Digitally signed by Faye Douglas Date: 2021.03.17 08:14:46 -05'00'</small>	Date: _____

BOONE OAKLEY

TD2166
 1179-548051

Estimate

Jennifer Adams
 Okaloosa TDD
 1250 Miracle Strip Pkwy SE
 Fort Walton Beach, FL 32548

Job#: OKTDD-21018
Job Title: 2021 Atlanta In-Market Initiative

Est Date: Mar 16, 2021

Estimate covers costs to get started on the 2021 Atlanta In-Market Initiative to support the \$2M Atlanta paid media buy and target Atlanta visitors while in Destin-Fort Walton Beach.

	BUDGET	PAYMENT 1	PAYMENT 2	PAYMENT 3
Producer	\$19,200.00	\$14,400.00		\$4,800.00
Promotional Items	\$20,000.00		\$20,000.00	
Agency lodging, transportation, meals	\$10,000.00	\$7,500.00		\$2,500.00
TOTAL	\$49,200.00	\$21,900.00	\$20,000.00	\$7,300.00

The agency will obtain written competitive production pricing upon approval of this estimate by the County. 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.

- \$21,900.00 Payment 1 – Invoiced upon estimate approval, upon approval of competitive pricing by County and based upon actual costs of selected vendors
- \$20,000.00 Payment 2 – Invoiced based upon actual costs of selected vendors
- \$7,300.00 Payment 3 – Invoiced upon completion of event and delivery of video or photographic proof of performance, and to include reconciliation of disbursement of Payments 1 and 2 vs. estimate, agency certification that Payments 1 and 2 have been issued to vendors, and recapitulation of total project costs.

*Each line item/cost in this estimate may shift but the total will not exceed \$49,200 unless mutually agreed upon in writing by both parties.

Total not to exceed \$49,200.00

<p>Accepted by: Jennifer Adams, TDD Director:</p> <p>Jeff Hyde, Purchasing Manager:</p> <p>Faye Douglas, OMB Director:</p>	<p><small>Digitally signed by Charlotte Dunworth Date: 2021.03.16 13:41:51 0500</small></p> <p>Jennifer Adams</p> <hr/> <p>Jeffrey A Hyde</p> <hr/> <p>Faye Douglas</p>	<p><small>Digitally signed by Jennifer Adams Date: 2021.03.16 13:59:53 -05'00'</small></p> <p>Date: _____</p> <p><small>Digitally signed by Jeffrey A Hyde Date: 2021.03.16 14:31:52 -05'00'</small></p> <p>Date: _____</p> <p><small>Digitally signed by Faye Douglas Date: 2021.03.16 14:27:38 -05'00'</small></p> <p>Date: _____</p>
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CONTRACT#: C19-2752-TDD
 BOONE OAKLEY
 MARKETING ADVERTISING & PR
 FOR TDD
 EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOONE OAKLEY

Estimate

TD2164 1151-548040

Jennifer Adams
 Okaloosa TDD
 1250 Miracle Strip Pkwy SE
 Fort Walton Beach, FL 32548

Job#: OKTDD-21015
Job Title: 2021 PR Virtual and Atlanta Event

Est Date: Feb 4, 2021

Estimate reflects all costs incurred by a production company to manage and execute two earned media events:

- Desksides in the destination in March 2021 during which Jennifer will virtually connect with journalists to showcase partners and a few different areas of DFWB. At-home experience boxes will be sent to the journalists who participate.
- Atlanta journalist in-person event to complement the Atlanta-specific media buy scheduled for summer 2021.

Agency travel costs reflect the following and will be billed on actuals. Trip durations are subject to change as needs are further defined.

- Shannon O'Malley to attend the virtual desksides to brief Jennifer and partners, to rehearse with them and to finalize set-up. Three nights in a hotel is estimated.
- Two agency members (Shannon O'Malley and a Hawkins or BooneOakley representative) to attend the Atlanta event and support Jennifer Adams and team. Three nights in a hotel is estimated.

VIRTUAL DESKSIDES	BUDGET	PAYMENT 1	PAYMENT 2
Production company creative direction and oversight, idea generation, management of event logistics	\$7,000.00	\$4,666.67	\$2,333.33
Virtual component management	\$30,000.00	\$20,000.00	\$10,000.00
25 At-Home Experience Boxes for Journalists	\$15,000.00	\$12,000.00	\$3,000.00
Agency lodging, transportation, meals	\$2,000.00	\$1,000.00	\$1,000.00
VIRTUAL DESKSIDES TOTAL	\$54,000.00	\$37,666.67	\$16,333.33

Note: Production company fee includes \$2,000 lump sum travel stipend to destination to attend virtual desksides. If this does not occur, funds may be reallocated for a member of BooneOakley or Hawkins to attend instead.

The agency will obtain written competitive production pricing upon approval of this estimate by the County. The Deputy County Administrator-Operations is authorized to approve agency justification if the lowest cost vendor is not selected.

Production company to invoice based on line items shown herein. 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.

- \$37,666.67 Payment 1 – Invoiced upon estimate approval, upon approval of competitive pricing by County and based upon actual costs of selected vendors
- \$16,333.33 Payment 2 – Invoiced upon completion of event and delivery of video or photographic proof of performance, and to include reconciliation of disbursement of Payment 1 vs. estimate, agency certification that Payment 1 has been issued to vendors, and recapitulation of total project costs

ATLANTA EVENT	BUDGET	PAYMENT 1	PAYMENT 2	PAYMENT 3
Production company creative direction and oversight, idea generation, management of event logistics, day of event on-site management and set-up and breakdown labor	\$10,000.00	\$5,000.00	\$2,500.00	\$2,500.00
Venue, Lights, Sound, Décor, Photograph/Videography, Printed Materials	\$34,000.00	\$17,000.00	\$17,000.00	
Agency lodging, transportation, meals	\$4,000.00		\$2,000.00	\$2,000.00
ATLANTA EVENT TOTAL	\$48,000.00	\$22,000.00	\$21,500.00	\$4,500.00

\$22,000.00 Payment 1 – Invoiced upon estimate approval, upon approval of competitive pricing by County and based upon actual costs of selected vendors
 \$21,500.00 Payment 2 – Invoiced 45 days before event, and to include reconciliation of disbursement of Payment 1 vs. estimate and agency certification that Payment 1 has been issued to vendors
 \$4,500.00 Payment 3 – Invoiced upon completion of event and delivery of video or photographic proof of performance, and to include reconciliation of disbursement of Payment 2 vs. estimate, agency certification that Payment 2 has been issued to vendors, and recapitulation of total project costs

*Each line item/cost in this estimate may shift but the total will not exceed \$102,000 unless mutually agreed upon in writing by both parties.

Estimate Total not to exceed

Deposit made toward cancelled NYC Partner Media Event (BO2011)
 Total

\$102,000.00
 \$8,000.00
 \$110,000.00

Charlotte Dunworth
Digitally signed by Charlotte Dunworth
 Date: 2021.02.04
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Accepted by:

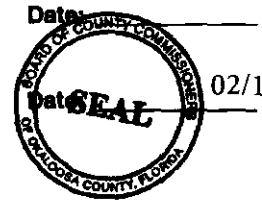
Jennifer Adams, TDD Director: Jennifer Adams
Digitally signed by Jennifer Adams
 Date: 2021.02.04
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 Date: _____

Jeff Hyde, Purchasing Manager: Jeffrey A Hyde
Digitally signed by Jeffrey A Hyde
 Date: 2021.02.04
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 Date: _____

Faye Douglas, OMB Director: Faye Douglas
Digitally signed by Faye Douglas
 Date: 2021.02.04
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 Date: _____

John Hofstad, County Administrator: John Hofstad
Digitally signed by John Hofstad
 Date: 2021.02.04
 15:32:41 -06'00'
 Date: _____

Carolyn N. Ketchel, Chairman: Carolyn N. Ketchel





C19-2752-TDD

BOONOAK-01

CSKIDMORE

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/18/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
 Lowry Insurance
 PO Box 30517
 Charlotte, NC 28230

CONTACT NAME:	
PHONE (A/C, No, Ext): (704) 332-8871	FAX (A/C, No):
E-MAIL ADDRESS: Cert@lowryassoc.com	
INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A: Cincinnati Insurance Company	10677
INSURER B: Employers	10346
INSURER C: AXIS Surplus Insurance Company	
INSURER D:	
INSURER E:	
INSURER F:	

INSURED

 Boone Oakley, LLC
 1445 S Mint Street
 Charlotte, NC 28203

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER: General Aggregate	X	X	ECP 0466856	1/1/2021	1/1/2022	EACH OCCURRENCE	\$ 2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 2,000,000
							MED EXP (Any one person)	\$ 10,000
							PERSONAL & ADV INJURY	\$ 2,000,000
							GENERAL AGGREGATE	\$ 4,000,000
							PRODUCTS - COMP/OP AGG	\$ 4,000,000
A	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	X	X	ECP 0466856	1/1/2021	1/1/2022	COMBINED SINGLE LIMIT (Ea accident)	\$ 1,000,000
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$ <input type="checkbox"/>			ECP 0466856	1/1/2021	1/1/2022	EACH OCCURRENCE	\$ 1,000,000
							AGGREGATE	\$ 1,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY <input type="checkbox"/> Y <input checked="" type="checkbox"/> N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A	X	EIG256337403	1/1/2021	1/1/2022	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-EP	\$ 500,000
							E.L. EACH ACCIDENT	\$ 500,000
							E.L. DISEASE - EA EMPLOYEE	\$ 500,000
							E.L. DISEASE - POLICY LIMIT	\$ 500,000
A	Cyber Liability			ECP 0466856	1/1/2021	1/1/2022	Data Defender	\$ 2,000,000
C	Professional Liab			ME20181001-01	1/1/2020	1/1/2021		\$ 2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 Okaloosa is named as additional insured in regards to General Liability and Automobile Liability and insurance is primary. Waiver of Subrogation applies to General Liability, Automobile Liability and Workers Compensation in favor of the additional insured.

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETIN, ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

CERTIFICATE HOLDER

CAL

Okaloosa County **BOCC**
 5479A Old Bethel Road
 Crestview, FL 32536

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Stef F. Santis

CONTRACT#: C19-2752-TDD
 BOONE OAKLEY
 MARKETING ADVERTISING & PR
 FOR TDD
 EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOONE OAKLEY

Estimate TD2105 rev1 1179-548051

Jennifer Adams
 Okaloosa TDD
 1250 Miracle Strip Pkwy SE
 Fort Walton Beach, FL 32548

Job #: OKTDD-20037
 Job Title: DFWB 2021 Messaging

Est Date: December 15, 2020

Estimate reflects costs to run existing creative for the media buy that will begin on 1/11/21 and to update the end card of the Venture Out branding spot with the destination URL.

Graphics Updates	\$1,000.00	\$250.00
Traffic	\$1,500.00	\$600.00
Voice Over Rights Renewal	\$1,980.00	\$1,200.00
Producer		<u>\$1,200.00</u>
	To be invoiced as expenses incurred	\$3,250.00

Revision 1 reflects costs to develop new creative. It includes costs to edit existing assets and traffic them, and to develop new assets, all of which will be used in the digital and broadcast media buy. Deliverables are listed below.

- 2 :15 second brand spots that will run together as a :30 second unit with new music
- 1 :30 second brand spot with a new script, music and voiceover
- 1 :30 second packs spot with new music
- 10 digital videos

Estimated Payment Schedule

	Budget	Payment 1	Payment 2	Payment 3
TV Edit :15s and :30s				
Post Production - 15s and 30s	\$47,371.00	\$23,685.50	\$23,685.50	
Music Licensing	\$5,000.00		\$5,000.00	
New Voice Over + Rights Brand :30	\$2,700.00		\$2,700.00	
Voice Over Rights Renewal Packs :30	\$2,100.00		\$2,100.00	
Producer	\$8,000.00	\$4,000.00	\$4,000.00	
Traffic	\$5,000.00		\$5,000.00	
SUBTOTAL	\$70,171.00	\$27,685.50	\$42,485.50	
Digital Videos				
Post Production - 10 digital videos	\$26,000.00	\$13,000.00		\$13,000.00
SUBTOTAL	\$26,000.00	\$13,000.00		\$13,000.00
	\$96,171.00	\$40,685.50	\$42,485.50	\$13,000.00

The agency will obtain written competitive production pricing upon approval of this estimate by the County. 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.

- \$40,685.50 Payment 1 to be invoiced upon approval of competitive pricing by County, and based upon actual costs of selected vendors
- \$42,485.50 Payment 2 to be invoiced upon delivery of 2 :15 second brand spots, 1 :30 brand spot and 1 :30 second packs spot and include reconciliation of disbursement of Payment 1 vs. estimate and agency certification that Payment 1 has been issued to vendors
- \$13,000.00 Payment 3 to be invoiced upon delivery of 10 digital videos and include reconciliation of disbursement of Payment 2 vs. estimate, agency certification that Payment 2 has been issued to vendors, and recapitulation of total project costs

Each line item/cost may shift, but the overall production total will not exceed \$99,421.00 unless mutually agreed upon in advance in writing by both parties.

Total not to exceed

~~\$5,680.00~~\$99,421.00

Charlotte
Dunworth

Digitally signed by Charlotte
Dunworth
DN: cn=Charlotte Dunworth, o=Charlotte
Dunworth, email=cdunworth@cdunworth.com

Accepted by:

Jennifer Adams, TDD Director:	Jennifer Adams	Digitally signed by Jennifer Adams Date: 2020.12.15 11:29:37 -06'00'	Date: _____
Jeff Hyde, Purchasing Manager:	Jeffrey A Hyde	Digitally signed by Jeffrey A Hyde Date: 2020.12.15 12:06:34 -06'00'	Date: _____
Faye Douglas, OMB Director:	Faye Douglas	Digitally signed by Faye Douglas Date: 2020.12.15 13:05:03 -06'00'	Date: _____
John Hofstad, County Administrator:	John Hofstad	Digitally signed by John Hofstad Date: 2020.12.15 15:16:30 -06'00'	Date: _____

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W1 2 YR RENEWAL

BOONE OAKLEY

Estimate TD2107
1151-548040

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-20039
Job Title: Earned Media Influencer Tool - HYPR

Est Date: Dec 1, 2020

Estimate is for an earned media influencer tool with the following features.

- Search database of 12 million+ influencers with the ability to:
 - Search an audience by age, gender, geographic location, income levels, race and ethnicity, education, topic interests, and more.
 - Check for audience health and authenticity.
 - Rank and evaluate prospects based on expected contribution within the context of a campaign.
- Advanced campaign analytics and tracking tools including the ability to identify true sphere of influence.
- Tools for contacting and staying in communication with influencers at scale.
- Tools for organizing influencers and creating lists.
- Social conversation content topic search tool.

HYPR yearly subscription of \$3,300.00 to be billed at \$275.00 monthly for 12 months starting in January 2021.

Total not to exceed

\$3,300.00

Charlotte
Dunworth

Accepted by: Jennifer Adams, TDD Director: _____

Jennifer
Adams

Digitally signed by
Jennifer Adams
Date: 2020.12.03
15:41:38 -06'00'

Date: _____

Jeff Hyde, Purchasing Manager: _____

Jeffrey A Hyde

Digitally signed by Jeffrey A Hyde
Date: 2020.12.04 07:25:03 -06'00'

Date: _____

CONTRACT#: C19-2752-TDD
 BOONE OAKLEY
 MARKETING ADVERTISING & PR FOR TDD
 EXPIRES: 11/05/2021 W1 2 YR RENEWAL

BOONE OAKLEY

Estimate/Insertion Order TD2106
 1151-548041

Jennifer Adams
 Okaloosa TDD
 1250 Miracle Strip Pkwy SE
 Fort Walton Beach, FL 32548

Est Date: December 2, 2020

Job Title: Atlanta Consumer Focus Groups

Virtual focus groups to be conducted with Atlanta consumers.

Services include: Team of two analysts to moderate and manage approximately 20 consumers split between groups of visitors and non or potential visitors. Virtual groups designed to be no more than 90 minutes in length and services include facilitating discussion and creating any stimuli as needed for assignment.

This estimate is to actually conduct the focus groups. Design of study and analysis of findings is included in the BooneOakley annual scope of work for research and data will be maintained in Focus Vision platform technology.

Invoicing to include data gathered including but not limited to transcripts or videos of groups as proof of performance.

Payment Schedule (estimate/subject to change)

	Budget	Dec	Jan	Feb	Mar	Apr	May	Jun
Focus Group Facilitation	15,675.00	Invoiced monthly based on percentage complete						
	\$15,675.00							
Total not to exceed		\$15,675.00						

Charlotte
 Dunwoth

Accepted by:

Jennifer Adams, TDD Director:

Jennifer Adams

Digitally signed by Jennifer Adams
 Date: 2020.12.03 06:21:12 -06'00'

Date: _____

Jeff Hyde, Purchasing Manager:

Jeffrey A Hyde

Digitally signed by Jeffrey A Hyde
 Date: 2020.12.03 07:33:50 -06'00'

Date: _____

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W1 2 YR RENEWAL

BOONE OAKLEY

Estimate TD2105
1179-548051

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-20037
Job Title: DFWB 2021 Messaging

Est Date: Nov 25, 2020

Estimate reflects costs to run existing creative for the media buy that will begin on 1/11/21 and to update the end card of the Venture Out branding spot with the destination URL.

Graphics Updates	\$1,000.00
Traffic	\$1,500.00
Voice Over Rights Renewal	\$1,980.00
Producer	\$1,200.00

Total not to exceed \$5,680.00

CA 11/30/2020

Accepted by: Jennifer Adams, TDD Director:  Date: 11/30/2020
Jeff Hyde, Purchasing Manager: Jeffrey A Hyde Digitally signed by Jeffrey A Hyde
Date: 2020.11.30 10:00:00 -0600 Date: _____

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W1 2 YR RENEWAL

BOONE OAKLEY

Estimate Revision 2 - 11/18/20

Jennifer Adams
Okaloosa TDD

Job#: OKTDD-18007
Job Title: FocusVision multi platform research plan

Est Date: Nov 24, 2018

Service Period: December 1, 2018 to November 30, 2019

Research technology platforms to be used to conduct all qualitative and quantitative studies

Annual licenses for the use of:

Decipher - market research services, web-based survey programming, data collection and reporting.

Kinesis - recruitment of participants

Revelation- market research services, web-based activities, data collection and reporting.

Video Insights- collection, management and analysis of video, images and other assets.

Intervu- mark interview events in real-time for quick archive access and later use.

A combination of Focus Vision's software platforms developed for market research services, web-based survey programming, data collection, survey participant recruitment and reporting will support approximately 15 studies to be used in survey collection and brand study for year one. The number of studies that can be funded is dependent upon the complexity of each study.

Extend service period December 1, 2019 - November 30, 2020 at an annual cost of \$112,700, paid monthly.
Decipher - market research services, web-based survey programming, data collection and reporting.
Revelation- market research services, web-based activities, data collection and reporting.

Extend service period December 1, 2020 - November 30, 2021 at an annual cost of \$130,000, paid monthly.
Decipher - market research services, web-based survey programming, data collection and reporting.
Revelation- market research services, web-based activities, data collection and reporting.
Intervu - market research services, web-based activities including online group recording and reporting

Total Not to Exceed

\$166,950.00
\$269,650.00
\$399,650.00

Please note that this is an estimate based on current information and actual charges may vary based on execution. Please sign and email back to katy@booneoakley.com

Office: Okaloosa

Jennifer Adams, TDD Director: Jennifer Adams Digitally signed by Jennifer Adams
Date: 2020.11.18 10:12:43 -06'00'

Date: _____

Jeff Hyde, Purchasing Manager: Jeffrey A Hyde Digitally signed by Jeffrey A Hyde
Date: 2020.11.19 08:05:44 -06'00'

Date: _____

Faye Douglas, OMB Director: Faye Douglas Digitally signed by Faye Douglas
Date: 2020.11.19 15:22:22 -06'00'

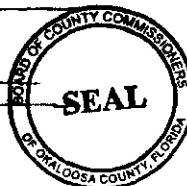
Date: _____

John Hofstad, County Administrator: _____

Date: 11/23/20

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

Date: December 1, 2020



**DESTIN
FORT
WALTON
BEACH
FLORIDA**

**CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W1 2 YR RENEWAL**

Venture Out

economic impact.

1 **8.2 million jobs lost**
1/3 of the total in US leisure and hospitality

2 **Travel spend dropped by 85%**

3 **Florida hotel demand down 75%**
Revenue down 300 million per week

4 **41.4% fewer cars on the road**
Driving from out of state

FLORIDA
HOTEL
ASSOCIATION

social impact.

- 1 60% still under some lockdown**
199 million people
- 2 Travelers feel less safe in April**
A change from March to April
- 3 Half of travelers will avoid crowds**
- 4 71% not going to restaurants**
Not comfortable even if restrictions ease
- 5 80% cancelled or postponed plans**

Stimulate
Business

—

Locals and
Businesses
Working Together

Invite
the Region Out

Protecting Our Investment
Our Own Businesses

OOH

DESTIN
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BEACH
FLORIDA

Don't leave your comfort zone. Just make it bigger.

Venture Out

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WALTON
BEACH
FLORIDA

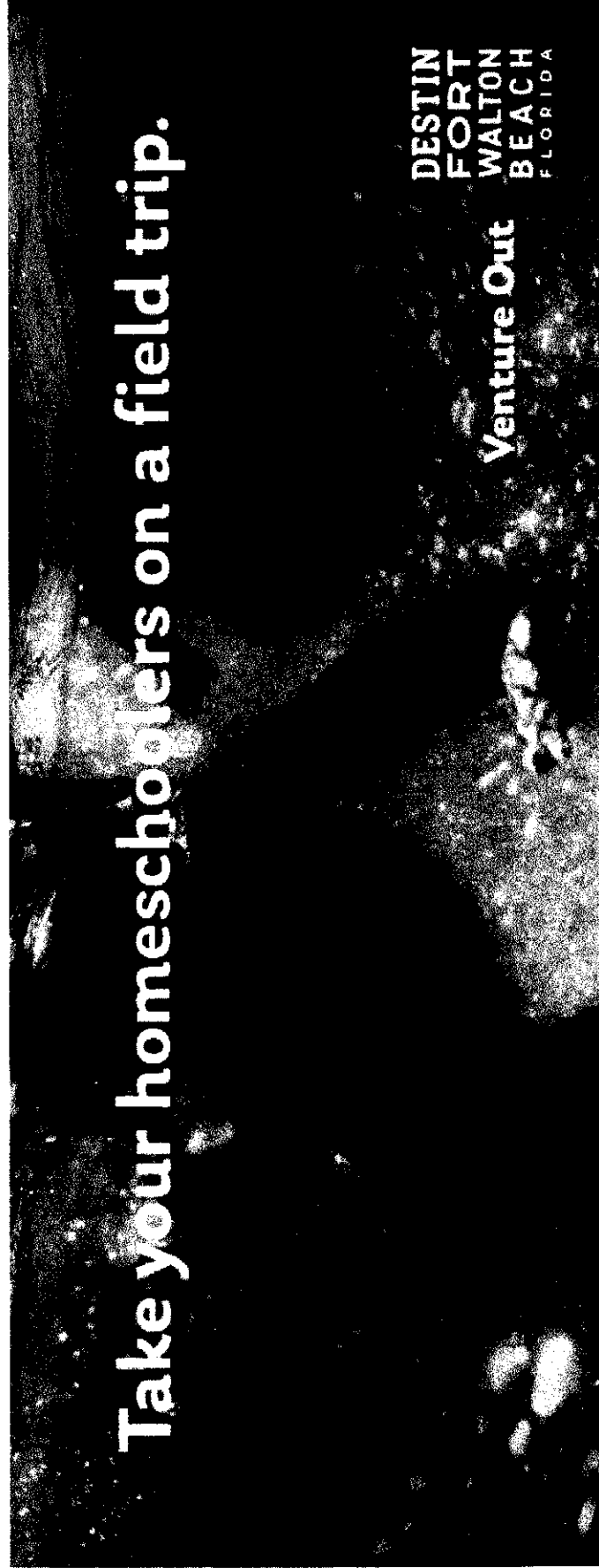
Social distancing can happen naturally.

Venture Out

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WALTON
BEACH
FLORIDA

DESTIN
FORT
WALTON
BEACH
FLORIDA

OOH



Take your homeschoolers on a field trip.

DESTIN
FORT
WALTON
BEACH
FLORIDA

Venture Out

Social

Visit Destin-Fort Walton Beach
Sponsored

[Like Page](#)

Amazing how social distancing can happen naturally. Venture Out.



Chat with a guide!
Browse our safe, single family adventure kits!

[Learn More](#)

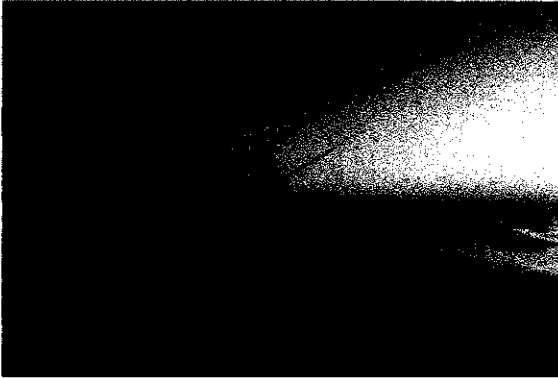
29
187 Comments 313 Shares

[Like](#) [Comment](#) [Share](#)

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[Like Page](#)

Don't get out of your comfort zone. Just make it bigger. Venture Out.



Chat with a guide!
Browse our safe, single family adventure kits!

[Learn More](#)

29
162 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

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[Like Page](#)

Take your homeschoolers on a much-needed field trip. Venture Out.



Chat with a guide!
Browse safe family adventures!

[Learn More](#)

YOUR CAPTION HERE

29
162 Comments 311 Shares

[Like](#) [Comment](#) [Share](#)

Venture Out Packs

INNOVATION & INCENTIVE

- Adventure Packs minimize crowds
- Brings dining experience outside
- Lodging guides are welcoming and helpful
- Immediate stimulus to small business
- Long-term product line extension





Welcome to a place where social distancing happens naturally.
Introducing Venture Out.

Worry-free adventures, developed by moms. Browse safe,
individual family adventures!

Call us to book your adventure!

XXX-XXX-XXXX

- On water
- On land
- Fishing
- Trending



Our Venture Out Guides will answer all of your questions and help you quickly and easily book your family adventure! Chat with us!

Pack #1

Take your family on a private excursion complete with breakfast sandwiches and fresh juices.

Pack #2

Enjoy a half-day family excursion and then dock at a local restaurant where lunch or dinner will be delivered straight to your boat deck.

Venture Out Guides

DESTIN BOUTIQUE BEACH

Discover Explore Relax Savor Connect Little Adventures

Venture Out

Welcome to a place where so...
Introducing Venture Out.

Worry-free adventures, develop individual family adventures.

Call us to bo...

On water

Hi Brian! Thanks for visiting our Venture Out page!

I think you may be interested in a boat rental to Spectre Island.

<https://www.destinb.com/little-adventures/boat-rentals/>

Yes Thank you! What do your packages look like?

Pack #1

Take your family on a private boat excursion complete with breakfast sandwiches and fresh juices.

Pack #2

Enjoy a boat for a half-day family excursion and then dock at a local restaurant where lunch or dinner will be delivered straight to your boat deck.

Venture Out Packs

Pack #1: Breakfast with Dolphins

Adventure: Smile N Wave

Restaurant: Local Market

Retail Price: \$400

Venture Out Price: \$200

Pack #2: Dock and Dine

Adventure: Destin Vacation Boat Rentals

Restaurant: Harbor Docks

Retail Price: \$350

Venture Out Price: \$175

Launch with 10 Packs and Build Out



Pack #1

Take your family on a private dolphin excursion complete with breakfast sandwiches and fresh juices.

Pack #2

Rent a boat for a half-day family excursion and then dock at a local restaurant where lunch or dinner will be delivered straight to your boat deck.



Pack #3

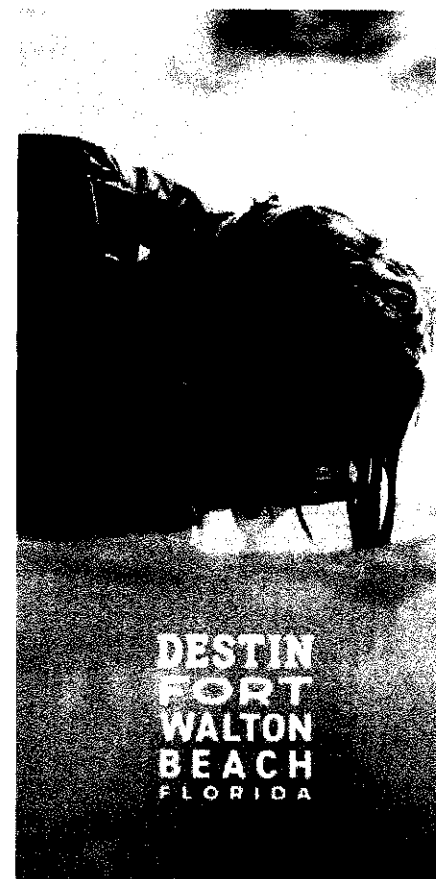
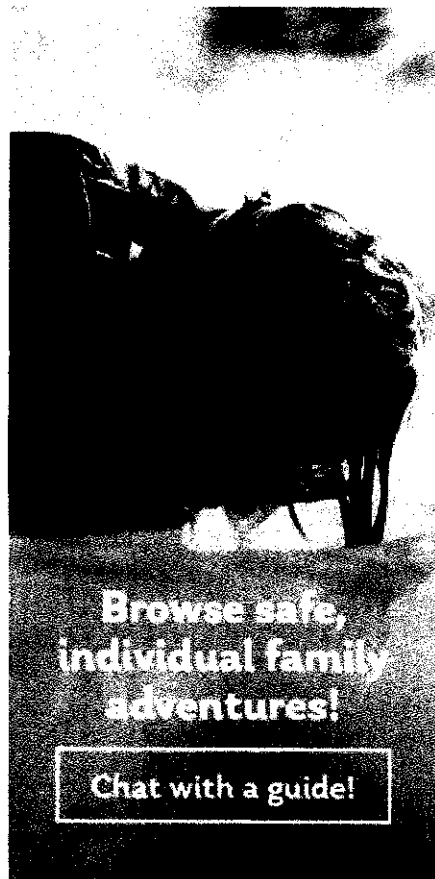
Experience a private encounter with African penguins hosted by a local trainer. Your kids will have the opportunity to feed and touch an African penguin while learning about these lively and lovable birds. Enjoy a picnic lunch on the beach complete with milkshakes after your penguin encounter.

Pack #4

Enjoy a private 2-hour sand sculpting session for your family complete with a sand sculpting kit to take home, along with a picnic boxed lunch at Henderson Beach State Park.


Banners

DESTIN
FORT
WALTON
BEACH
FLORIDA



Banners

DESTIN
FORT
WALTON
BEACH
FLORIDA



Worry-free
adventures,
developed
by moms.
Venture Out.



Browse safe,
individual family
adventures!

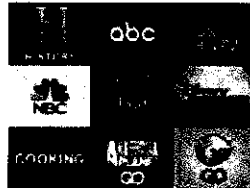
Chat with a guide!



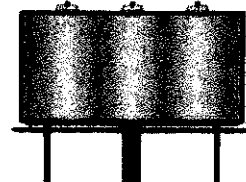
DESTIN
FORT
WALTON
BEACH
FLORIDA

REACH / AWARENESS

Spot Broadcast / Streaming



Out of Home



EFFICIENCY / ACTION

Local Cable



Paid Social



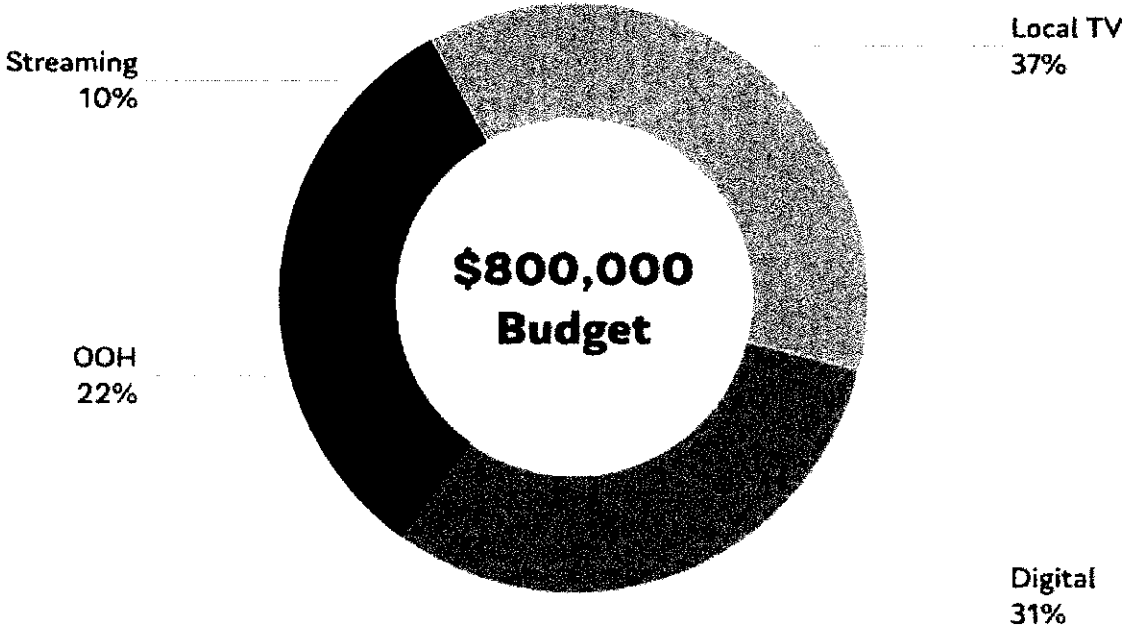
Digital Video



Note: Example media properties for planning purposes – to be finalized during buying phase

Media Phase 1*

Tallahassee, Pensacola, Apalachicola, Montgomery, Mobile, Dothan
8 weeks - June 22 - August 16

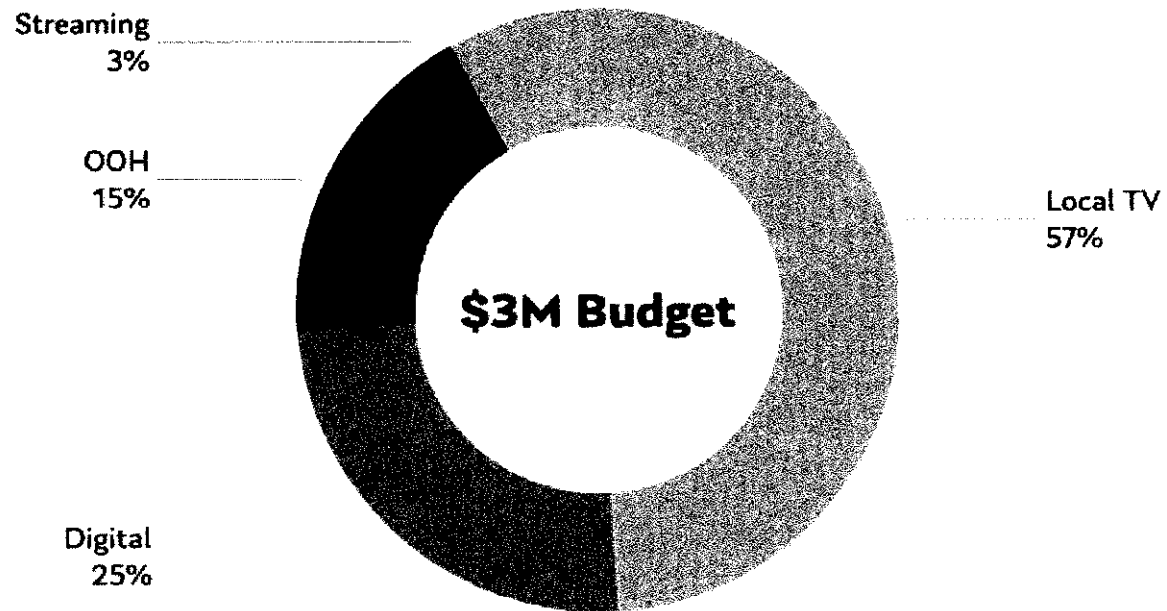


*Planning estimates only. Actual breakdown to be determined at time of negotiations.

Media Phase 2*

Dallas, Nashville, St. Louis

8 weeks - July 20 - September 13



*Planning estimates only. Actual breakdown to be determined at time of negotiations.

Media Outreach

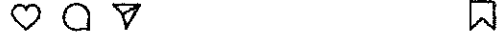
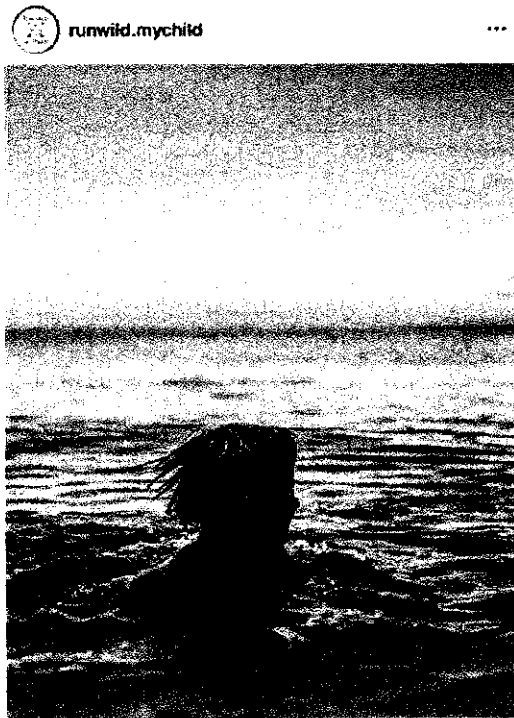


Influencer Program



283 likes

destinduchess I've tried lots of new recipes during our past few weeks at home, but I think this will take the cake as Favorite Quarantine Dinner. 🍷🍴🍷



642 likes

runwild.mychild "They're not just playing in nature, they are: Learning, creating, sensing, believing, relaxing, exploring, observing, wondering, connecting, discovering, appreciating, understanding, experimenting..."~ Penny Whitehouse



Liked by discover_sc and 646 others

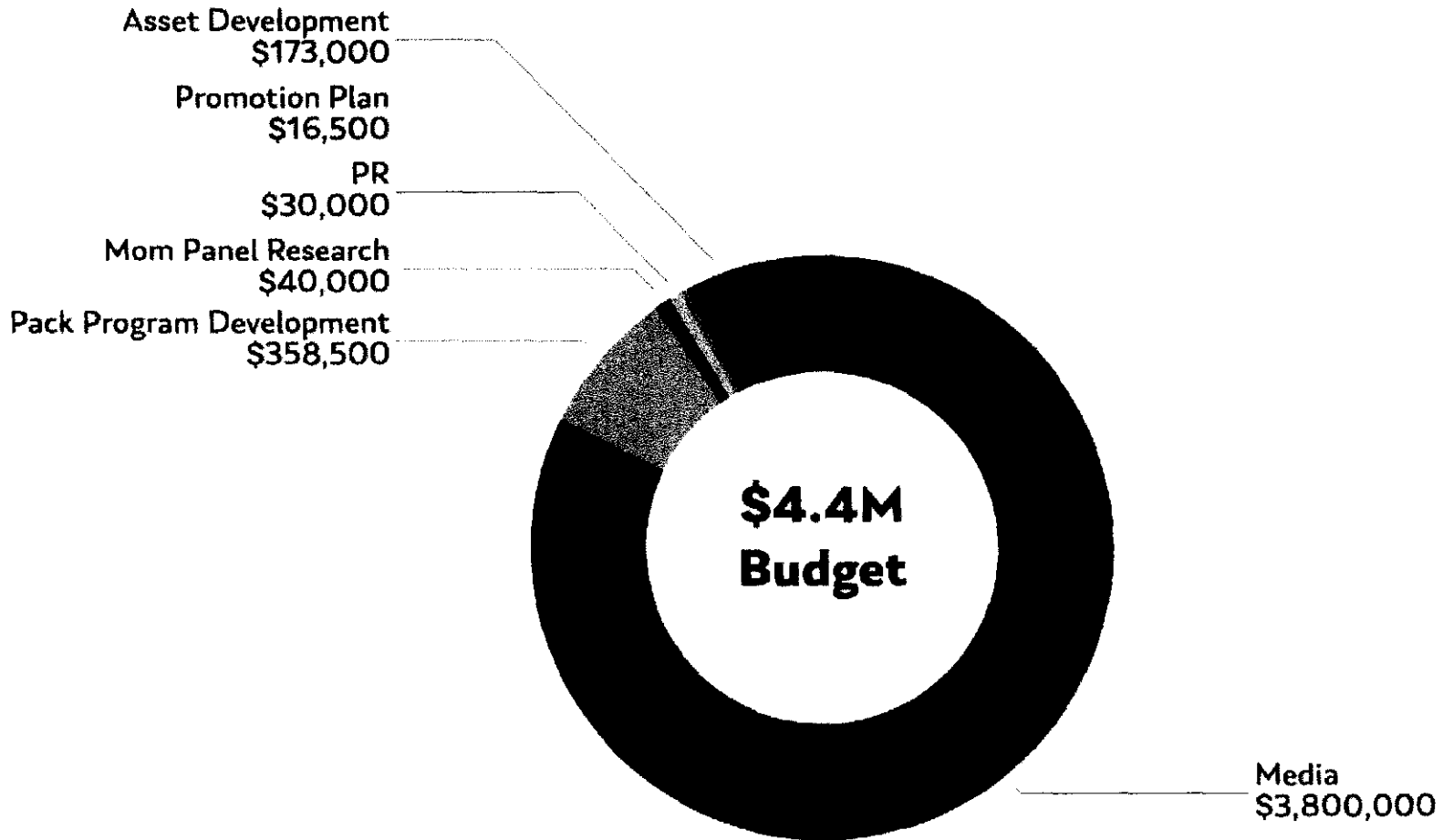
bigbravenomad 🌊🌊 Don't be Shellous 🌊🌊 Our beaches are open and I am loving all of the beach jewels the ocean is giving me. We haven't done any hard core shelling yet, just perusing the sand and water where the kids are playing.

Mom Panel

RESEARCH & COMMUNITY

- Give moms someone to trust
- Local and regional moms testing product
- Feedback given to businesses
- Expand in waves to create community
- Long-term product line extension





BOONEBARKLEY PRODUCTION ESTIMATE

5.26.20

Destin-Fort Walton Beach

OKTDD-20026 Venture Out Program

Promotion Plan

Venture Out staged communications plan to re-introduce DFWB to moms in post-COVID environment.

Scope:

- Strategy
- Market selection
- Key talking points
- Presentations
- Initial concept for Guide and Packs

Budget:

- \$16,500 Agency Time

Asset Development

Development of Venture Out creative campaign assets.

Scope:

- Two :30 TV spots
- Digital campaign assets
- OOH
- Organic Content
- Pack Content for Website
- Chat Feature on Website
- Concepting campaign evolution based on Mom Panel research insights

Budget:

- \$95,000 Agency Time
- \$78,000 Production

Pack Program Development

Venture Out new product design for adventure packages to stimulate local, hard-hit small businesses and economic impact.

Scope:

- Lead pack design, framework and execution
- Partner communications and program roll out
- Training toolkit design
- Pilot program research and testing

Budget:

- \$83,500 Agency Time
- \$25,000 Initial Pack Program Production
- \$250,000 County Incentive (*paid by County directly to local vendors, not paid through agency*)

BOONE OAKLEY PRODUCTION ESTIMATE

Public Relations

Scope:

- Confirm 5 influencers
- Outline their deliverables and manage fees
- Work with DFWB team to create and execute itineraries
- Provide report inclusive of measurement

Budget:

- \$5,000 Agency Time
- \$25,000 Influencer Fees (\$5,000 per influencer, paid upon securing influencer)

Mom Panel Research

Venture Out panel of local and regional moms to product test and provide insight into pack program.

Scope:

- Design and recruit, screen and execute initial product testing study through Focus Vision platforms
- Create insights report for creative

Budget:

- \$40,000 Agency Time

Paid Media

Scope:

- Phase 1 Media will be an 8-week campaign in Tallahassee, Pensacola, Apalachicola, Montgomery, Mobile, Dothan
- Phase 2 Media will be an 8-week campaign in Dallas, Nashville, St. Louis

Budget:

- \$800,000 Phase 1 Local TV, Streaming, Digital, OOH
- \$3,000,000 Phase 2 Local TV, Streaming, Digital, OOH

PHASE I Core Mkts (Tallahassee, Pensacola, Apalachicola, Montgomery, Mobile, Dothan)

Medium	Approach	Timing	Campaign Goals	Goal Deliverables
Local TV	Daypart Mix: EM/Day/EF/PR/LF/Cable PR; Cable: Cox Mobile/Pensacola/Okaloosa zones/NCC other mkts	8 wks July/Aug	100 GRPs/wk; 800 Total GRPs	Est. weekly 60% reach / 1.6freq; Est. total 75% reach / 10 freq
Streaming	OTT - digital retargeting	July/Aug	Est. 2MM impressions	TBD
Digital	Display/video prospecting/retargeting: USA Today, Programmatic, Paid Social (including parent resources)	late June/July/ early Aug	Est. 12MM imos	Est. 15%-45% SOV/partner
OOH	Digital Bulletins/Posters (space+production)	8 wks late June/July/ early Aug	Est. 4 digital bulletins + posters as available per market	Mod-Strong mkt coverage

PHASE II Key Mkts (Dallas, Nashville, St. Louis)

Medium	Approach	Timing	Campaign Goals	Goal Deliverables
Local TV	Daypart Mix: EM/Day/EF/PR/LF/Cable PR	8 wks late July/Aug/early Sep	100 GRPs/wk; 800 Total GRPs	Est. weekly 60% reach / 1.6freq; Est. total 75% reach / 10 freq
Streaming	OTT - digital retargeting	late July/Aug/ early Sep	Est. 3MM impressions	TBD
Digital	Display/video prospecting/retargeting: USA Today, Programmatic, Paid Social (including parent resources)	late July/Aug/ early Sep	Est. 36MM imps	Est. 15%-45% SOV/partner
OOH	Digital Bulletins/Posters (space+production)	late July/Aug/ early Sep	Est. 12+ digital bulletins, digital posters, and posters per market	Mod-Strong mkt coverage

Note: actual marketplace inventory/costs to be determined at time of negotiations, but total spend will not exceed \$3,800,000. Detailed Media Plan will be presented to Board for information purposes when complete.

BOONE OAKLEY PRODUCTION ESTIMATE

Payment Schedule

	Budget	Payment 1	Payment 2	Payment 3	Payment 4
Asset Development					
Agency Fees	\$95,000	invoiced monthly based on percentage complete			
Production	\$78,000	80% upon shoot completion, 20% upon deliverables			
SUBTOTAL	\$173,000				
Pack Program Development					
Agency Fees	\$83,500	invoiced monthly based on percentage complete			
Production	\$25,000	invoiced monthly based on percentage complete			
County Incentive	\$250,000	invoiced weekly based on packs redeemed			
SUBTOTAL	\$358,500				
Public Relations					
Agency Fees	\$5,000	invoiced monthly based on percentage complete			
Influencer Fees	\$25,000	invoiced monthly based on influencers secured			
SUBTOTAL	\$30,000				
Mom Panel Research					
Agency Fees	\$40,000	invoiced monthly based on percentage complete			
SUBTOTAL	\$40,000				
Paid Media					
Phase I	\$800,000	invoiced monthly based on vendor billing			
Phase II	\$3,000,000	invoiced monthly based on vendor billing			
SUBTOTAL	\$3,800,000				
GRAND TOTAL	\$4,418,000				


Each line item/cost may shift, except paid media, but the overall total will not exceed \$4,418,000, unless mutually agreed upon in advance in writing by both parties.

The agency will obtain written competitive pricing upon approval of this production estimate by the County. The Deputy County Administrator-Operations is authorized to approve agency justification if the lowest cost vendor is not selected.

The Tourist Development Department Director is authorized to sign Venture Out media insertion orders not to exceed \$3,800,000 in the aggregate.

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

Jennifer Adams, TDD Director:



 Jeffrey A. Hyde
Digitally signed by Jeffrey A. Hyde
 Date: 2020.05.26 15:07:35 -05'00'

Date: 5/26/2020

Jeff Hyde, Purchasing Manager:

Date: _____

Faye Douglas, OMB Director:



Date: 6.2.2020

John Hofstad, County Administrator:



Date: 6/2/20

Robert A. "Trey" Goodwin III, Chairman:



Date: JUN 02 2020



BOONE OAKLEY

Estimate # *B02008*
-CD

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-19036
Job Title: Destination Stewardship 2020 Plan

Est Date: Dec 19, 2019

Project Description:

Estimate is for the development of the Destin Fort Walton Beach Destination Stewardship 2020 Plan, pursuant to the adopted FY20 Strategic Marketing Plan and budget account 1179-548049.

Services are classified as Brand development and brand management; Industry and Community relations; Reputation management; and Strategic planning and execution pursuant to BooneOakley's contract, Exhibit A, Services Provided.

Services are beyond the Annual Scope of Work deliverables because the Destination Stewardship initiative emerged last fiscal year through local stakeholder and community input, which revealed the need for improving the visitor's experience within the destination. Tactics resulting from initial strategic work, best-practice audit (Estimate 18028) and preliminary legal review consists of three key, year-one program components: Community Outreach and Engagement; Product Development; and Placemaking.

Public Purpose:

The attraction of new tourists and repeat visitation by making vacation time here more valuable through improved experience, pursuant to F.S. 125.0104(5)(3).

A healthy tourism related economy and consistent and positive brand for the area through improved visitor experience, pursuant to County Ordinance 2018-18, Sec. 20-72(c)(1).

Process:

The process will kick off with a two-day discovery session with both County legal advisors to fully understand feedback from initial example tactics, program definitions and guidelines distributed in fall; as well as a refresh with 2020 Brand Task Force to prioritize direction for coming years. Strategic team will also design and conduct two facilitated community innovation sessions with presentation of key inputs, breakouts and work groups to gather input and feedback for further product development and placemaking ideas. Community input will be vetted and prioritized in a second moderated Brand Task Force advisory meeting. Tactical plan will be developed and presented to legal teams for ongoing collaboration prior to roll out.

Services:

Concept development; facilitation and moderation; session design and input production; data analysis; strategic and overall program design for year one.

Expenses to include but not be limited to:

Service fees for approximately 6-7-person team, video production, print production and travel as necessary through March 2020.

Deliverables

- Community Engagement Report
Distilled report including findings from both facilitated work sessions and brand task force meetings. All sessions include presentations and break-outs to gather input for future plan prioritization, execution and roll out, product development ideas, etc.
- 2020 Destination Stewardship Plan
Strategic plan developed to include vetted mission, objectives, timing and tactics for 2020 initiatives.

BOONEY LIVO

Payment Terms

Service	Feb	Mar	Apr	May
Brand Task Force 1	\$10,000			
Innovation Session 1	\$25,000	\$25,000		
Innovation Session 2	\$25,000	\$25,000		
Brand Task Force 2		\$10,000		
Community Engagement Report			\$40,000	
2020 Destination Stewardship Plan			\$20,000	\$20,000
	\$60,000	\$60,000	\$60,000	\$20,000

Estimate Total:

\$200,000

The timeline noted herein is for planning purposes only, and discrete dollar amounts are for payment scheduling purposes only and are not meant to be construed as a price per product. Services will be billed monthly as completed.

Total not to exceed

\$200,000.00

Accepted by:

Jennifer Adams, TDD Director: *[Signature]* Date: 1/6/20

Jeff Hyde, Purchasing Manager: *[Signature]* Date: 01/07/2020

Faye Douglas, OMB Director: *[Signature]* Date: 1.7.2020

John Hofstad, County Administrator: *[Signature]* Date: 1/13/20

Robert A. "Trey" Goodwin III, Chairman: *[Signature]* Date: JAN 21 2020



BOONE OAKLEY

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2021 W/2 1 YR RENEWALS

Estimate # *BO2008*
-CD

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-19036
Job Title: Destination Stewardship 2020 Plan

Est Date: Dec 19, 2019

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Services:

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Deliverables

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Distilled report including findings from both facilitated work sessions and brand task force meetings. All sessions include presentations and break-outs to gather input for future plan prioritization, execution and roll out, product development ideas, etc.
- 2020 Destination Stewardship Plan
Strategic plan developed to include vetted mission, objectives, timing and tactics for 2020 initiatives.

OAKLEY

Payment Terms

Service	Feb	Mar	Apr	May
Brand Task Force 1	\$10,000			
Innovation Session 1	\$25,000	\$25,000		
Innovation Session 2	\$25,000	\$25,000		
Brand Task Force 2		\$10,000		
Community Engagement Report			\$40,000	
2020 Destination Stewardship Plan			\$20,000	\$20,000
	\$60,000	\$60,000	\$60,000	\$20,000

Estimate Total:

\$200,000

The timeline noted herein is for planning purposes only, and discrete dollar amounts are for payment scheduling purposes only and are not meant to be construed as a price per product. Services will be billed monthly as completed.

Total not to exceed

\$200,000.00

Accepted by:

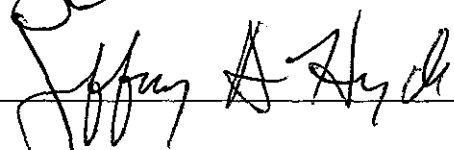
Jennifer Adams, TDD Director:



Date:

1/6/20

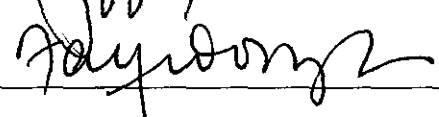
Jeff Hyde, Purchasing Manager:



Date:

01/07/2020

Faye Douglas, OMB Director:



Date:

1.7.2020

John Hofstad, County Administrator:

Date:

Robert A. "Trey" Goodwin III, Chairman:

Date:

TOURIST DEVELOPMENT DEPARTMENT MEMORANDUM

DATE: January 21, 2020
TO: Tourist Development Council
FROM: Jennifer Adams, Tourist Development Department Director
Charlotte Dunworth, Deputy Director of Finance & Compliance
SUBJECT: Destination Stewardship 2020 Plan

STATEMENT OF ISSUE: Request approval of BooneOakley Estimate BO2008 in the amount of \$200,000 to develop the Destination Stewardship 2020 Plan.

BACKGROUND: The Destination Stewardship initiative emerged last fiscal year through local stakeholder and community input and review of industry best-practices. Destination Stewardship takes the needs of our visitors, residents, businesses and natural resources into balance to advance the quality of visitor experience in our local community. There are four components to Destination Stewardship, including Promotion, with the three new ones defined here:

1. Community Engagement and Outreach - Mobilizing resident sentiment and aligning government support around a shared vision.
2. Product Development - Creating unique and immersive destination experiences.
3. Placemaking - Developing more robust social capital and local assets, inspiration and civic leadership to build communities that are thriving.

Community Engagement and Outreach is the starting point of Estimate BO2008, with two community innovation sessions and two Brand Task Force meetings to enable the research team to design and vet a proposed stewardship plan for the coming year. Specific tactics to be deployed for Product Development and Placemaking will derive from Community Engagement and Outreach. The agency anticipates these efforts taking place February – May at a cost of \$200,000. The County Attorney’s Office will be closely involved to ensure specific tactics under each component are a legally permissible use of tourist development tax funds.

Legal has reviewed Estimate BO2008 for legal sufficiency. A recommendation from the Tourist Development Council is not required for Estimates. However, the Council has conceptually approved moving forward with the Destination Stewardship initiative.

FUNDING SOURCE:

Department # 1179
Account # 548049
Amount \$200,000

OPTIONS: Approve or Disapprove

RECOMMENDATION: Approval of BooneOakley Estimate BO2008 in the amount of \$200,000 to develop the Destination Stewardship 2020 Plan, and authorize the Chairman to sign.

**AMENDMENT NO. 2 TO
CONTRACT FOR MARKETING, ADVERTISING, & PUBLIC RELATIONS SERVICES
FOR OKALOOSA COUNTY TOURIST DEVELOPMENT DEPARTMENT**

(COUNTY CONTRACT # C19-2752-TDD)

This AMENDMENT NO. 2 hereby amends the Contract for Marketing, Advertising, & Public Relations Services for the Okaloosa County Tourist Development Department ("Contract"), by and between Okaloosa County, Florida ("County") and BooneOakley, LLC ("Contractor"), effective November 6, 2018.

WHEREAS, the County wishes to modify contract terms to align with the revised Purchasing Manual; and

WHEREAS, both parties desire to amend County Contract # C19-2752-TDD to clarify travel expenses.

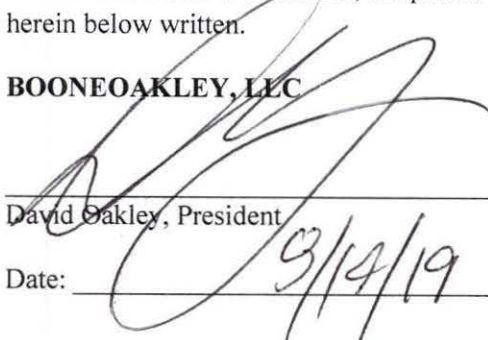
NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend County Contract # C19-2752-TDD as follows:

(~~stricken~~ words indicate deletions, underlined words indicate additions).

1. Exhibit A, Section IV. Third-Party Costs shall be amended as follows: "Travel (including transportation, food, and accommodations) required as part of Contractor assignment... ~~All~~Travel costs are to ~~may~~ be reimbursed to the Contractor per the County's travel policies or as a lump sum, depending on how travel is identified on the written pre-approval."
2. Exhibit A, Section VII. Third-Party Costs Invoicing shall be amended as follows: "For annual Scope of Work (i.e. 564 hours per month), ~~Travel~~ receipts and Okaloosa County Voucher for Traveling Expenses."
3. Exhibit A, Section VII. Third-Party Costs Invoicing shall be amended to include a sixth bullet as follows: "For Contractor assignments, travel receipts and Okaloosa County Voucher for Traveling Expenses unless travel is identified as lump sum on the written pre-approval."
4. This AMENDMENT NO. 2 shall be effective upon execution by the County.
5. All other provisions of the County Contract # C19-2752-TDD shall remain in full force and effect.

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

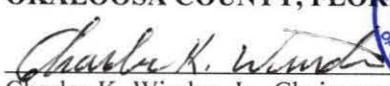
BOONEOAKLEY, LLC



David Oakley, President

Date: 3/14/19

**BOARD OF COUNTY COMMISSIONERS OF
OKALOOSA COUNTY, FLORIDA**



Charles K. Windes, Jr., Chairman

Date: DEC 03 2019

ATTEST:



J.D. Peacock II, Clerk of Circuit

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING, & PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

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

Procurement/Contract/Lease Number: C19-2752 TDD Tracking Number: 347919
Procurement/Contractor/Lessee Name: Boone Oakly Grant Funded: YES ___ NO X
Purpose: amendment #2
Date/Term: _____ 1. GREATER THAN \$100,000
Amount: _____ 2. GREATER THAN \$50,000
Department: TDD 3. \$50,000 OR LESS
Dept. Monitor Name: Adams

Purchasing Review
Procurement or Contract/Lease requirements are met:
[Signature] Date: 8-12-19
Purchasing Director or designee Jeff Hyde, DeRita Mason, Jessica Darr

2CFR Compliance Review (if required)
Approved as written: no federal \$ Grant Name: _____
_____ Date: _____
Grants Coordinator Danielle Garcia

Risk Management Review
Approved as written: see email attached Date: 8-12-19
_____ Date: _____
Risk Manager or designee

County Attorney Review
Approved as written: see email attached Date: 8-12-19
_____ Date: _____
County Attorney Gregory T. Stewart, Lynn Hoshihara, Kerry Parsons or Designee

Following Okaloosa County approval:
Clerk Finance
Document has been received:
_____ Date: _____
Finance Manager or designee

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From: Charlotte Dunworth <cdunworth@myokaloosa.com>
Sent: Friday, August 9, 2019 11:39 AM
To: Parsons, Kerry <KParsons@ngn-tally.com>
Subject: BooneOakley amendment 2

Hi Kerry,
Attached please find BooneOakley amendment 2 to align with the purchasing manual revisions related to Production and Paid Media.

Paid media – contract terms already provide for this

Production

- Amendment 1 created a first travel bullet related to annual scope of work base services, and I believe that travel should remain subject to the travel policy
- Amendment 2 relates to assignment/project-related travel, which depending on how the estimate is written, may be receipts-based or lump-sum. I believe in instances of photoshoots where there are lots of vendors involved who are not accustomed to the County’s policies, lump sum travel makes sense. However, if it’s just the agency doing a fam trip or something similar, they should be able to provide receipts.
- The contract doesn’t appear to need any changes related to the transition from production reimbursement based on receipts to payment based on deliverables. Please advise if you see otherwise.

Happy to discuss next week as needed. Thanks and have a wonderful weekend!!

Have a great day,

Charlotte Dunworth
Deputy Director of Finance & Compliance
850-609-5385



Emerald Coast Convention & Visitors Bureau
1540 Miracle Strip Parkway SE
Fort Walton Beach, FL 32548
EmeraldCoastFL.com



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.

CAUTION: This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

DeRita Mason

From: Karen Donaldson
Sent: Monday, August 12, 2019 9:50 AM
To: DeRita Mason
Subject: RE: BooneOakley amendment 2

This is approved by risk. No Insurance attached for review.

Thank you

Karen Donaldson

Karen Donaldson
Public Records and Contracts Specialist
Okaloosa County Risk Management
5479-B Old Bethel Rd.
Crestview, Fl. 32536
850.683.6207
KDonaldson@myokaloosa.com



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: Monday, August 12, 2019 9:45 AM
To: Karen Donaldson <kdonaldson@myokaloosa.com>
Subject: FW: BooneOakley amendment 2

Please review the attached.

Thank you,

DeRita





BOONOK-01

CSKIDMORE

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

12/11/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Lowry Insurance PO Box 30517 Charlotte, NC 28230	CONTACT NAME: PHONE (A/C, No, Ext): (704) 332-8871 FAX (A/C, No):	
	E-MAIL ADDRESS: Cert@lowryassoc.com	
INSURED Boone Oakley, LLC 1445 S Mint Street Charlotte, NC 28203	INSURER(S) AFFORDING COVERAGE NAIC #	
	INSURER A : Cincinnati Insurance Company 10677	
	INSURER B : Employers 10346	
	INSURER C : AXIS Surplus Insurance Company	
	INSURER D :	
	INSURER E :	
INSURER F :		

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER: General Aggregate	X	X	ECP 0466856	1/1/2019	1/1/2020	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 2,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ 4,000,000
A	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	X	X	ECP 0466856	1/1/2019	1/1/2020	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			ECP 0466856	1/1/2019	1/1/2020	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below	N/A	X	EIG256337401	1/1/2019	1/1/2020	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000
A	Cyber Liability			ECP 0466856	1/1/2019	1/1/2020	Data Defender \$ 2,000,000
C	Professional Liabili			ME20181001-01	12/1/2019	12/1/2020	\$ 2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Okaloosa is named as additional insured in regards to General Liability and Automobile Liability and insurance is primary. Wavier of Subrogation applies to General Liability, Automobile Liability and Workers Compensation in favor of the additional insured. Cancellation Clause as per the policy provisions.

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING ADVERTISING & PR
FOR TDD
EXPIRES: 11/05/2021 W/1 2- YR RENEWALS

CERTIFICATE HOLDER Okaloosa County 5479A Old Bethel Road Crestview, FL 32536	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE <i>Stu F. Sant</i>

DATE:	11.08.19	CLIENT:	Okaloosa TDC
PROJECT:	2020 NYC Partner Media Event		

Estimate reflects costs for the partner media event in NYC in Spring 2020. The CVB will invite 20 partners to meet with national journalists, influencers and travel guides. Partners, the destination and the new brand will be exposed to national media. Each of the 20 participating partners will contribute \$1,000.

Event costs include production company direction and management, event design and staging rentals, venue rental, catering, photography and videography. All of the alcohol and a portion of venue rental and decor will be covered by the partner contributions.

Travel costs cover two agency members (Mary White Martin and Claire Oakley) to attend the event and support the CVB staff. Three nights hotel is estimated, but will likely be reduced to two based on the level of setup and breakdown provided by the production company.

EVENT PRODUCTION		Pymt 1	Pymt 2	Pymt 3	Pymt 4	Pymt 5
Production company creative direction and oversight, idea generation, management of logistics, and day of event on-site management and set-up and breakdown labor	\$22,500	\$7,500	\$7,500	0	\$7,500	
AV (lighting and sound), décor/staging rentals for venue build out and printed elements	\$78,100		\$39,050	\$39,050		
Catering	\$20,000			\$10,000	\$10,000	
Venue Rental	\$20,000	\$10,000		\$10,000		
Photography & Videography	\$7,500		\$3,750	0		\$3,750
Shipping Swag Bags to NYC	\$400			0	\$400	
Miscellaneous Incidentals	\$1,500			0	\$1,500	
SUBTOTAL	\$150,000	\$17,500	\$50,300	\$59,050	\$19,400	\$3,750
AGENCY TRAVEL						
Lodging, Transportation, Meals	\$3,717		\$1,000		\$2,717	
SUBTOTAL	\$3,717	\$0	\$1,000	\$0	\$2,717	\$0
TOTAL EVENT COSTS	\$153,717	\$17,500	\$51,300	\$59,050	\$22,117	\$3,750

Partner Contributions (20 @ \$1,000)	(\$20,000)
Net Cost to County*	\$133,717

CONTRACT #: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING, & PR
FOR TDD
EXPIRES: 11/05/2021 W/ 1, 2 YEAR RENEWAL

Each line item/cost in this estimate may shift, but the production total will not exceed \$153,717, unless mutually agreed upon in writing by both parties.

*Assumes all 20 partner slots are filled. If fewer partners participate, the net cost to the county will be higher.

Estimated Payment Schedule (actual payments to be based on actual cost based on competitive pricing):

\$17,500	Payment 1 - invoiced upon awarding of job after approval of competitive pricing by County, and based upon actual cost of selected vendor(s)
\$51,300	Payment 2 - invoiced 60 days before event, and include reconciliation of disbursement of Payment 1
\$59,050	Payment 3 - invoiced 30 days before event, and include reconciliation of disbursement of Payment 2
\$22,117	Payment 4 - invoiced upon completion of event, and include reconciliation of disbursement of Payment 3
\$3,750	Payment 5 - invoiced upon delivery of photo & video assets, and include reconciliation of disbursement of Payment 4
<u>\$153,717</u>	

- The agency will obtain written competitive pricing upon approval of this production estimate by the County. The agency shall submit specifications for competitive pricing to the County for review and approval prior to soliciting potential vendors.
- The Deputy County Administrator-Operations is authorized to approve agency justification if the lowest cost vendor is not selected.
- Agency travel will be pursuant to the County's travel policy and the most economical method of travel must be used.
- The agency will reconcile actual costs and final bill based on actuals rather than production estimate. Any savings or project underruns will accrue to the County and be reflected in the invoice for payment 4.

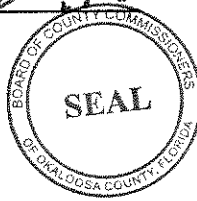
Jennifer Adams, TDD Director: _____ Date: 11/12/19

Jeff Hyde, Purchasing Manager: _____ Date: 11/12/19

Faye Douglas, OMB Director: _____ Date: 11.24.19

John Hofstad, County Administrator: _____ Date: 11/13/19

Charles K. Windes, Jr., Chairman: _____ Date: NOV 19 2019



CONTRACT #: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING, & PR
FOR TDD
EXPIRES: 11/05/2021 W/ 1, 2 YEAR RENEWAL

BOONE OAKLEY

CONTRACT #: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

Estimate 18012 Revision 2

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-19003
Job Title: Emerald Coast CVB Research System

Est Date: Jan 24, 2019

Project Description: Destination Discovery with no luggage - Estimate revision June 11, 2019: Additional services to include two new discovery tactics . Estimate revision October 29, 2019 Addition of Summer Visitation Analysis.

Services Include:

Development and execution of a research program designed to identify the current visitor to increase Prime season spend by 10%; and to uncover the destination character from the local and loyal visitor perspective. This research will inform destination brand development and influence destination value proposition with existing and new visitor audiences. Tactics to utilize Focus Vision platforms and include but not be limited to the following local and consumer discovery:

*Creation of an Emerald Coast Travel Industry Ecosystem including approximately 100 local stakeholders

*Organization, design and facilitation of 3-4 mini-discussion groups with approximately 30 participants

*Conducting, managing and analyzing approximately 50 face-to-face local interviews

*Conducting, managing and analyzing phone IDI's as needed to round-out audience segmentation

*Design and deployment of Prime visitor surveys

*Design and deployment of mobile, interactive consumer experiences with Prime visitors in market

*Design, moderation, transcription review and analysis of 2-3 virtual focus groups consisting of approximately 10 consumer participants in each group pulled from key markets.

*Design of local survey to explore destination development core themes with all local audience groups.

*Create a summer visitation analysis and strategic response giving special consideration to the July decrease in TDD taxes. Analyze third-party occupancy and spend data such as VisaVue specifically to identify trends and gaps in summer visitor consumer behavior.

* Conduct approximately 10 phone IDI's with tourism stakeholders in ecosystem segments to identify local summer business trends and perception focusing specifically on July.

*Recommend strategy for additional promotional support as necessary and facilitate face-to-face work session with Brand Task Force members to vet promotional priorities.

*Additional research teams consisting of approximately 15 analysts, project managers and facilitators to be deployed from February through December as needed to complete tactics above. These service fees for research program development and execution are beyond the annual scope of services of the BooneOakley contract.

Production Includes:

Expenses such as facility rental, video capture, tour or guide expenses, location or registration fees for experiences.(each individual expense is anticipated to be less than \$3,500.00.)Additional expenses could include custom reports of third-party data.

Travel Includes:

Research team travel and lodging as needed above and beyond the eight required agency days "in market", and as needed to conduct all in-market tactics above ~~for the next five months.~~

Production (note: each individual expense is anticipated to be less than \$3,500.00)	\$20,000.00
Travel Expenses	\$14,700.00
Service Fees	\$119,250.00

OKALEYNOO

Estimate

Page 2 of 2

Job#: OKTDD-19003
Job Title: Emerald Coast CVB Research System

Est Date: Jan 24, 2019

Total \$153,950.00

CS 10/29/19

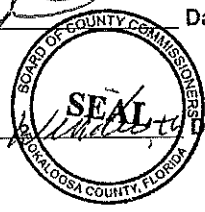
Accepted by: Jennifer Adams, TDD Director: *[Signature]* Date: 10/29/19

Jeff Hyde, Purchasing Manager: *Jeffrey A Hyde* Date: 10/30/2019

Faye Douglas, OMB Director: *[Signature]* Date: 11/01/2019

John Hofstad, County Administrator: *[Signature]* Date: 11/4/19

Charles K. Windes, Jr., Chairman: *Charles K. Windes, Jr.* Date: 11/5/19



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

Procurement/Contract/Lease Number: C19-2752 TDD Tracking Number: 3431-19
Procurement/Contractor/Lessee Name: Boone Oakley Grant Funded: YES ___ NO X
Purpose: amendment 1
Date/Term: _____ 1. GREATER THAN \$100,000
Amount: _____ 2. GREATER THAN \$50,000
Department: TDD 3. \$50,000 OR LESS
Dept. Monitor Name: Adams

Purchasing Review

Procurement or Contract/Lease requirements are met:
[Signature] Date: 7-2-19
Purchasing Manager or designee Jeff Hyde, DeRita Mason, Victoria Taravella

2CFR Compliance Review (if required)

Approved as written: NO federal \$ Grant Name: _____
_____ Date: _____
Grants Coordinator Danielle Garcia

Risk Management Review

Approved as written: see email attached Date: 7-8-19
_____ Risk Manager or designee Laura Porter or Krystal King

County Attorney Review

Approved as written: see email attached Date: 7-2-19
_____ County Attorney Gregory T. Stewart, Lynn Hoshihara, Kerry Parsons or Designee

Following Okaloosa County approval:

Clerk Finance

Document has been received:
_____ Date: _____
Finance Manager or designee

DeRita Mason

From: Karen Donaldson
Sent: Monday, July 08, 2019 9:02 AM
To: DeRita Mason
Subject: RE: BooneOakley amendment 1

DeRita

This is approved by risk management.

Thank you

Karen Donaldson

Karen Donaldson
Public Records and Contracts Specialist
Okaloosa County Risk Management
5479-B Old Bethel Rd.
Crestview, Fl. 32536
850.683.6207
KDonaldson@myokaloosa.com



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: Tuesday, July 2, 2019 2:38 PM
To: Karen Donaldson <kdonaldson@myokaloosa.com>
Subject: FW: BooneOakley amendment 1

Please review, I doesn't have any new insurance elements but wanted you to see look at anyway.

From: Charlotte Dunworth
Sent: Tuesday, July 02, 2019 1:50 PM
To: DeRita Mason <dmason@myokaloosa.com>
Subject: FW: BooneOakley amendment 1

FYI... please see legal approval below.

Track changes and clean copy attached.

Have a great day,

DeRita Mason

From: Charlotte Dunworth
Sent: Tuesday, July 02, 2019 1:50 PM
To: DeRita Mason
Subject: FW: BooneOakley amendment 1
Attachments: BooneOakley Amend 1 trk chgs.docx; BooneOakley Amend 1.docx

FYI... please see legal approval below.

Track changes and clean copy attached.


Have a great day,

Charlotte Dunworth

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: Parsons, Kerry <KParsons@ngn-tally.com>
Sent: Tuesday, July 2, 2019 1:35 PM
To: Charlotte Dunworth <cdunworth@myokaloosa.com>
Subject: RE: BooneOakley amendment 1

Yes, that is perfect. As revised this is approved for legal purposes.

Kerry A. Parsons, Esq.

1500 Mahan Dr. Ste. 200
Tallahassee, FL 32308
T. (850) 224-4070
Kparsons@ngn-tally.com

The information contained in this e-mail message is intended for the personal and confidential use of the recipient(s) named above. This message and its attachments may be an attorney-client communication and, as such, is privileged and confidential. If the reader of this message is not the intended recipient or an agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this document in error and that any review, dissemination, distribution, or copying of this message is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone or e-mail and delete the original message. Thank you!

From: Charlotte Dunworth <cdunworth@myokaloosa.com>
Sent: Tuesday, July 2, 2019 2:32 PM
To: Parsons, Kerry <KParsons@ngn-tally.com>
Subject: RE: BooneOakley amendment 1

See attached. May we reference the website to ensure the most current policy is always followed?

Have a great day,

Charlotte Dunworth

AMENDMENT NO. 1 TO

CONTRACT FOR MARKETING, ADVERTISING, & PUBLIC RELATIONS SERVICES
FOR OKALOOSA COUNTY TOURIST DEVELOPMENT DEPARTMENT

(COUNTY CONTRACT # C19-2752-TDD)

This AMENDMENT NO. 1 hereby amends the Contract for Marketing, Advertising, & Public Relations Services for the Okaloosa County Tourist Development Department ("Contract"), by and between Okaloosa County, Florida ("County") and BooneOakley, LLC ("Contractor"), effective November 6, 2018.

WHEREAS, the Contract requires an in-market presence of no less than eight (8) business days per month to include on Saturday and Sunday each month; and

WHEREAS, the Contractor's compensation is based on 500 hours per month; and

WHEREAS, the Contract provides for travel reimbursement above and beyond the 8 business days in-market requirement; and

WHEREAS, the County has determined an in-market presence requirement is not the most efficient and effective use of the Contractor's monthly hours; and

WHEREAS, the Contractor is willing to allocate an additional sixty-four (64) hours monthly to the County in lieu of the in-market presence travel expenses currently included in the monthly compensation, without an increase to the monthly retainer amount; and

WHEREAS, both parties desire to amend County Contract # C19-2752-TDD to remove the in-market presence requirement and adjust compensation and travel reimbursement accordingly effective August 1, 2019.

NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend County Contract # C19-2752-TDD as follows:

(~~stricken~~ words indicate deletions, underlined words indicate additions).

1. Exhibit A, Section II. Scope of Work Deliverables, Strategic Planning & Execution shall be amended as follows: "In-market presence by agency staff as needed, ~~no less than 8 business days per month to include one Saturday and Sunday each month~~"
2. Exhibit A, Section IV. Third-Party Costs shall be amended to include a first bullet as follows: "Travel (including transportation, food, and accommodations) required as part of annual Scope of Work (i.e. 564 hours per month) shall be reimbursed up to \$25,000 annually. In the event the County appears to be approaching overspending travel, the Contractor will proactively inform the County and allow the County to either make the decision to proceed or to adjust travel to avoid an overspend. Should Contractor exceed the maximum amount reimbursable for travel without first receiving permission to proceed from the County, the Contractor acknowledges it does so at its own risk and expense. All travel costs are to be reimbursed to the Contractor per the County's travel policies, accessible at <http://www.myokaloosa.com/node/203>."
3. Exhibit A, Section IV. Third-Party Costs shall be amended as follows: "Travel (including transportation, food, and accommodations) required as part of Contractor assignment...~~beyond 8 business days per month...~~"
4. Exhibit A, Section V. Compensation shall be amended as follows: "...inclusive of all administrative costs including but not limited to ~~in-market presence, telephone...~~"

**CONTRACT #: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING, & PR
EXPIRES: 01/16/2021 W/ 1-one
2 YR RENEWAL**

DATE:	07.26.19	CLIENT:	Okaloosa TDC
PROJECT:	Brand Production Phase 2 (October 2019).		

This estimate covers production for one broadcast and digital content shoot. Deliverables are listed below.

- Scouting and 3-day shoot
- 1x 0:30 and 1x 0:15 brand spot. Usage across all mediums for 2020 media plan (broadcast, internet, social) and other mediums for subsequent media buys.
- 2x 0:15 broadcast spots for the national PBS buy.
- 10 digital content pieces (video, virtual reality, 360° video, photo) for the USA Today media buy and on owned media channels (website, social media). Videos will range in length from 0:15 – 3:00.
- 3 days of shooting additional photos for the website, social media and digital ads. Minimum of 10 – 20 retouched photos.
- 2-year talent and voiceover buyout, minimum.
- All b-roll and untouched photos.

BROADCAST + PBS		Payment 1	Payment 2	Payment 3
Production – Video/TV	\$400,000	\$200,000	\$200,000	
Music/Sound Design	\$15,000		\$7,500	\$7,500
Talent – OC/Extras	\$50,000	\$25,000	\$25,000	
Voice-over Casting	\$5,000	\$2,500		\$2,500
Post Production Editing	\$50,000		\$25,000	\$25,000
Hard Drives	\$1,000			\$1,000
SUBTOTAL	\$521,000	\$227,500	\$257,500	\$36,000
DIGITAL CONTENT				
Production – Video	\$100,000	\$50,000	\$50,000	
Music/Sound Design	\$5,000			\$5,000
Talent-OC/Extras	\$16,560	\$8,280	\$8,280	
Voice-over Casting	\$5,000			\$5,000
Post Production Editing	\$50,000		\$25,000	\$25,000
Hard Drives	\$1,000			\$1,000
SUBTOTAL	\$177,560	\$58,280	\$83,280	\$36,000
SOCIAL/WEBSITE PHOTOGRAPHY				
Retouching	\$20,000		\$10,000	\$10,000
Hard Drives	\$1,000			\$1,000
SUBTOTAL	\$21,000		\$10,000	\$11,000
PRODUCER FEE				
Producer Fee	\$33,500	\$16,750		\$16,750
SUBTOTAL	\$33,500	\$16,750		\$16,750

TRAVEL/MEALS				
Travel and Meals, including agency	\$13,032	\$6,516	\$6,516	
SUBTOTAL	\$13,032	\$6,516	\$6,516	
TOTAL	766,092*	Payment 1 \$309,046	Payment 2 \$357,296	Payment 3 \$99,750

*Each line item/cost in this estimate may shift, but the production total will not exceed \$766,092, unless mutually agreed upon in writing by both parties.

Estimated Payment Schedule (actual payments to be based on actual cost based on competitive pricing):

- \$309,046 Payment 1 to be invoiced upon approval of competitive pricing by County, and based upon actual cost of selected vendors
 - \$357,296 Payment 2 to be invoiced upon completion of shoot, and include shot list, shoot calendar, reconciliation of disbursement of Payment 1 vs. estimate, and agency certification that Payment 1 has been issued to vendors
 - \$99,750 Payment 3 to be invoiced along with deliverables, and include reconciliation of disbursement of Payment 2 vs. estimate, agency certification that Payment 2 has been issued to vendors, and recapitulation of total actual project costs
- \$766,092

The agency will obtain written competitive pricing upon approval of this production estimate by the County. 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.

Weather Delay, Postponement, or Reschedule:

Weather day quote will be provided by selected vendor. Agency, producer, and selected vendor 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 said expenses do not exceed 20% or \$153,220.

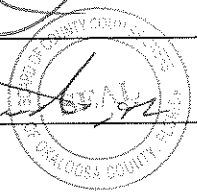
Jennifer Adams, TDD Director: _____ Date: 7/30/19

Jeff Hyde, Purchasing Manager: _____ Date: 07/31/19

Faye Douglas, OMB Director: _____ Date: 07.31.2019

John Hofstad, County Administrator: _____ Date: 8/1/19

Charles K. Windes, Jr., Chairman: _____ Date: AUG 06 2019



DATE:	07.26.19	CLIENT:	Okaloosa TDC
PROJECT:	Brand Production Phase 1 (September 2019)		

This estimate covers production for one print shoot and one digital content shoot. Deliverables are listed below.

- Scouting and 3 day photo shoot
- Scouting and 3 day digital shoot
- 5 print ads for the print media buy, multiple images per ad.
- 7 digital content pieces (video, virtual reality, 360° video, photo) for the USA Today media buy and on owned media channels (website, social media). Videos will range in length from 0:15 – 3:00.
- Two days of shooting additional photos for the website, social media and digital ads. Minimum of 7 - 14 retouched photos.
- 2 year talent and voiceover buyout, minimum.
- All b-roll and untouched photos.

PRINT ADS		Payment 1	Payment 2	Payment 3
Production – Photo	\$121,000	\$60,500	\$60,500	
Retouching/Print Post	\$50,000	\$	\$25,000	\$25,000
Talent	\$30,000	\$15,000	\$15,000	
Hard Drives	\$1,000			\$1,000
SUBTOTAL	\$202,000	\$75,500	\$100,500	\$26,000
DIGITAL CONTENT				
Production – Video	\$201,000	\$100,500	\$100,500	
Music/Sound Design	\$5,000			\$5,000
Talent-OC/Extras	\$39,000	\$19,500	\$19,500	
Voice-over Casting	\$5,000			\$5,000
Post Production Editing	\$50,000		\$25,000	\$25,000
Hard Drives	\$1,000			\$1,000
SUBTOTAL	\$301,000	\$120,000	\$145,000	\$36,000
PRODUCER FEE				
Producer Fee	\$37,000	\$18,500		\$18,500
SUBTOTAL	\$37,000	\$18,500		\$18,500
TRAVEL/MEALS				
Travel and Meals, including agency	\$13,982	\$6,991	\$6,991	
SUBTOTAL	\$13,982	\$6,991	\$6,991	
TOTAL	*\$553,982	Payment 1 \$220,991	Payment 2 \$252,491	Payment 3 \$80,500

*Each line item/cost in this estimate may shift, but the production total will not exceed \$553,982, unless mutually agreed upon in writing by both parties.


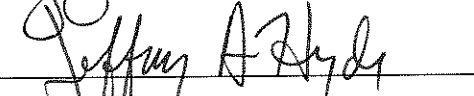
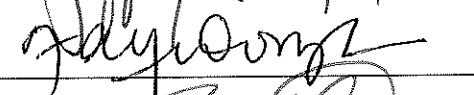
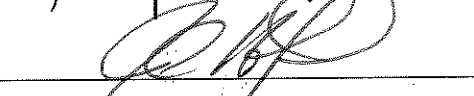
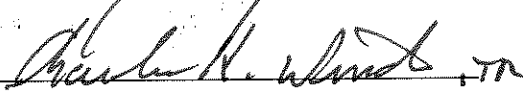
Estimated Payment Schedule (actual payments to be based on actual cost based on competitive pricing):

- \$220,991 Payment 1 to be invoiced upon approval of competitive pricing by County, and based upon actual cost of selected vendors
- \$252,491 Payment 2 to be invoiced upon completion of shoot, and include shot list, shoot calendar, reconciliation of disbursement of Payment 1 vs. estimate, and agency certification that Payment 1 has been issued to vendors
- \$80,500 Payment 3 to be invoiced along with deliverables, and include reconciliation of disbursement of Payment 2 vs. estimate, agency certification that Payment 2 has been issued to vendors, and recapitulation of total actual project costs
- \$553,982

The agency will obtain written competitive pricing upon approval of this production estimate by the County. 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.

Weather Delay, Postponement, or Reschedule:

Weather day quote will be provided by selected vendor. Agency, producer, and selected vendor 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 said expenses do not exceed 20% or \$110,800.

Jennifer Adams, TDD Director:		Date: 7/30/19
Jeff Hyde, Purchasing Manager:		Date: 07/30/19
Faye Douglas, OMB Director:		Date: 07.31.2019
John Hofstad, County Administrator:		Date: 8/1/19
Charles K. Windes, Jr., Chairman:		Date: AUG 06 2019

CONTRACT#: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING & PR FOR TDD
EXPIRES: 11/05/2021 W/1 2 YR RENEWAL

BOONE OAKLEY

Estimate 18012 Revision 1

Jennifer Adams
Okaloosa TDD
1250 Miracle Strip Pkwy SE
Fort Walton Beach, FL 32548

Job#: OKTDD-19003
Job Title: Emerald Coast CVB Research System

Est Date: Jan 24, 2019

Project Description: Destination Discovery with no luggage - Estimate revision June 11, 2019: Additional services to include two new discovery tactics .

Services Include:

Development and execution of a research program designed to identify the current visitor to increase Prime season spend by 10%; and to uncover the destination character from the local and loyal visitor perspective. This research will inform destination brand development and influence destination value proposition with existing and new visitor audiences. Tactics to utilize Focus Vision platforms and include but not be limited to the following local and consumer discovery:

*Creation of an Emerald Coast Travel Industry Ecosystem including approximately 100 local stakeholders

*Organization, design and facilitation of 3-4 mini-discussion groups with approximately 30 participants

*Conducting, managing and analyzing approximately 50 face-to-face local interviews

*Conducting, managing and analyzing phone IDI's as needed to round-out audience segmentation

*Design and deployment of Prime visitor surveys

*Design and deployment of mobile, interactive consumer experiences with Prime visitors in market

* Design, moderation, transcription review and analysis of 2-3 virtual focus groups consisting of approximately 10 consumer participants in each group pulled from key markets.

*Design of local survey to explore destination development core themes with all local audience groups.

*Additional research teams consisting of approximately 15 analysts, project managers and facilitators to be deployed from February through August as needed to complete tactics above. These service fees for research program development and execution are beyond the annual scope of services of the BooneOakley contract.

Production Includes:

Expenses such as facility rental, video capture, tour or guide expenses, location or registration fees for experiences.(each individual expense is anticipated to be less than \$3,500.00.)

Travel Includes:

Research team travel and lodging as needed above and beyond the eight required agency days "in market", and as needed to conduct all in-market tactics above for the next five months.

Production (note: each individual expense is anticipated to be less than \$3,500.00)	15,000.00
Travel Expenses	13,500.00
Service Fees	<u>99,750.00</u>

OAKLEYNOO

Estimate

Page 2 of 2

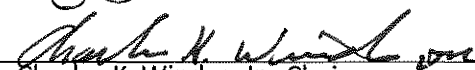
Job#: OKTDD-19003
Job Title: Emerald Coast CVB Research System

Est Date: Jan 24, 2019

Total \$128,250.00

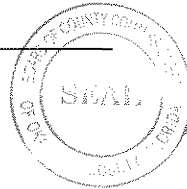
Submitted by: 

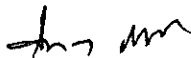
Date: 6/11/19

Accepted by: 
Charles K. Windes, Jr., Chairman

Date: JUN 18 2019

JAH 06/11/2019



 6/12/19
Greg Kisela / Johnson County Administrator

, 6/12/2019
OMB Director

BOONE OAKLEY

Estimate

Jennifer Adams
Okaloosa TDD

Job#: OKTDD-18007
Job Title: FocusVision multi platform research plan

Est Date: Nov 24, 2018

Service Period: December 1, 2018 to November 30, 2019

Research technology platforms to be used to conduct all qualitative and quantitative studies

Annual licenses for the use of:

Decipher - market research services, web-based survey programming, data collection and reporting.

Kinesis - recruitment of participants

Revelation- market research services, web-based activities, data collection and reporting.

Video Insights- collection, management and analysis of video, images and other assets.

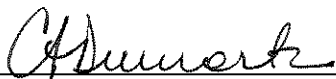
Intervu- mark interview events in real-time for quick archive access and later use.

A combination of Focus Vision's software platforms developed for market research services, web-based survey programming, data collection, survey participant recruitment and reporting will support approximately 15 studies to be used in survey collection and brand study for year one. The number of studies that can be funded is dependent upon the complexity of each study.


Total Not to Exceed

\$156,950.00

Please note that this is an estimate based on current information and actual charges may vary based on execution. Please sign and email back to katy@booneoakley.com

Submitted by: 
Jennifer Adams, TDD Director

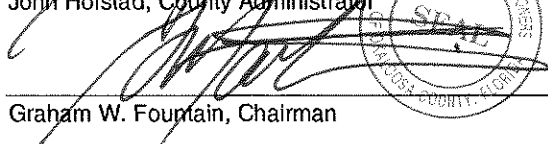
Date: 11/27/18

Accepted by: 
Stephanie Herrick, OMB Director

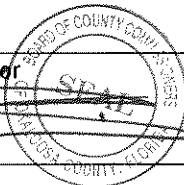
Date: 11/27/18

Accepted by: 
John Hofstad, County Administrator

Date: 11/27/18

Accepted by: 
Graham W. Fountain, Chairman

Date: 12/4/18



[View assistance for SAM.gov](#)



A NEW WAY TO SIGN IN - If you already have a SAM account, use your **SAM email** for login.gov. [Log In](#)

[Login.gov FAQs](#)

- ⚠ ALERT - There may be a delay in data updates between the Small Business Administration (SBA) and SAM. If you notice any issues with your entity's SBA status or trouble on the SBA Supplemental page, please contact the Federal Service Desk.
- ⚠ ALERT - June 11, 2018: Entities registering in SAM must submit a notarized letter appointing their authorized Entity Administrator. Read our updated FAQs to learn more about changes to the notarized letter review process and other system improvements.

Search Results

Quick Search Results

Total records: 1

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Result Page: 1

Sort by [Relevance](#) Order by [Descending](#)

Your search for returned the following results...

Entity	Boone & Oakley, LLC	Status: Active
DUNS: 030151638	CAGE Code: 850W5	View Details
Has Active Exclusion?: No	DoDAAC:	
Expiration Date: 07/19/2019	Debt Subject to Offset? No	
Purpose of Registration: All Awards		

Result Page: 1

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- [GSA.gov](#)
- [USA.gov](#)

This is a U.S. General Services Administration Federal Government computer system that is "FOR OFFICIAL USE ONLY." This system is subject to monitoring. Individuals found performing unauthorized activities are subject to disciplinary action including criminal prosecution.



Board of County Commissioners Purchasing Department

State of Florida

Date: September 21, 2018

OKALOOSA COUNTY PURCHASING DEPARTMENT
NOTICE OF INTENT TO AWARD

RFP TDD 53-18

Marketing, Advertising & Public Relations Services for
Okaloosa County Tourist Development Department

The Tourist Development Department would like to thank all businesses which submitted responses to the Marketing, Advertising & Public Relations Services. (RFP TDD 53-18)

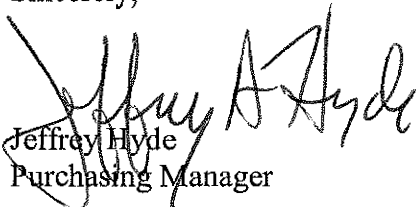
After in-depth examination of all responses in accordance with the County's Purchasing Manual, the County announces its intent to award the contract/purchase order to the following:

BOONEOAKLEY, LLC
1445 S. MINT ST.
CHARLOTTE, NC 28203

This Notice of Intent does NOT constitute the formation of a contract/purchase order between Okaloosa County and the apparent successful bidder/respondent. The County reserves the right to enter into negotiations with the successful bidder/respondent in order to finalize contract terms and conditions. No agreement is entered into between the County and any parties until a contract is approved and fully executed.

Any person/entity desiring to file a procurement protest must meet all the standards and criteria in accordance with Section 30 of the Okaloosa County Purchasing Manual. Failure to file a protest within the time prescribed in Section 30.02 of the Okaloosa County Purchasing Manual, shall constitute a waiver of protest proceedings.

Sincerely,


Jeffrey Hyde
Purchasing Manager



BOONOAK-01

CSKIDMORE

CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)
09/24/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Lowry Insurance PO Box 30517 Charlotte, NC 28230	CONTACT NAME: PHONE (A/C, No, Ext): (704) 332-8871 FAX (A/C, No): E-MAIL ADDRESS: Cert@lowryassoc.com
INSURER(S) AFFORDING COVERAGE	
INSURED	NAIC #
Boone Oakley, LLC 1445 S Mint Street Charlotte, NC 28203	INSURER A : Cincinnati Insurance Company 10677 INSURER B : Employers 10346 INSURER C : AXIS Surplus Insurance Company INSURER D : INSURER E : INSURER F :

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			ECP 0466856	01/01/2018	01/01/2019	EACH OCCURRENCE	\$ 2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 2,000,000
							MED EXP (Any one person)	\$ 10,000
							PERSONAL & ADV INJURY	\$ 2,000,000
				GENERAL AGGREGATE	\$ 4,000,000			
				PRODUCTS - COMP/OP AGG	\$ 4,000,000			
							\$	
A	<input type="checkbox"/> AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS ONLY <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY			ECP 0466856	01/01/2018	01/01/2019	COMBINED SINGLE LIMIT (Ea accident)	\$ 1,000,000
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
							\$	
							\$	
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			ECP 0466856	01/01/2018	01/01/2019	EACH OCCURRENCE	\$ 1,000,000
							AGGREGATE	\$ 1,000,000
								\$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) Y/N <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below			EIG 256337400	01/01/2018	01/01/2019	PER STATUTE OTH-ER	\$
							E.L. EACH ACCIDENT	\$ 500,000
							E.L. DISEASE - EA EMPLOYEE	\$ 500,000
							E.L. DISEASE - POLICY LIMIT	\$ 500,000
A	Cyber Liability			ECP 0466856	01/01/2018	01/01/2019	Data Defender	50,000
C	Professional Liab			ME20181001-01	12/01/2017	12/01/2018	Limit	2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
 Okaloosa is named as additional insured in regards to General Liability and insurance is primary. Waiver of Subrogation applies to General Liability.
 Cancellation Clause as per the policy provisions.

CERTIFICATE HOLDER**CANCELLATION**

Okaloosa County 5479A Old Bethel Road Crestview, FL 32536	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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**PROCUREMENT/CONTRACT/LEASE
INTERNAL COORDINATION SHEET**

Procurement/Contract/Lease Number: 5318 Tracking Number: 3141-18
Procurement/Contractor/Lessee Name: Boone County Grant Funded: YES ___ NO X
Purpose: contract for Advertising TOD
Date/Term: 3 yrs w/ 2 yr renewal 1. GREATER THAN \$100,000
Amount: 771,796 per year 2. GREATER THAN \$50,000
Department: TOD 3. \$50,000 OR LESS
Dept. Monitor Name: Adams

Purchasing Review

Procurement or Contract/Lease requirements are met:
DeRita Mason Date: 9-28-18
Purchasing Manager or designee Jeff Hyde, DeRita Mason

2CFR Compliance Review (if required)

Approved as written: no federal funds Date: _____
Grants Coordinator Danielle Garcia

Risk Management Review

Approved as written: see email attached Date: 10-17-18
Risk Manager or designee Laura Porter or Krystal King

County Attorney Review

Approved as written: see email attached Date: 10-17-18
County Attorney Gregory T. Stewart, Lynn Hoshihara, Kerry Parsons or Designee

Following Okaloosa County approval:

Clerk Finance

Document has been received: _____ Date: _____
Finance Manager or designee

DeRita Mason

From: Parsons, Kerry <KParsons@ngn-tally.com>
Sent: Monday, October 29, 2018 7:53 AM
To: DeRita Mason
Cc: Lynn Hoshihara
Subject: RE: Contract with Boone Oakley

This contract is approved for legal and risk purposes.

From: DeRita Mason [<mailto:dmason@myokaloosa.com>]
Sent: Friday, October 26, 2018 8:54 AM
To: Parsons, Kerry
Cc: Lynn Hoshihara
Subject: RE: Contract with Boone Oakley

See attached, I completely understand, this afternoon will be okay.

From: Parsons, Kerry [<mailto:KParsons@ngn-tally.com>]
Sent: Friday, October 26, 2018 7:37 AM
To: DeRita Mason <dmason@myokaloosa.com>
Cc: Lynn Hoshihara <lhoshihara@myokaloosa.com>
Subject: RE: Contract with Boone Oakley

I previously approved the other contract that was for temporary services for Boone Oakley during Hurricane Michael, but if this is the permanent contact than this is the first time I am seeing this one. Unfortunately, I'm not going to be able to review this this morning as I am tied up in a property closing. I will get it back to you as soon as possible

From: DeRita Mason [<mailto:dmason@myokaloosa.com>]
Sent: Friday, October 26, 2018 8:05 AM
To: Parsons, Kerry
Cc: Lynn Hoshihara
Subject: FW: Contract with Boone Oakley

Kerry,

Here is the complete package. Is there any way I can get this back today?

CONTRACT
For RFP TDD 53-18
Marketing, Advertising, & Public Relations Services
for Okaloosa County Tourist Development Department

This Contract executed and entered into this 6th day of November, 2018, between Okaloosa County, Florida, (hereinafter the "County"), whose principal address is 1250 N. Eglin Parkway, Shalimar, Florida 32579, and BooneOakley, LLC, (hereinafter the "Contractor"), a foreign limited liability company certified to conduct business in the State of Florida, whose principal address is 1445 S. Mint St., Charlotte, NC 28203, states as follows:

WITNESSETH:

WHEREAS, the County through a Request for Proposal and Respondents Acknowledgement solicited for a Marketing, Advertising, & Public Relations Services for Okaloosa County Tourist Development Department; and

WHEREAS, after due review of all responses, BooneOakley, LLC has been selected as the Contractor for a Marketing, Advertising, & Public Relations Services for Okaloosa County Tourist Development Department; and

WHEREAS, the County, as a recipient of federal assistance, is required to incorporate specific provisions in all contracts, regardless of funding source, with additional provisions being required for federally funded projects. These provisions are being incorporated as stated in Exhibit "B" attached hereto; and

WHEREAS, the County desires the services of the Contractor and the Contractor is willing and able to perform all services in accordance with this Contract.

NOW, THEREFORE, the parties hereto agree as follows:

I. Incorporation of Documents

The following documents are incorporated herein by reference into this Contract and are attached as:

1. Exhibit "A", Scope of Services.
2. Exhibit "B", Standard Additional Clauses, attached hereto and made a part of this contract.
3. Exhibit "C", Request for Proposals & Respondent's Acknowledgment/Contractor's Submittal, **RFP TDD 53-18, Marketing, Advertising, & Public Relations Services for Okaloosa County Tourist Development Department**; date of opening August 1, 2018 and any addendums thereto.

All terms within the above referenced documents are in full force and effect and shall be binding upon both parties.

II. Scope of Work

The Contractor will provide services as further outlined in the attached Exhibit "A". Any changes to this Contract shall be by a contract amendment, which must be agreed to in writing and fully executed by both parties.

III. Payment

The Contractor will be paid for the delivery of services provided in accordance with the terms and conditions of this contract and attached Exhibit "A"

IV. Invoice Requirements

The Contractor shall request payment through submission of a properly completed invoice. County shall make payments within thirty (30) days of receipt of invoice. Invoicing and monthly reporting shall be in sufficient detail for pre- and post-audit review to ensure the services were performed and that the correct amount has been invoiced as further outlined in the attached Exhibit "A".

In the event a portion of an invoice submitted to the County for payment to the Contractor, as specified above, is disputed, payment for the disputed amount may be withheld pending resolution of the dispute, and the remainder of the invoice will be processed for payment without regard to that portion which is in dispute.

V. Duration of Contract and Termination of the Contract

This Contract will be effective upon signing of contract by both parties and will run for three (3) years with the option for one, two-year renewal upon written agreement by both parties.

The County may terminate this Contract with or without cause by providing sixty (60) days written notice to the Contractor. If terminated, Contractor shall be owed for services rendered and equipment provided up until the point of termination.

The County may terminate this Contract in whole or part for cause, if the County determines that the performance of the Contractor is not satisfactory. The County shall notify the Contractor of the deficiency in writing with a requirement that the deficiency be corrected within ten (10) days of such notice. Such notice shall provide reasonable specificity to the Contractor of the deficiency that requires correction. If the deficiency is not corrected within such time period, the County may either (1) immediately terminate the Contract, or (2) take whatever action is deemed appropriate to correct the deficiency. In the event the County chooses to take action and not terminate the Contract, the Contractor shall, upon demand, promptly reimburse the County for any and all costs and expenses incurred by the County in correcting the deficiency.

If the County terminates the Contract, the County shall notify the Contractor of such termination in writing, with instruction to the effective date of termination or specify the stage of work at which the Agreement is to be terminated.

The County reserves the right to unilaterally cancel this Contract for refusal by the Contractor or any contractor, sub-contractor or materials vendor to allow public access to all documents, papers, letters or other material subject to the provisions of Chapter 119, Florida Statutes, and made or received in conjunction with this Contract unless the records are exempt.

Upon receipt of a final termination or suspension notice under this Article, the Contractor shall proceed promptly to carry out the actions required in such notice, which may include any or all of the following:

1. Necessary action to terminate or suspend, as the case may be, Project activities and contracts and such other action as may be required or desirable to keep to a minimum the costs upon the basis of which the financing is to be computed; and
2. Furnish a statement of the activities and other undertakings the cost of which are otherwise includable as costs under this Agreement. The termination or suspension shall be carried out in conformity with the latest schedule of costs as approved by the County. The closing out of federal financial participation in the services provided shall not constitute a waiver of any claim which the County may otherwise have arising out of this Agreement.

VI. Remedies

This Contract shall be governed by the laws of the State of Florida. Any and all legal action necessary to enforce this Contract shall be held in Okaloosa County. No remedy herein conferred upon any party is intended to be exclusive of any other remedy, and each and every such remedy shall be cumulative and shall be in addition to every other remedy given hereunder or now or hereafter existing at law or in equity or by statute or otherwise. No single or partial exercise by any party of any right, power, or remedy hereunder shall preclude any other or further exercise thereof.

VII. Intent of Contract Documents

It is the intent of the Contract Documents to describe a functionally complete project to be performed in accordance with the Contract Documents. Any work, materials or equipment that may reasonably be inferred from the Contract Documents as being required to produce the intended result shall be supplied whether or not specifically called for. When words that have a well-known technical or trade meaning are used to describe work, materials or equipment, such words shall be interpreted in accordance with that meaning. Reference to standard specifications, manuals or codes of any technical society, organization or association or to the laws or regulations of any governmental authority having jurisdiction over the Project, whether such reference be specific or by implication, shall mean the latest standard specification, manual, code, law or regulation in effect at the time the Work is performed, except as may be otherwise specifically stated herein.

VIII. Investigation

Contractor shall have the sole responsibility of satisfying itself concerning the nature and location of the Work and the general and local conditions, and particularly, but without limitation, with respect to the following: those affecting transportation, access, disposal, handling and storage of

materials; availability and quality of labor; water and electric power; availability and condition of roads; work area; living facilities; climatic conditions and seasons; physical conditions at the work site and the project area as a whole; topography and ground surface conditions; nature and quantity of the surface materials to be encountered; subsurface conditions; equipment and facilities needed preliminary to and during performance of the Work; and all other costs associated with such performance. The failure of Contractor to acquaint itself with any applicable conditions shall not relieve Contractor from any of its responsibilities to perform under the Contract Documents, nor shall it be considered the basis for any claim for additional time or compensation.

IX. Notice

All notices required by this Contract shall be in writing to the representatives listed below:

The authorized representatives of the County shall be:

Jennifer Adams, TDD Director
1540 Miracle Strip Parkway, SE
Fort Walton Beach, FL 32548
Phone: 850-651-7131
Email: jadams@myokaloosa.com

The authorized representative for Boone Oakley, LLC shall be:

David Oakley, President
1445 S. Mint St.
Charlotte, NC 28203
Phone: 704-333-9797
Email: david@booneoakley.com

Courtesy copy to:

Okaloosa County Purchasing Department
5479A Old Bethel Road
Crestview, FL 32536
Phone: 850-689-5960
Fax: 850-689-5998
Email: dmason@myokaloosa.com

X. Public Records

Any record created by either party in accordance with this Contract shall be retained and maintained in accordance with the public records law, Florida Statutes, Chapter 119.

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING

TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT OKALOOSA COUNTY RISK MANAGEMENT DEPARTMENT 5479 OLD BETHEL ROAD CRESTVIEW, FL 32536 PHONE: (850) 689-5977 riskinfo@co.okaloosa.fl.us.

Contractor must comply with the public records laws, Florida Statute chapter 119, specifically Contractor must:

1. Keep and maintain public records required by the County to perform the service.
2. Upon request from the County's custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in chapter 119 Florida Statutes or as otherwise provided by law.
3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the contractor does not transfer the records to the County.
4. Upon completion of the contract, transfer, at no cost, to the County all public records in possession of the contractor or keep and maintain public records required by the County to perform the service. If the contractor transfers all public records to the public agency upon completion of the contract, the contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the contractor keeps and maintains public records upon completion of the contract, the contractor shall meet all applicable requirements for retaining the public records. All records stored electronically must be provided to the public agency, upon the request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

XII. Audit

The County and/or its designee shall have the right from time to time at its sole expense to audit the compliance by the Contractor with the terms, conditions, obligations, limitations, restrictions, and requirements of this Contract and such right shall extend for a period of three (3) years after termination of this Contract.

XIII. Assignment

Contractor shall not assign this Contract or any part thereof, without the prior consent in writing of the County. If Contractor does, with approval, assign this Contract or any part thereof, it shall require that its assignee be bound to it and to assume toward Contractor all of the obligations and responsibilities that Contractor has assumed toward the County.

XIV. Entire Contract & Waivers

This Contract and all exhibits as incorporated herein, contain the entire contract between the parties and supersedes all prior oral or written contracts. Contractor acknowledges that it has not relied

upon any statement, representation, prior or contemporaneous written or oral promises, agreements or warranties, except such as are expressed herein. The terms and conditions of this Contract can only be amended in writing upon mutual agreement of the parties and signed by both parties.

The waiver by a party of any breach or default in performance shall not be deemed to constitute a waiver of any other or succeeding breach or default. The failure of the County to enforce any of the provisions hereof shall not be construed to be a waiver of the right of the County thereafter to enforce such provisions.

XV. Severability

If any term or condition of this Contract shall be deemed, by a court having appropriate jurisdiction, invalid or unenforceable, the remainder of the terms and conditions of this Contract shall remain in full force and effect. This Contract shall not be more strictly construed against either party hereto by reason of the fact that one party may have drafted or prepared any or all the terms and provisions hereof.

XVI. Independent Contractor

Contractor enters into this Contract as, and shall continue to be, an independent contractor. All services shall be performed only by Contractor and Contractor's employees. Under no circumstances shall Contractor or any of Contractor's employees look to the County as his/her employer, or as partner, agent or principal. Neither Contractor, nor any of Contractor's employees, shall be entitled to any benefits accorded to the County's employees, including without limitation worker's compensation, disability insurance, vacation or sick pay. Contractor shall be responsible for providing, at Contractor's expense, and in Contractor's name, unemployment, disability, worker's compensation and other insurance as well as licenses and permits usual and necessary for conducting the services to be provided under this Contract.

XVII. Third Party Beneficiaries

It is specifically agreed between the parties executing this Contract that it is not intended by any of the provisions of any part of the Contract to create in the public or any member thereof, a third party beneficiary under this Contract, or to authorize anyone not a party to this Contract to maintain a suit for personal injuries or property damage pursuant to the terms or provisions of this Contract.

XVIII. Indemnification and Hold Harmless

Contractor agrees to hold harmless, indemnify, and defend or, at the option of the County, pay the cost of defense, the County and its representative from any and all claims, losses, penalties, demands, judgments, and costs of suit, including attorneys' fees and paralegals' fees, for any expense, damage or liability incurred by any of them, whether for personal injury, property damage, direct or consequential damages, or economic loss, arising directly or indirectly on account of or in connection with the Work done by Contractor under this Contract or by any person, firm or corporation to whom any portion of the Work is subcontracted by Contractor or resulting

from the use by Contractor, or by any one for whom Contractor is legally liable, of any materials, tools, machinery or other property of the County.

The Contractor's obligation under this provision shall not be limited in any way by the agreed upon contract price as shown in this contract or the Contractor's limit of, or lack of, sufficient insurance protection.

XIX. Representation of Authority to Contractor/Signatory

The individual signing this Contract on behalf of BooneOakley represents and warrants that he or she is duly authorized and has legal capacity to execute and deliver this Contract. The signatory represents and warrants to the County that the execution and delivery of this Contract and the performance of BooneOakley. Obligations hereunder have been duly authorized and that the Contract is a valid and legal agreement binding on the Contractor and enforceable in accordance with its terms.

XX. Subcontracting

Contractor shall not subcontract any services or work to be provided to County without the prior written approval of the County's Representative. The County reserves the right to accept the use of a subcontractor or to reject the selection of a particular subcontractor and to inspect all facilities of any subcontractors in order to make a determination as to the capability of the subcontractor to perform properly under this Contract. The County's acceptance of a subcontractor shall not be unreasonably withheld. The Contractor is encouraged to seek minority and women business enterprises for participation in subcontracting opportunities. Additionally, any subcontract entered into between the Contractor and subcontractor will need to be approved by the County prior to it being entered into, and said agreement shall incorporate in all required terms in accordance with local, state and Federal regulations. The above will also apply to paid media and third party costs as outlined in Exhibit A.

XXI. Insurance

CONTRACTORS INSURANCE

1. The Contractor shall not commence any work in connection with this Agreement until he has obtained all required insurance and such insurance has been approved by the Okaloosa County Risk Manager or designee.
2. All insurance policies shall be with insurers authorized to do business in the State of Florida.
3. All insurance shall include the interest of all entities named and their respective officials, employees & volunteers of each and all other interests as may be reasonably required by Okaloosa County. The coverage afforded the Additional Insured under this policy shall be primary insurance. If the Additional Insured have other insurance that is applicable to the loss, such other insurance shall be on an

excess or contingent basis. The amount of the company's liability under this policy shall not be reduced by the existence of such other insurance.

4. Where applicable, the County shall be shown as an Additional Insured with a Waiver of Subrogation on the Certificate of Insurance.
5. The County shall retain the right to reject all insurance policies that do not meet the requirement of this Agreement. Further, the County reserves the right to change these insurance requirements with 60-day notice to the Contractor.
6. The County reserves the right at any time to require the Contractor to provide copies (redacted if necessary) of any insurance policies to document the insurance coverage specified in this Agreement.
7. The designation of Contractor shall include any associated or subsidiary company which is involved and is a part of the contract and such, if any associated or subsidiary company involved in the project must be named in the Workers' Compensation coverage.
8. Any exclusions or provisions in the insurance maintained by the Contractor that excludes coverage for work contemplated in this agreement shall be deemed unacceptable and shall be considered breach of contract.

WORKERS' COMPENSATION INSURANCE

1. The Contractor shall secure and maintain during the life of this Agreement Workers' Compensation insurance for all of his employees employed for the project or any site connected with the work, including supervision, administration or management, of this project and in case any work is sublet, with the approval of the County, the Contractor shall require the Subcontractor similarly to provide Workers' Compensation insurance for all employees employed at the site of the project, and such evidence of insurance shall be furnished to the County not less than ten (10) days prior to the commencement of any and all sub-contractual Agreements which have been approved by the County.
2. Contractor must be in compliance with all applicable State and Federal workers' compensation laws, including the U.S. Longshore Harbor Workers' Act or Jones Act, if applicable.
3. No class of employee, including the Contractor himself, shall be excluded from the Workers' Compensation insurance coverage. The Workers' Compensation insurance shall also include Employer's Liability coverage.

BUSINESS AUTOMOBILE LIABILITY

Coverage must be afforded for all Owned, Hired, Scheduled, and Non-Owned vehicles for Bodily Injury and Property Damage in an amount not less than \$1,000,000 combined single limit each accident. If the contractor does not own vehicles, the contractor shall maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Policy. Contractor must maintain this insurance coverage throughout the life of this Agreement.

COMMERCIAL GENERAL LIABILITY INSURANCE

1. The Contractor shall carry other Commercial General Liability insurance against all other Bodily Injury, Property Damage and Personal and Advertising Injury exposures.
2. All liability insurance (other than Professional Liability) shall be written on an occurrence basis and shall not be written on a claims-made basis. If the insurance is issued with an aggregate limit of liability, the aggregate limit of liability shall apply only to the locations included in this Agreement. If, as the result of any claims or other reasons, the available limits of insurance reduce to less than those stated in the Limits of Liability, the Contractor shall notify the County representative in writing. The Contractor shall purchase additional liability insurance to maintain the requirements established in this Agreement. Umbrella or Excess Liability insurance can be purchased to meet the Limits of Liability specified in this Agreement.
3. Commercial General Liability coverage shall include the following:
 - 1.) Premises & Operations Liability
 - 2.) Bodily Injury and Property Damage Liability
 - 3.) Independent Contractors Liability
 - 4.) Contractual Liability
 - 5.) Products and Completed Operations Liability
4. Contractor shall agree to keep in continuous force Commercial General Liability coverage for the length of the contract.

CYBER LIABILITY

The Contractor shall carry Cyber Liability insurance coverage for third party liability. Coverage will include ID Theft Monitoring, Credit Monitoring (if necessary) & Notification. Coverage must be afforded for negligent retention of data as well as notification and related costs for actual or alleged breaches of data.

INSURANCE LIMITS OF LIABILITY

The insurance required shall be written for not less than the following, or greater if required by law and shall include Employer's liability with limits as prescribed in this contract:

	<u>LIMIT</u>
1. Worker's Compensation	
1.) State	Statutory
2.) Employer's Liability	\$500,000 each accident
2. Business Automobile	\$1M each accident (A combined single limit)
3. Commercial General Liability	\$1M each occurrence for Bodily Injury & Property Damage \$1M each occurrence Products and completed operations
4. Personal and Advertising Injury	\$1M each occurrence
5. Cyber Liability	\$1M per claim

NOTICE OF CLAIMS OR LITIGATION

The Contractor agrees to report any incident or claim that results from performance of this Agreement. The County representative shall receive written notice in the form of a detailed written report describing the incident or claim within ten (10) days of the Contractor's knowledge. In the event such incident or claim involves injury and/or property damage to a third party, verbal notification shall be given the same day the Contractor becomes aware of the incident or claim followed by a written detailed report within ten (10) days of verbal notification.

INDEMNIFICATION & HOLD HARMLESS

Contractor shall indemnify and hold harmless the County, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or wrongful conduct of the Contractor and other persons employed or utilized by the Contractor in the performance of this contract.

Note: For Contractor's convenience, this certification form is enclosed and is made a part of the bid package.

CERTIFICATE OF INSURANCE

1. Certificates of insurance indicating the job site and evidencing all required coverage must be submitted not less than 10 days prior to the commencement of any of the work. The certificate holder(s) shall be as follows: Okaloosa County, 5479A Old Bethel Road, Crestview, Florida, 32536.
2. The contractor shall provide a Certificate of Insurance to the County with a thirty (30) day notice of cancellation; ten (10 days' notice if cancellation is for nonpayment of premium).
3. In the event that the insurer is unable to accommodate the cancellation notice requirement, it shall be the responsibility of the contractor to provide the proper notice to the County. Such notification shall be in writing by registered mail, return receipt requested, and addressed to the Okaloosa County Purchasing Department at 5479-A Old Bethel Road, Crestview, FL 32536.
4. In the event the contract term goes beyond the expiration date of the insurance policy, the contractor shall provide the County with an updated Certificate of insurance no later than ten (10) days prior to the expiration of the insurance currently in effect. The County reserves the right to suspend the contract until this requirement is met.
5. The certificate shall indicate if coverage is provided under a claims-made or occurrence form. If any coverage is provided on a claims-made form, the certificate will show a retroactive date, which should be the same date of the initial contract or prior.
6. All certificates shall be subject to Okaloosa County's approval of adequacy of protection and the satisfactory character of the Insurer.
7. All deductibles or SIRs, whether approved by Okaloosa County or not, shall be the Contractor's full responsibility. In particular, the Contractor shall afford full coverage as specified herein to entities listed as Additional Insured.
8. In no way will the entities listed as Additional Insured be responsible for, pay for, be damaged by, or limited to coverage required by this schedule due to the existence of a deductible or SIR.

GENERAL TERMS

Any type of insurance or increase of limits of liability not described above which, the Contractor required for its own protection or on account of statute shall be its own responsibility and at its own expense.

Any exclusions or provisions in the insurance maintained by the contractor that excludes coverage for work contemplated in this contract shall be deemed unacceptable and shall be considered breach of contract.

The carrying of the insurance described shall in no way be interpreted as relieving the Contractor of any responsibility under this contract.

Should the Contractor engage a subcontractor or sub-subcontractor, the same conditions will apply under this Agreement to each subcontractor and sub-subcontractor.

The Contractor hereby waives all rights of subrogation against Okaloosa County and its consultants and other indemnities of the Contractor under all the foregoing policies of insurance.

UMBRELLA INSURANCE

The Contractor shall have the right to meet the liability insurance requirements with the purchase of an umbrella insurance policy. In all instances, the combination of primary and umbrella liability coverage must equal or exceed the minimum liability insurance limits stated in this Agreement.

XXII. Taxes and Assessments

Contractor agrees to pay all sales, use, or other taxes, assessments and other similar charges when due now or in the future, required by any local, state or federal law, including but not limited to such taxes and assessments as may from time to time be imposed by the County in accordance with this Agreement. Contractor further agrees that it shall protect, reimburse and indemnify County from and assume all liability for its tax and assessment obligations under the terms of the Agreement.

The County is exempt from payment of Florida state sales and use taxes. The Contractor shall not be exempted from paying sales tax to its suppliers for materials used to fulfill contractual obligations with the County, nor is the Contractor authorized to use the County's tax exemption number in securing such materials.

The Contractor shall be responsible for payment of its own and its share of its employees' payroll, payroll taxes, and benefits with respect to this Agreement.

XXIII. Compliance with Laws

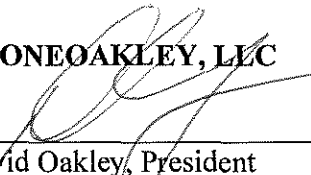
Contractor shall secure any and all permits, licenses and approvals that may be required in order to perform the Work, shall exercise full and complete authority over Contractor's personnel, shall comply with all workers' compensation, employer's liability and all other federal, state, county, and municipal laws, ordinances, rules and regulations required of an employer performing services such as the Work, and shall make all reports and remit all withholdings or other deductions from the compensation paid to Contractor's personnel as may be required by any federal, state, county, or municipal law, ordinance, rule, or regulation.

Contractor shall secure any and all permits, licenses and approvals that may be required in order to perform the Work, shall exercise full and complete authority over Contractor's personnel, shall comply with all workers' compensation, employer's liability and all other federal, state, county, and municipal laws, ordinances, rules and regulations required of an employer performing services such as the Work, and shall make all reports and remit all withholdings or other deductions from the compensation paid to Contractor's personnel as may be required by any federal, state, county, or municipal law, ordinance, rule, or regulation.

XXIV. Federal Regulations

The parties agree to comply with the Federal Regulations as set forth in Exhibit B, which is expressly incorporated herein as part of the Agreement.

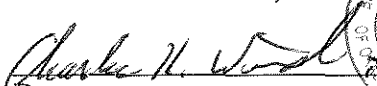
IN WITNESS WHEREOF, the parties hereto have made and executed this Contract on the respective dates under each signature.

BOONEOAKLEY, LLC


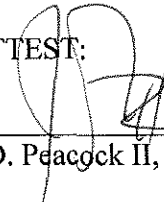
David Oakley, President
10/29/18

Date

OKALOOSA COUNTY, FLORIDA

Graham W. Fountain, Chairman


Date

ATTEST:


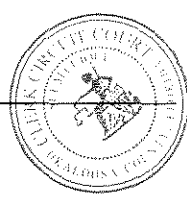
J.D. Peacock II, Clerk


Exhibit A- Scope of Services

I. **SERVICES PROVIDED.** Services provided by the Contactor include:

- Account Services
- Accounting, billing, invoice reconciliation
- Brand development
- Brand management
- Collateral development
- Cooperative advertising programs
- Creative and production services for traditional, digital and emerging mediums
- Crisis communications planning and execution
- Digital marketing and ad serving
- Event procurement and production
- Experiential design and production management
- Industry and Community relations
- Interactive media
- Media planning, evaluation, negotiation, purchasing, reconciliation and quarterly reporting
- Media point-of-view review/analysis/recommendation
- Mobile and mobile application development and maintenance
- Mobile tracking and reporting
- Planning and attendance at out of market press deskside meetings
- Planning of in-market FAM tours and out of market media missions
- Print and broadcast ad trafficking
- Public Relations services
- Reconciliation of agency hours
- Regional promotion and cross-branding
- Reputation management
- Research program and dashboard development
- Research program analysis, monitoring and optimization
- ROI and KPI measurement, tracking and reporting
- Search Engine Marketing
- Search Engine Optimization
- Social Media planning, execution, reporting and analysis
- Social media influencers and marketing
- Strategic planning and execution
- Subcontracting for goods and services as necessary to execute marketing programs
- Vendor identification, bidding and negotiation
- Website content curation and design
- Website development and build
- Website tracking and reporting
- Other related services as needed

II. **SCOPE OF WORK DELIVERABLES.** Deliverables for the services provided under the Contractor's annual compensation will be agreed upon between client and agency prior to the start of each fiscal year. The annual Scope of Work shall fall under the following discipline areas in which the agency will provide service each year under contract. The Tourist Development Department Director is authorized to approve the annual Scope of Work on behalf of the County.

- **Paid Media**
 - Media Buying Guidelines
 - Third Party Publisher Terms
 - Media Planning
 - Media Buying and Delivery
 - Stewardship of Media In-Flight
 - Post-Campaign Wrap-Up
 - ROI and KPI measurement, tracking and reporting

- **Owned Media**
 - Creative planning and execution
 - Brand management (Brand position, voice, tone and story)
 - All branding campaign assets
 - Development of Visitor's Guide
 - Interactive content curation and design, tracking and reporting

- **Earned Media**
 - Editorial calendar development
 - News bureau
 - Media visit strategy
 - Activations, events, FAMS, and desksides
 - Press kit development and maintenance
 - Client counsel
 - Reputation management
 - ROI and KPI measurement, tracking and reporting

- **Shared Media**
 - Social media planning, content development and execution
 - Social media influencers
 - ROI and KPI measurement, tracking and reporting

- **Research and Analytics**
 - Maintain, analyze and monitor existing benchmarks
 - Analyze and optimize qualitative and quantitative research analytics from multiple sources

- **Strategic Planning and Execution**
 - Annual Marketing Communications Plan utilizing paid, owned, earned and shared media

- Coordinating advertising programs with marketing team and its partner program members
 - Daily/weekly communication with marketing staff
 - In-market presence by agency staff as needed, no less than 8 business days per month to include one Saturday and Sunday each month
 - Monthly presentation to Tourist Development Council
 - Monthly billing for agency services and third-party costs
- Agency Staffing Plan
 - Identify the staffing resources (e.g. titles, departments, hours) being allocated to the County. The Contractor shall provide a mutually agreeable Account Manager to serve as the County's primary contact for day-to-day management of the County's account. The Account Manager shall be available to the County at all times necessary for the proper performance of services by the Contractor.
 - The Contractor acknowledges and agrees that the continuity, configuration, and competence of personnel are of critical importance to the County. Any shifts in staffing must be communicated to the County at least ten (10) business days in advance, and new staff shall have equal or greater skills than staff being replaced. The County shall have the right, in its sole discretion, to request any staff be removed from its account.
 - The County shall assign a Tourist Development Department employee to serve as the Contractor's primary contact for day-to-day management of the County's account.

III. **PAID MEDIA.** The Contractor is hereby authorized to place media on behalf of the County. On an annual basis in advance, the Contractor shall provide a proposed Media Plan identifying, at minimum, the media, market, impressions, and cost. The Media Plan will be presented to the Tourist Development Council and Board of County Commissioners for approval at a regularly scheduled meeting. Actual dollar spend and media placements may vary from the proposed media plan, but paid media reimbursement shall not exceed the dollar amount approved for the year.

All media placements shall be at net cost without markup and approved in advance by the County. The Tourist Development Department Director is authorized to sign media insertion orders for media placements identified on the approved Media Plan, regardless of dollar value, on behalf of the County. The County recognizes the importance of the Contractor's ability to remain flexible in placing media that is responsive to market conditions and media opportunities. Modifications to insertion orders for media placements identified on the approved Media Plan may also be approved by the Tourist Development Department Director, regardless of dollar value, so long as the total dollar value of the approved Media Plan is not exceeded. Insertion orders for media placements not included on the approved Media Plan shall be approved pursuant to the County's procurement approval thresholds.

In consideration as to whether a particular media source meets the needs of the County, the Contractor may consider, but is not limited to, price, size, placement location, added value items (e.g. online banners, e-blasts, social media), time of day, season, and target audience. Competitive pricing from media sources that reach the desired target audience for media

placements shall be obtained by the Contractor's media buying team and shall be deemed to satisfy the competitive bid process of the County's Purchasing Manual.

IV. **THIRD-PARTY COSTS.** Third-party costs are costs not provided under the Contractor's annual compensation. These costs will be estimated in advance and will require written, signed approval pursuant to the County's procurement approval thresholds before Contractor proceeds. Items may include the following:

- Travel (including transportation, food, and accommodations) required as part of Contractor assignment (i.e. travel to markets for research, deskside meetings, required attendance at out-of-destination events, photography shoots, broadcast production, trade show set up, travel to destination beyond 8 business days per month at request of County, etc.). All travel costs are to be reimbursed to the Contractor per the County's travel policies.
- Paid media vendor costs (media buys)
- Third-party costs for quantitative and/or qualitative research
- Third-party media and PR tracking services
- Costs of FAM trips, blogger, or other in-market or out-of-market events, including travel writers' or bloggers' travel to and from destination, meals, activities, and accommodations. All travel costs are to be reimbursed to the Contractor per the County's travel policies.
- Art, images, video deemed necessary and available for purchase
- Purchase of lists of qualified followers
- Photographers
- Videographers
- Printers
- Marketing/sales materials production (trade show equipment, banners, etc.)
- Web/Online development
- Broadcast Production
- Execution and production of special events
- Crisis communication that goes beyond reputation management and requires expenditure of additional paid media dollars or tapping into VisitFlorida resources

Contractor shall develop a specifications sheet and obtain written competitive pricing from vendors. The County recognizes the importance of qualitative factors in marketing to reach the desired target audience. If the lowest cost vendor is not selected, the Contractor must provide justification as to how the selected vendor best meets the scope of services. This process shall be deemed to satisfy the competitive bid process of the County's Purchasing Manual, regardless of dollar value.

V. **Compensation.** The Contractor's monthly compensation shall be \$73,850 (Seventy-three thousand eight hundred fifty dollars) for performing marketing, advertising, and public relations services for the County in accordance with the scope of services as outlined in Request for Proposals TDD 53-18, the Contractor's responses thereto, and as further set forth herein, inclusive of all administrative costs including but not limited to in-market presence, telephone, reproduction, postage, etc. Compensation shall be billed to the County at the end of each

month. Payment shall be made by the County to the Contractor after services have been performed and upon receipt of an invoice and monthly report.

Compensation is based on 500 hours per month to perform the scope of services. Contractor hours will be reported on a monthly basis, with reconciliation at the end of each year. Throughout the year, the County will be informed as to the status of available and spent hours. In the event the County appears to be approaching overspending hours, the Contractor will proactively inform the County and allow the County to either make the decision to proceed or to adjust projects to avoid an overspend.

Should the County require services that exceed the scope of services (e.g. crisis communication), such additional services will be billed at the Contractor's rate of \$165 per hour. All such costs will be estimated in advance based on a delineation of services and will require written, signed approval pursuant to the County's procurement approval thresholds before Contractor proceeds.

- VI. **Paid Media Invoicing.** Invoicing shall be in sufficient detail for pre- and post-audit review (e.g. original vendor invoices, advertising materials, proof of performance) to ensure the services were performed and that the correct amount has been invoiced. The County shall issue payment directly to media vendors based on reconciliation of invoicing to approved insertion order. Examples of acceptable proof of performance include, but are not limited to:
- Itemized vendor invoice in sufficient detail to identify gross and net cost, run dates, unit impressions, net media cost per thousand impressions (CPM's), and any associated fees
 - Recapitulation of debits/credits affecting previously submitted invoices
 - Contractor's reconciliation and attestation that invoice is approved for payment
 - Print – actual publication; the tear sheet alone is not acceptable
 - Digital – dated screen shots demonstrating creative placement and statistics regarding impressions, click-throughs, and geo-targeting
 - Broadcast – actual broadcast report or affidavit of performance
 - Outdoor – photo of billboard and physical location, impressions if digital

All discounts, adjustments, rebates, agency volume bonification, and/or value-bank media, if any, allowed on purchases of whatever nature made by the Contractor on the County's behalf shall be passed on to the County via check or reduction in monthly compensation.

- VII. **Third-Party Costs Invoicing.** Invoicing shall be in sufficient detail for pre- and post-audit review (e.g. copies of vendor invoices, proof of performance) to ensure the services were performed and that the correct amount has been invoiced. The County shall reimburse Contractor for actual third-party pass-through costs, with no mark-up, based on reconciliation of invoicing to pre-approved estimate. Examples of acceptable proof of performance include, but are not limited to:
- Itemized vendor invoice in sufficient detail to reconcile actual costs to estimated costs
 - Recapitulation of debits/credits affecting previously submitted invoices
 - Production – photography, audio, video file
 - Research reports
 - Travel receipts and Okaloosa County Voucher for Traveling Expenses

VIII. Monthly Report. Reporting shall include, at a minimum, the following information:

- Reconciliation of approved Media Plan to actual media spend
- Discussion of key advertising/marketing initiatives during the month
- Public Relations
- Social Media
- Research
- Strategic Planning
- ROI and KPI measurement, tracking and reporting

IX. Property Rights. All products or services developed or obtained under this contract (e.g. creative assets, campaign, research, photography, messaging, urls, website, press releases) is wholly owned by Okaloosa County. Contractor shall obtain releases, licenses, permits, or other authorization to use photographs, copyrighted materials, artwork, or any other property or rights belonging to third persons obtained by the Contractor for use in performing services for the County and shall be responsible for any claims arising with respect to such use. The County shall obtain same for any such items obtained by the County which are used by the Contractor in performing such services and shall be responsible for any claims arising with respect to use of such items. All releases, licenses, permits, or other authorization to use photographs, copyrighted materials, artwork, Emerald Coast Tourist Development logo and/or website, Emerald Coast Film Commission logo and/or website, Emerald Coast Convention Center logo and/or website, or any other property or rights belonging to third persons and/or the County obtained by the Contractor for use in performing services for the County shall promptly be provided to the County and shall belong to the County.

Exhibit "B"

Standard Contract Clauses

Title VI Clauses for Compliance with Nondiscrimination Requirements

Compliance with Nondiscrimination Requirements

During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "contractor") agrees as follows:

- 1. Compliance with Regulations:** The contractor (hereinafter includes consultants) will comply with the Title VI List of Pertinent Nondiscrimination Acts And Authorities, as they may be amended from time to time, which are herein incorporated by reference and made a part of this contract.
- 2. Non-discrimination:** The contractor, with regard to the work performed by it during the contract, will not discriminate on the grounds of race, color, or national origin in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The contractor will not participate directly or indirectly in the discrimination prohibited by the Nondiscrimination Acts and Authorities, including employment practices when the contract covers any activity, project, or program set forth in Appendix B of 49 CFR part 21.
- 3. Solicitations for Subcontracts, Including Procurements of Materials and Equipment:** In all solicitations, either by competitive bidding, or negotiation made by the contractor for work to be performed under a subcontract, including procurements of materials, or leases of equipment, each potential subcontractor or supplier will be notified by the contractor of the contractor's obligations under this contract and the Nondiscrimination Acts And Authorities on the grounds of race, color, or national origin.
- 4. Information and Reports:** The contractor will provide all information and reports required by the Acts, the Regulations, and directives issued pursuant thereto and will permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the sponsor or the Federal Aviation Administration to be pertinent to ascertain compliance with such Nondiscrimination Acts And Authorities and instructions. Where any information required of a contractor is in the exclusive possession of another who fails or refuses to furnish the information, the contractor will so certify to the sponsor or the Federal Aviation Administration, as appropriate, and will set forth what efforts it has made to obtain the information.
- 5. Sanctions for Noncompliance:** In the event of a contractor's noncompliance with the Non-discrimination provisions of this contract, the sponsor will impose such contract sanctions as it or the Federal Aviation Administration may determine to be appropriate, including, but not limited to:

- a. Withholding payments to the contractor under the contract until the contractor complies; and/or
 - b. Cancelling, terminating, or suspending a contract, in whole or in part.
6. **Incorporation of Provisions:** The contractor will include the provisions of paragraphs one through six in every subcontract, including procurements of materials and leases of equipment, unless exempt by the Acts, the Regulations and directives issued pursuant thereto. The contractor will take action with respect to any subcontract or procurement as the sponsor or the Federal Aviation Administration may direct as a means of enforcing such provisions including sanctions for noncompliance. Provided, that if the contractor becomes involved in, or is threatened with litigation by a subcontractor, or supplier because of such direction, the contractor may request the sponsor to enter into any litigation to protect the interests of the sponsor. In addition, the contractor may request the United States to enter into the litigation to protect the interests of the United States.

Title VI List of Pertinent Nondiscrimination Acts and Authorities

Title VI List of Pertinent Nondiscrimination Acts and Authorities

During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the “contractor”) agrees to comply with the following non-discrimination statutes and authorities; including but not limited to:

- Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin);
- 49 CFR part 21 (Non-discrimination In Federally-Assisted Programs of The Department of Transportation—Effectuation of Title VI of The Civil Rights Act of 1964);
- The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 U.S.C. § 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- Section 504 of the Rehabilitation Act of 1973, (29 U.S.C. § 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability); and 49 CFR part 27;
- The Age Discrimination Act of 1975, as amended, (42 U.S.C. § 6101 *et seq.*), (prohibits discrimination on the basis of age);
- Airport and Airway Improvement Act of 1982, (49 USC § 471, Section 47123), as amended, (prohibits discrimination based on race, creed, color, national origin, or sex);
- The Civil Rights Restoration Act of 1987, (PL 100-209), (Broadened the scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms “programs or activities” to include all of the programs or activities of the

Federal-aid recipients, sub-recipients and contractors, whether such programs or activities are Federally funded or not);

- Titles II and III of the Americans with Disabilities Act of 1990, which prohibit discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing entities (42 U.S.C. §§ 12131 – 12189) as implemented by Department of Transportation regulations at 49 CFR parts 37 and 38;
- The Federal Aviation Administration’s Non-discrimination statute (49 U.S.C. § 47123) (prohibits discrimination on the basis of race, color, national origin, and sex);
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, which ensures non-discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations;
- Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency, and resulting agency guidance, national origin discrimination includes discrimination because of limited English proficiency (LEP). To ensure compliance with Title VI, you must take reasonable steps to ensure that LEP persons have meaningful access to your programs (70 Fed. Reg. at 74087 to 74100);
- Title IX of the Education Amendments of 1972, as amended, which prohibits you from discriminating because of sex in education programs or activities (20 U.S.C. 1681 et seq).

FEDERAL FAIR LABOR STANDARDS ACT (FEDERAL MINIMUM WAGE)

All contracts and subcontracts that result from this solicitation incorporate by reference the provisions of 29 CFR part 201, the Federal Fair Labor Standards Act (FLSA), with the same force and effect as if given in full text. The FLSA sets minimum wage, overtime pay, recordkeeping, and child labor standards for full and part time workers.

The *contractor* has full responsibility to monitor compliance to the referenced statute or regulation. The *contractor* must address any claims or disputes that arise from this requirement directly with the U.S. Department of Labor – Wage and Hour Division

OCCUPATIONAL SAFETY AND HEALTH ACT OF 1970

All contracts and subcontracts that result from this solicitation incorporate by reference the requirements of 29 CFR Part 1910 with the same force and effect as if given in full text. Contractor must provide a work environment that is free from recognized hazards that may cause death or serious physical harm to the employee. The Contractor retains full responsibility to monitor its compliance and their subcontractor’s compliance with the applicable requirements of the Occupational Safety and Health Act of 1970 (20 CFR Part 1910).

Contractor must address any claims or disputes that pertain to a referenced requirement directly with the U.S. Department of Labor – Occupational Safety and Health Administration.

E-VERIFY

Enrollment and verification requirements.

- (1) If the Contractor is not enrolled as a Federal Contractor in E-Verify at time of contract award, the Contractor shall-
 - a. Enroll. Enroll as a Federal Contractor in the E-Verify Program within thirty (30) calendar days of contract award;
 - b. Verify all new employees. Within ninety (90) calendar days of enrollment in the E-Verify program, begin to use E-Verify to initiate verification of employment eligibility of all new hires of the Contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); and,
 - c. Verify employees assigned to the contract. For each employee assigned to the contract, initiate verification within ninety (90) calendar days after date of enrollment or within thirty (30) calendar days of the employee's assignment to the contract, whichever date is later (but see paragraph (b)(4) of this section.)
- (2) If the Contractor is enrolled as a Federal Contractor in E-Verify at time of contract award, the Contractor shall use E-Verify to initiate verification of employment eligibility of
 - a. All new employees.
 - i. Enrolled ninety (90) calendar days or more. The Contractor shall initiate verification of all new hires of the Contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); or
 - ii. Enrolled less than ninety (90) calendar days. Within ninety (90) calendar days after enrollment as a Federal Contractor in E-Verify, the Contractor shall initiate verification of all new hires of the contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); or
 - iii. Employees assigned to the contract. For each employee assigned to the contract, the Contractor shall initiate verification within ninety (90) calendar

days after date of contract award or within thirty (30) days after assignment to the contract, whichever date is later (but see paragraph (b)(4) of this section.)

- (3) If the Contractor is an institution of higher education (as defined at 20 U.S.C. 1001(a)); a State of local government or the government of a Federally recognized Indian tribe, or a surety performing under a takeover agreement entered into with a Federal agency pursuant to a performance bond, the Contractor may choose to verify only employees assigned to the contract, whether existing employees or new hires. The Contractor shall follow the applicable verification requirements of (b) (1) or (b) (2), respectively, except that any requirement for verification of new employees applies only to new employees assigned to the contract.
- (4) Option to verify employment eligibility of all employees. The Contractor may elect to verify all existing employees hired after November 6, 1986 (after November 27, 2009, in the Commonwealth of the Northern Mariana Islands), rather than just those employees assigned to the contract. The Contractor shall initiate verification for each existing employee working in the United States who was hired after November 6, 1986 (after November 27, 2009, in the Commonwealth of the Northern Mariana Islands), within one hundred eighty (180) calendar days of:
 - i. Enrollment in the E-Verify program; or
 - ii. Notification to E-Verify Operations of the Contractor's decision to exercise this option, using the contract information provided in the E-Verify program Memorandum of Understanding (MOU)
- (5) The Contractor shall comply, for the period of performance of this contract, with the requirements of the E-Verify program MOU.
 - i. The Department of Homeland Security (DHS) or the Social Security Administration (SSA) may terminate the Contractor's MOU and deny access to the E-Verify system in accordance with the terms of the MOU. In such case, the Contractor, will be referred to a suspension or debarment official.
 - ii. During the period between termination of the MOU and a decision by the suspension or debarment official whether to suspend or debar, the contractor is excused from its obligations under paragraph (b) of this clause. If the suspension or debarment official determines not to suspend or debar the Contractor, then the Contractor must reenroll in E-Verify.
 - iii. Web site. Information on registration for and use of the E-Verify program can be obtained via the Internet at the Department of Homeland Security Web site: <http://www.dhs.gov/E-Verify>.

Individuals previously verified. The Contractor is not required by this clause to perform additional employment verification using E-Verify for any employee-

- (a) Whose employment eligibility was previously verified by the Contractor through the E-Verify program;
- (b) Who has been granted and holds an active U.S. Government security clearance for access to confidential, secret, or top secret information in accordance with the National Industrial Security Program Operating Manual; or
- (c) Who has undergone a completed background investigation and been issued credentials pursuant to Homeland Security Presidential Directive (HSPD)-12. Policy for a Common Identification Standard for Federal Employees and Contractors.

Subcontracts. The Contractor shall include the requirements of this clause, including this paragraph € (appropriately modified for identification of the parties in each subcontract that-

- (1) Is for-(i) Commercial and noncommercial services (except for commercial services that are part of the purchase of a COTS item (or an item that would be a COTS item, but for minor modifications), performed by the COTS provider, and are normally provided for that COTS item); or
- (ii) Construction;

- (2) Has a value of more than \$3,500; and

Includes work performed in the United States

Exhibit C

Request for Proposals & Respondent's Acknowledgment/Contractor's Submittal,
RFP TDD 53-18, Marketing, Advertising, & Public Relations Services
for Okaloosa County Tourist Development Department



REQUEST FOR PROPOSALS (RFP) & RESPONDENT'S ACKNOWLEDGEMENT

RFP TITLE:
**Marketing, Advertising, & Public Relations Services
For Okaloosa County Tourist Development Department**

RFP NUMBER:
RFP TDD 53-18

ISSUE DATE: June 25, 2018 12:00 P.M. CST

LAST DAY FOR QUESTIONS: July 13, 2018 3:00 P.M. CST

RFP OPENING DATE & TIME: August 1, 2018 3:00 P.M. CST

NOTE: PROPOSALS RECEIVED AFTER THE PROPOSAL OPENING DATE & TIME WILL NOT BE CONSIDERED.

Okaloosa County, Florida solicits your company to submit a proposal on the above referenced goods or services. All terms, specifications and conditions set forth in this RFP are incorporated into your response. A proposal will not be accepted unless all conditions have been met. All proposals must have an authorized signature in the space provided below. All envelopes containing sealed proposals must reference the "RFP Title", "RFP Number" and the "RFP Due Date & Time". Okaloosa County is not responsible for lost or late delivery of proposals by the U.S. Postal Service or other delivery services used by the respondent. Neither faxed nor electronically submitted proposals will be accepted. Proposals may not be withdrawn for a period of ninety (90) days after the proposal opening unless otherwise specified.

RESPONDENT ACKNOWLEDGEMENT FORM BELOW MUST BE COMPLETED, SIGNED, AND RETURNED AS PART OF YOUR BID. BIDS WILL NOT BE ACCEPTED WITHOUT THIS FORM, SIGNED BY AN AUTHORIZED AGENT OF THE RESPONDENT.

COMPANY NAME BooneOakley LLC.

MAILING ADDRESS 1445 S. Mint St.

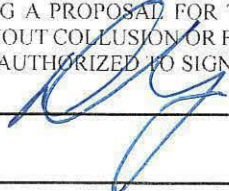
CITY, STATE, ZIP Charlotte, NC 28203

FEDERAL EMPLOYER'S IDENTIFICATION NUMBER (FEIN): 56-2210010

TELEPHONE NUMBER: 704-333-9797 EXT: _____ FAX: 704-295-0343

EMAIL: david@booneoakley.com

I CERTIFY THAT THIS PROPOSAL IS MADE WITHOUT PRIOR UNDERSTANDING, AGREEMENT, OR CONNECTION WITH ANY OTHER RESPONDENT SUBMITTING A PROPOSAL FOR THE SAME MATERIALS, SUPPLIES, EQUIPMENT OR SERVICES, AND IS IN ALL RESPECTS FAIR AND WITHOUT COLLUSION OR FRAUD. I AGREE TO ABIDE BY ALL TERMS AND CONDITIONS OF THIS PROPOSAL AND CERTIFY THAT I AM AUTHORIZED TO SIGN THIS PROPOSAL FOR THE RESPONDENT.

AUTHORIZED SIGNATURE:  TYPED OR PRINTED NAME David Oakley

TITLE: President DATE 7/24/2018

NOTICE TO RESPONDENTS

RFP TDD 53-18

Notice is hereby given that the Board of County Commissioners of Okaloosa County, FL, will accept sealed proposals until **3:00 p.m. (CST) August 1st, 2018**, for **Marketing, Advertising, & Public Relations Services for Okaloosa County Tourist Development Department**.

Interested respondents desiring consideration shall provide one (1) original and a thumb drive with all information in PDF format. All creative assets must be embedded.

All originals must have original signatures in blue ink.

Proposal documents are available for download by accessing the Okaloosa County website at <http://www.co.okaloosa.fl.us/purchasing/home> then accessing the link "View Current Solicitations" or by accessing the Florida Purchasing Group website at <https://www.bidnetdirect.com/florida>

Submittals must be delivered to the Okaloosa County Purchasing Department at the address listed below no later than **3:00 p.m. (CST) August 1st, 2018** in order to be considered. All proposals received after the stated time and date will be returned unopened and will not be considered. All submittals must be in sealed envelopes reflecting on the outside thereof "**Marketing, Advertising, & Public Relations Services for Okaloosa County Tourist Development Department.**" Failure to clearly mark the outside of the envelope as set forth herein shall result in the submittal not being considered.

The County reserves the right to award to the firm submitting a responsive proposal with a resulting negotiated agreement that is most advantageous and in the best interest of Okaloosa County, and to waive any irregularity or technicality in proposals received. Okaloosa County shall be the sole judge of the proposal and the resulting negotiated agreement that is in its best interest and its decision will be final.

NOTE: Crestview, FL is not a next day guaranteed delivery location by most delivery services. Respondents using mail or delivery service assume all risk of late or non-delivery.

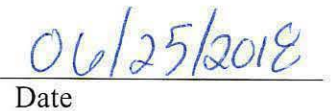
All submittals should be addressed as follows:

**Marketing, Advertising, & Public Relations Services for Okaloosa County Tourist Development
Department
RFP TDD 53-18**

Okaloosa County Purchasing Department
5479A Old Bethel Road
Crestview, FL 32536



Jeffrey Hyde
Purchasing Manager



Date

OKALOOSA COUNTY
BOARD OF COUNTY COMMISSIONERS

Graham W. Fountain
Chairman

PROPOSAL REQUIREMENTS

PROPOSAL #: RFP TDD 53-18

PROPOSAL ITEM: Marketing, Advertising, & Public Relations Services for Okaloosa County Tourist Development Department

It is the intent of the Okaloosa County Tourist Development Department to solicit proposals from strategic marketing and advertising agencies to provide Marketing, Advertising, and Public Relations Services for the Emerald Coast Convention & Visitors Bureau.

The Tourist Development Department is known within the tourism industry as the Emerald Coast Convention & Visitors Bureau (CVB) and is comprised of three Welcome Centers, the Emerald Coast Convention Center, and the Emerald Coast Film Commission. Agency strategies and initiatives may be directed to any of these organizations. The CVB is seeking the professional services of a qualified full-service marketing and advertising agency or a joint venture of multiple specialized agencies to work with the CVB in the development, implementation and evaluation of the CVB's strategic, integrated marketing programs to promote Destin, Fort Walton Beach and Okaloosa Island, Florida as a premier travel destination to state, regional, national and international markets. The CVB seeks an agency partner that can help develop and deliver an integrated program that maximizes paid, owned, earned, and shared media strategies.

I. CVB EXPECTATIONS

The advertising agency must have extensive experience in destination marketing as demonstrated in case studies and examples provided.

The CVB will require unique, innovative concepts and strategies and demonstration of quantifiable results. The selected agency shall assign a permanent team that will take ownership of the CVB brand and **be in-market no less than 8 business days each month, to include at a minimum one Saturday and Sunday each month.** Frequently changing or *ad hoc* assignment of personnel will not be acceptable.

The selected agency, in consultation with CVB staff, shall suggest and implement strategies to expand the impact of the CVB's branding and marketing campaign while allowing for the broadest possible exposure. Such strategies may include maximizing the usage of partner and cooperative advertising initiatives as well as identifying promotional and marketing opportunities, with a particular emphasis on digital and/or online partnerships.

The selected agency must have significant experience and expertise in targeting primarily leisure travel consumers as well as travel industry professionals such as, but not limited to, travel agents, tour operators, meeting planners, and convention organizers.

The selected agency shall explore joint advertising programs which would pair the CVB with travel-related advertisers, i.e. airlines, automobile rental companies, credit card companies, and consumer goods/corporate companies, and other hospitality-related ventures, etc.

Provide a profile of your firm's billings for 2016 and 2017 by medium, average account billing, smallest billing, largest billing, and where the CVB's billing would be ranked with all other accounts.

If a joint venture of multiple specialized agencies is proposed, pricing information must be provided for all agencies.

As an agency of the State of Florida, the Okaloosa County Tourist Development Department must abide by state regulations that prohibit advance payment of goods and services. Therefore, a vendor handling the CVB account must be financially able to pay media and production bills with a full understanding that it will not be reimbursed until such time as the service has been performed and/or the promotion/advertisement has appeared. State law prohibits advance payment for services rendered. Bills are paid promptly upon receipt of proof of performance (generally within thirty (30) days). It is imperative to demonstrate your company has sufficient credit to maintain our account, or if it would be necessary to arrange for additional financing.

The top-ranked vendors will be required to submit audited financial statements for the most recent two years (e.g. 2016 & 2017) within five business days of the County's notification of being selected as a top-ranked vendor. Failure to provide the required audited financial statements on time when requested will disqualify the vendor from further consideration.

Selection Criteria

The following selection criteria will be used to evaluate responses to this RFP:

45%	Creative & Strategic Approach
25%	Destination Marketing Organization Experience
15%	Technical Approach
10%	Financial Information
5%	References

The selection process involves multiple steps:

1. All interested vendors submit written responses pursuant to the requirements presented in the RFP.
2. A review committee will identify the top-ranked vendors.
3. The top-ranked vendors will be required to submit audited financial statements for the most recent two years (e.g. 2016 & 2017) within five business days of the County's notification of being selected as a top-ranked vendor. Failure to provide the required audited financial statements on time when requested will disqualify the vendor from further consideration.
4. The top-ranked vendors will be assigned a strategic or creative scenario provided by the County and have approximately four weeks to develop a presentation for the review committee. Any expenses, including travel cost, associated with the presentation will be at the expense of the interested vendor. Vendors will have forty-five (45) minutes to present their

scenario followed by twenty (20) minutes for questions and answers by key members to be assigned to the CVB's account.

- The review committee recommends the final vendor(s) to the Tourist Development Council and then to the Board of County Commissioners for final approval.

The contract term is anticipated to be three years, with the option for one, two-year renewal if mutually agreed to in writing by both parties. County renewal will be in part dependent upon quality of service and acceptability of costs.

Pricing Sheet

	Monthly Retainer Amount
Agency Services pursuant to Scope of Services (assumes 500 hours per month)	

Third-party pass-through expenses not included in Monthly Retainer Amount	Annual Cost

	Blended Hourly Rate
Agency Services in addition to Scope of Services	

VI. TERM OF CONTRACT

The initial contract term is anticipated to be three (3) years, with the option for one, two-year renewal. The renewal must be mutually agreed upon in writing by both parties.

GENERAL SERVICES INSURANCE REQUIREMENTS – w/CYBER LIABILITY

REVISED: 02/08/2018

CONTRACTORS INSURANCE

1. The Contractor shall not commence any work in connection with this Agreement until he has obtained all required insurance and such insurance has been approved by the Okaloosa County Risk Manager or designee.
2. All insurance policies shall be with insurers authorized to do business in the State of Florida.
3. All insurance shall include the interest of all entities named and their respective officials, employees & volunteers of each and all other interests as may be reasonably required by Okaloosa County. The coverage afforded the Additional Insured under this policy shall be primary insurance. If the Additional Insured have other insurance that is applicable to the loss, such other insurance shall be on an excess or contingent basis. The amount of the company's liability under this policy shall not be reduced by the existence of such other insurance.
4. Where applicable, the County shall be shown as an Additional Insured with a Waiver of Subrogation on the Certificate of Insurance.
5. The County shall retain the right to reject all insurance policies that do not meet the requirement of this Agreement. Further, the County reserves the right to change these insurance requirements with 60-day notice to the Contractor.
6. The County reserves the right at any time to require the Contractor to provide copies of any insurance policies to document the insurance coverage specified in this Agreement.
7. The designation of Contractor shall include any associated or subsidiary company which is involved and is a part of the contract and such, if any associated or subsidiary company involved in the project must be named in the Workers' Compensation coverage.
8. Any exclusions or provisions in the insurance maintained by the Contractor that excludes coverage for work contemplated in this agreement shall be deemed unacceptable and shall be considered breach of contract.

WORKERS' COMPENSATION INSURANCE

1. The Contractor shall secure and maintain during the life of this Agreement Workers' Compensation insurance for all of his employees employed for the project or any site connected with the work, including supervision, administration or management, of this project and in case any work is sublet, with the approval of the County, the Contractor shall require the Subcontractor similarly to provide Workers' Compensation insurance for all employees employed at the site of the project, and such evidence of insurance shall be furnished to the County not less than ten (10) days prior to the commencement of any and all sub-contractual Agreements which have been approved by the County.
2. Contractor must be in compliance with all applicable State and Federal workers' compensation laws, including the U.S. Longshore Harbor Workers' Act or Jones Act, if applicable.
3. No class of employee, including the Contractor himself, shall be excluded from the Workers' Compensation insurance coverage. The Workers' Compensation insurance shall also include Employer's Liability coverage.

BUSINESS AUTOMOBILE LIABILITY

Coverage must be afforded for all Owned, Hired, Scheduled, and Non-Owned vehicles for Bodily Injury and Property Damage in an amount not less than \$1,000,000 combined single limit each accident. If the contractor does not own vehicles, the contractor shall maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Policy. Contractor must maintain this insurance coverage throughout the life of this Agreement.

COMMERCIAL GENERAL LIABILITY INSURANCE

1. The Contractor shall carry other Commercial General Liability insurance against all other Bodily Injury, Property Damage and Personal and Advertising Injury exposures.
2. All liability insurance (other than Professional Liability) shall be written on an occurrence basis and shall not be written on a claims-made basis. If the insurance is issued with an aggregate limit of liability, the aggregate limit of liability shall apply only to the locations included in this Agreement. If, as the result of any claims or other reasons, the available limits of insurance reduce to less than those stated in the Limits of Liability, the Contractor shall notify the County representative in writing. The Contractor shall purchase additional liability insurance to maintain the requirements established in this Agreement. Umbrella or Excess Liability insurance can be purchased to meet the Limits of Liability specified in this Agreement.

3. Commercial General Liability coverage shall include the following:
 - 1.) Premises & Operations Liability
 - 2.) Bodily Injury and Property Damage Liability
 - 3.) Independent Contractors Liability
 - 4.) Contractual Liability
 - 5.) Products and Completed Operations Liability
4. Contractor shall agree to keep in continuous force Commercial General Liability coverage for the length of the contract.

CYBER LIABILITY

The Contractor shall carry Cyber Liability insurance coverage for third party liability. Coverage will include ID Theft Monitoring, Credit Monitoring (if necessary) & Notification. Coverage must be afforded for negligent retention of data as well as notification and related costs for actual or alleged breaches of data.

LIMITS OF LIABILITY

The insurance required shall be written for not less than the following, or greater if required by law and shall include Employer’s liability with limits as prescribed in this contract:

	<u>LIMIT</u>
1. Worker’s Compensation	
1.) State	Statutory
2.) Employer’s Liability	\$500,000 each accident
2. Business Automobile	\$1M each accident (A combined single limit)
3. Commercial General Liability	\$1M each occurrence for Bodily Injury & Property Damage \$1M each occurrence Products and completed operations
4. Personal and Advertising Injury	\$1M each occurrence
5. Cyber Liability	\$1M per claim

NOTICE OF CLAIMS OR LITIGATION

The Contractor agrees to report any incident or claim that results from performance of this Agreement. The County representative shall receive written notice in the form of a detailed

written report describing the incident or claim within ten (10) days of the Contractor's knowledge. In the event such incident or claim involves injury and/or property damage to a third party, verbal notification shall be given the same day the Contractor becomes aware of the incident or claim followed by a written detailed report within ten (10) days of verbal notification.

INDEMNIFICATION & HOLD HARMLESS

Contractor shall indemnify and hold harmless the County, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or wrongful conduct of the Contractor and other persons employed or utilized by the Contractor in the performance of this contract.

Note: For Contractor's convenience, this certification form is enclosed and is made a part of the bid package.

CERTIFICATE OF INSURANCE

1. Certificates of insurance indicating the job site and evidencing all required coverage must be submitted not less than 10 days prior to the commencement of any of the work. The certificate holder(s) shall be as follows: Okaloosa County, 5479A Old Bethel Road, Crestview, Florida, 32536.
2. The contractor shall provide a Certificate of Insurance to the County with a thirty (30) day notice of cancellation; ten (10) days' notice if cancellation is for nonpayment of premium).
3. In the event that the insurer is unable to accommodate the cancellation notice requirement, it shall be the responsibility of the contractor to provide the proper notice to the County. Such notification shall be in writing by registered mail, return receipt requested, and addressed to the Okaloosa County Purchasing Department at 5479-A Old Bethel Road, Crestview, FL 32536.
4. In the event the contract term goes beyond the expiration date of the insurance policy, the contractor shall provide the County with an updated Certificate of insurance no later than ten (10) days prior to the expiration of the insurance currently in effect. The County reserves the right to suspend the contract until this requirement is met.
5. The certificate shall indicate if coverage is provided under a claims-made or occurrence form. If any coverage is provided on a claims-made form, the certificate will show a retroactive date, which should be the same date of the initial contract or prior.
6. All certificates shall be subject to Okaloosa County's approval of adequacy of protection and the satisfactory character of the Insurer. County reserves the right to approve or reject all deductible/SIR above \$10,000. The Certificates of Insurance shall disclose any and all deductibles or self-insured retentions (SIRs).

7. All deductibles or SIRs, whether approved by Okaloosa County or not, shall be the Contractor's full responsibility. In particular, the Contractor shall afford full coverage as specified herein to entities listed as Additional Insured.
8. In no way will the entities listed as Additional Insured be responsible for, pay for, be damaged by, or limited to coverage required by this schedule due to the existence of a deductible or SIR. Specific written approval from Okaloosa County will only be provided upon demonstration that the Contractor has the financial capability and funds necessary to cover the responsibilities incurred as a result of the deductible or SIR.

GENERAL TERMS

Any type of insurance or increase of limits of liability not described above which, the Contractor required for its own protection or on account of statute shall be its own responsibility and at its own expense.

Any exclusions or provisions in the insurance maintained by the contractor that excludes coverage for work contemplated in this contract shall be deemed unacceptable and shall be considered breach of contract.

The carrying of the insurance described shall in no way be interpreted as relieving the Contractor of any responsibility under this contract.

Should the Contractor engage a subcontractor or sub-subcontractor, the same conditions will apply under this Agreement to each subcontractor and sub-subcontractor.

The Contractor hereby waives all rights of subrogation against Okaloosa County and its consultants and other indemnities of the Contractor under all the foregoing policies of insurance.

UMBRELLA INSURANCE

The Contractor shall have the right to meet the liability insurance requirements with the purchase of an umbrella insurance policy. In all instances, the combination of primary and umbrella liability coverage must equal or exceed the minimum liability insurance limits stated in this Agreement.

GENERAL PROPOSAL CONDITIONS

1. PRE-PROPOSAL ACTIVITY -

Except as provided in this section, respondents are prohibited from contacting or lobbying the County, County Administrator, Commissioners, County staff, and Selection Committee members, or any other person authorized on behalf of the County related or involved with the solicitation. All inquiries on the scope of work, specifications, additional requirements, attachments, terms and general conditions or instructions, or any issue must be directed in writing, by US mail or email to:

Okaloosa County Purchasing Department
5479A Old Bethel Road
Crestview, FL 32536
Email: dmason@myokaloosa.com
(850) 689-5960

All questions or inquiries must be received no later than the last day for questions (reference RFP & Respondent's Acknowledgement form). Any addenda or other modification to the bid documents will be issued by the County five (5) days prior to the date and time of bid closing, as a written addenda distributed to all prospective respondents by posting to the Florida Online Bid System (Florida Purchasing Group) and the Okaloosa County Web Site.

To access the Florida Online Bid System go to: <https://www.bidnetdirect.com/florida> to access the Okaloosa County Web Site go to: <http://www.co.okaloosa.fl.us/purchasing/current-solicitations>.

Such written addenda or modification shall be part of the proposal documents and shall be binding upon each respondent. Each respondent is required to acknowledge receipt of any and all addenda in writing and submit with their proposal. No respondent may rely upon any verbal modification or interpretation.

2. PREPARATION OF PROPOSAL – The proposal form is included with the proposal documents. Additional copies may be obtained from the County. The respondent shall submit originals and bid forms in accordance with the public notice.

All blanks in the proposal documents shall be completed by printing in ink or by typewriter in both words and numbers with the amounts extended, totaled and the proposal signed. A proposal price shall be indicated for each section, proposal item, alternative, adjustment unit price item, and unit price item listed therein, or the words "No Proposal", "No Change", or "Not Applicable" entered. No changes shall be made to the phraseology of the form or in the items mentioned therein. In case of any discrepancy between the

written amount and the numeric figures, the written amount shall govern. Any proposal which contains any omissions, erasures, alterations, additions, irregularities of any kind, or items not called for which shall in any manner fail to conform to the conditions of public notice inviting proposals may be rejected.

A proposal submitted by a corporation shall be executed in the corporate name by the president or a vice president or other corporate officer who has legal authority to sign.

A proposal submitted by a partnership shall be executed in the partnership name and signed by a partner (whose title must appear under the signature). The official address of the partnership shall be shown below the signature.

A proposal submitted by a limited liability company shall be executed in the name of the firm by a member and accompanied by evidence of authority to sign. The state of formation of the firm and the official address of the firm must be shown below the signature.

A proposal submitted by an individual shall show the respondent's name and official address.

A proposal submitted by a joint venture shall be executed by each joint venture in the manner indicated on the proposal form. The official address of the joint venture must be shown below the signature.

All signatures shall be in blue ink. All names shall be typed or printed below the signature.

The proposal shall contain an acknowledgement of receipt of all Addenda, the numbers of which shall be filled in on the form. The address and telephone # for communications regarding the proposal shall be shown.

If the respondent is an out-of-state corporation, the proposal shall contain evidence of respondent's authority and qualification to do business as an out-of-state corporation in the State of.

3. **INTEGRITY OF PROPOSAL DOCUMENTS** - Respondents shall use the original Proposal documents provided by the Purchasing Department and enter information only in the spaces where a response is requested. Respondents may use an attachment as an addendum to the Proposal documents if sufficient space is not available. Any modifications or alterations to the original proposal documents by the respondent, whether intentional or otherwise, will constitute grounds for rejection of a proposal. Any such modifications or alterations that a respondent wishes to propose must be clearly stated in the respondent's response in the form of an addendum to the original proposal documents.
4. **SUBMITTAL OF PROPOSAL** - A proposal shall be submitted no later than the date and time prescribed and at the place indicated in the advertisement or invitation to proposal and shall be enclosed in an opaque sealed envelope plainly marked with the project title

(and, if applicable, the designated portion of the project for which the proposal is submitted), the name and address of the respondent, and shall be accompanied by the proposal security and other required documents. It is the respondent's responsibility to assure that its proposal is delivered at the proper time and place. Offers by telegram, facsimile, or telephone will **NOT** be accepted.

Note: Crestview is not a next day delivery site for overnight carriers.

5. **MODIFICATION & WITHDRAWAL OF PROPOSAL** - A proposal may be modified or withdrawn by an appropriate document duly executed in the manner that a proposal must be executed and delivered to the place where proposals are to be submitted prior to the date and time for the opening of proposals.

If within 24 hours after proposals are opened any respondent files a duly signed written notice with the County and promptly thereafter demonstrates to the reasonable satisfaction of the County that there was a material substantial mistake in the preparation of its proposal, that respondent may withdraw its proposal, and the proposal security may be returned. Thereafter, if the work is re-proposal, that respondent will be disqualified from 1) further purposing on the work, and 2) doing any work on the contract, either as a subcontractor or in any other capacity.

6. **PROPOSALS TO REMAIN SUBJECT TO ACCEPTANCE** – All proposals will remain subject to acceptance or rejection for ninety (90) calendar days after the day of the proposal opening, but the County may, in its sole discretion, release any proposal and return the proposal security prior to the end of this period.
7. **IDENTICAL TIE PROPOSALS** – In cases of identical procurement responses, the award shall be determined either by lot or on the basis of factors deemed to serve the best interest of the County. In the case of the latter, there must be adequate documentation to support such a decision.
8. **CONDITIONAL & INCOMPLETE PROPOSALS** - Okaloosa County specifically reserves the right to reject any conditional proposal and proposals which make it impossible to determine the true amount of the proposal.
9. **PROPOSAL PRICE** – The proposal price shall include all equipment, labor, materials, permit(s), freight, taxes, required insurance, Public Liability, Property Damage and Workers' Compensation, etc. to cover the finished work called for.
10. **ADDITION/DELETION OF ITEM** – The County reserves the right to add or delete any item from this proposal or resulting contract when deemed to be in the County's best interest.
11. **SPECIFICATION EXCEPTIONS** – Specifications are based on the most current literature available. Respondent shall clearly list any change in the manufacturer's specifications which conflict with the proposal specifications. Respondent must also explain any deviation from the proposal specification in writing, as a foot note on the applicable proposal page and

enclose a copy of the manufacturer's specifications data detailing the changed item(s) with their proposal. Failure of the respondent to comply with these provisions will result in respondents being held responsible for all costs required to bring the equipment in compliance with proposal specifications.

12. APPLICABLE LAWS & REGULATIONS – All applicable Federal and State laws, County and municipal ordinances, orders, rules and regulations of all authorities having jurisdiction over the project shall apply to the proposal throughout, and they will be deemed to be included in the contract the same as though they were written in full therein.

13. DISQUALIFICATION OF RESPONDENTS - Any of the following reasons may be considered as sufficient for the disqualification of a respondent and the rejection of its proposal:

- a. Submission of more than one proposal for the same work from an individual, firm or corporation under the same or different name.
- b. Evidence that the respondent has a financial interest in the firm of another respondent for the same work.
- c. Evidence of collusion among respondents. Participants in such collusion will receive no recognition as respondents for any future work of the County until such participant has been reinstated as a qualified respondent.
- d. Uncompleted work which in the judgment of the County might hinder or prevent the prompt completion of additional work if awarded.
- e. Failure to pay or satisfactorily settle all bills due for labor and material on former contracts in force at the time of advertisement of proposals.
- f. Default under previous contract.
- g. Listing of the respondent by Local, State or Federal Government on its barred/suspended vendor list.

14. AWARD OF CONTRACT -

Okaloosa County Review - A selection committee will review all proposals and will participate in the Recommendation to Award.

The contract shall be awarded to the responsible and responsive respondent whose proposal is determined to be the most advantageous to the County, taking into consideration the price and other criteria set forth in the request for proposals. The County reserves the right to reject any and all proposals or to waive any irregularity or technicality in proposals received. The County shall be the sole judge of the proposal and the resulting negotiated agreement that is in its best interest and its decision shall be final.

Okaloosa County reserves the right to waive any informalities or reject any and all proposals, in whole or part, to utilize any applicable state contracts in lieu of or in addition to this proposal and to accept the proposal that in its judgment will best serve the interest of the County.

Okaloosa County specifically reserves the right to reject any conditional proposals and proposals which make it impossible to determine the true amount of the proposal. Each item must be proposal separately and no attempt is to be made to tie any item or items to any other item or items.

15. **PAYMENTS** – The Contractor shall request payment through submission of a properly completed invoice. County shall make payments within thirty (30) days of receipt of invoice. Invoicing and monthly reporting shall be in sufficient detail for pre- and post-audit review to ensure the services were performed and that the correct amount has been invoiced.
16. **DISCRIMINATION** - An entity or affiliate who has been placed on the discriminatory vendor list may not submit a proposal on a contract to provide goods or services to a public entity, may not submit a proposal on a contract with a public entity for the construction or repair of a public building or public work, may not submit proposals on leases of real property to a public entity, may not award or perform work as a contractor, supplier, subcontractor, or consultant under contract with any public entity, and may not transact business with any public entity.
17. **PUBLIC ENTITY CRIME INFORMATION** - Pursuant to Florida Statute 287.133, a respondent may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in s. 287.017 for CATEGORY TWO for a period of 36 months following the date of being placed on the convicted vendor list.
18. **CONFLICT OF INTEREST** - The award hereunder is subject to the provisions of Chapter 112, Florida Statutes. All respondents must disclose with their proposals the name of any officer, director, or agent who is also a public officer or an employee of the Okaloosa Board of County Commissioners, or any of its agencies. Furthermore, all respondents must disclose the name of any County officer or employee who owns, directly or indirectly, an interest of five percent (5%) or more in the firm or any of its branches.

Note: For respondent's convenience, this certification form is enclosed and is made a part of the proposal package.

19. **REORGANIZATION OR BANKRUPTCY PROCEEDINGS** – Proposals will not be considered from respondents who are currently involved in official financial reorganization or bankruptcy proceedings.

20. **INVESTIGATION OF RESPONDENT** – The County may make such investigations, as it deems necessary to determine the stability of the respondent to perform the work and that there is no conflict of interest as it relates to the project. The respondent shall furnish to the Owner any additional information and financial data for this purpose as the County may request.

21. **CONE OF SILENCE** - The Okaloosa County Board of County Commissioners has established a solicitation silence policy (**Cone of Silence**) that prohibits oral and written communication regarding all formal solicitations for goods and services (formal proposals, Request for Proposals, Requests for Qualifications) issued by the Board through the County Purchasing Department. The period commences from the date of advertisement until award of contract.

Note: For respondent's convenience, this certification form is enclosed and is made a part of the proposal package.

22. **REVIEW OF PROCUREMENT DOCUMENTS** - Per Florida Statute 119.071(1)(b)2. sealed bids, proposals, or replies received by the County pursuant to a competitive solicitation are exempt from public disclosure until such time as the County provides notice of an intended decision or until 30 days after opening the bids, proposals, or final replies, whichever is earlier.

23. **COMPLIANCE WITH FLORIDA STATUTE 119.0701** - The Respondent shall comply with all the provisions of section 119.0701, Florida Statutes relating to the public records which requires, among other things, that the Respondent: (a) Keep and maintain public records; (b) Provide the public with access to public records on the same terms and conditions that the public agency would provide the records; (c) ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law; and (d) Meet all requirements for retaining public records and transfer, at no cost, to the public agency all public records in possession of the respondent upon termination of the contract.

24. **PROTECTION OF RESIDENT WORKERS** – The Okaloosa County Board of County Commissioners actively supports the Immigration and Nationality Act (INA) which includes provisions addressing employment eligibility, employment verifications, and nondiscrimination. Under the INA, employers may hire only persons who may legally work in the United States (i.e., citizens and nationals of the U.S.) and aliens authorized to work in the U.S. The employer must verify the identity and employment eligibility of anyone to be hired, which includes completing the Employment Eligibility Verifications. The respondent shall establish appropriate procedures and controls so no services or products under the Contract Documents will be performed or manufactured by any worker who is not legally eligible to perform such services or employment. Okaloosa County reserves the right to request documentation showing compliance with the requirements.

Respondents doing construction business with Okaloosa County are required to use the Federal Government Department of Homeland Security's website and use the E-Verify

Employment Eligibility Verifications System to confirm eligibility of all employees to work in the United States.

25. **SUSPENSION OR TERMINATION FOR CONVENIENCE** - The County may, at any time, without cause, order Respondent in writing to suspend, delay or interrupt the work in whole or in part for such period of time as the County may determine, or to terminate all or a portion of the Contract for the County's convenience. Upon such termination, the Contract Price earned to the date of termination shall be paid to Respondent, but Respondent waives any claim for damages, including loss of profits arising out of or related to the early termination. Those Contract provisions which by their nature survive final acceptance shall remain in full force and effect. If the County orders a suspension, the Contract price and Contract time may be adjusted for increases in the cost and time caused by suspension, delay or interruption. No adjustment shall be made to the extent that performance is, was or would have been so suspended, delayed or interrupted by reason for which Respondent is responsible; or that an equitable adjustment is made or denied under another provision of this Contract.
26. **FAILURE OF PERFORMANCE/DELIVERY** - In case of default by the respondent, the County after due notice (oral or written) may procure the necessary supplies or services from other sources and hold the respondent responsible for difference in cost incurred. Continuous instances of default shall result in cancellation of the contract and removal of the respondent from the proposal list for duration of one (1) year, at the option of the County.
27. **AUDIT** - If requested, respondent shall permit the County or an authorized, independent audit agency to inspect all data and records of respondent relating to its performance and its subcontracts under this contract from the date of the contract through and until three (3) years after the expiration of contract.
28. **EQUAL EMPLOYMENT OPPORTUNITY; NON DISCRIMINATION** - Respondent shall not discriminate against any employee or an applicant for employment because of race, color, religion, gender, sexual orientation, national origin, age, familial status or handicap.
29. **NON-COLLUSION** - Respondent certifies that it has entered into no agreement to commit a fraudulent, deceitful, unlawful or wrongful act, or any act which may result in an unfair advantage over other respondents. See Florida Statute 838.22.

Note: For respondent's convenience, this certification form is enclosed and is made a part of the proposal package.

The selected agency shall be in-market for discovery after contract execution and before February start date.

II. INTRODUCTION

The Mission of the CVB is to proactively manage tourism within the destination, to nurture and foster the area's natural resources, and to develop and implement socially conscious initiatives that mindfully balance the quality of life for locals and vacationers alike.

The Vision of the CVB is to become a partner-based organization that develops a positive identity that will elevate the destination from a commodity brand to a luxury brand and ultimately position Destin, Fort Walton Beach, and Okaloosa Island as a premiere travel destination within the United States.

The CVB's Goals & Objectives are as follows:

- Increase Tourist Development Tax revenue in Prime season (August-May) by 10%
- Increase visitor spending by 10%
- Earned media value 1.5x more than paid media spend
- 60% occupancy at the Emerald Coast Convention Center with 20% revenue increase
- Increase partner exposure by 20%
- Increase social media engagement by 30%

The above Goals & Objectives will be achieved via the following strategies:

- Clearly identify the profile of our current visitor
- Clearly identify the profile of new & emerging visitor
- Develop strategy to reach visitors in new & emerging markets
- Transition existing into new & emerging or cut loose

As part of the CVB's transparency, the following Key Performance Indicators (KPIs) will be included as clear measures of success:

- % increase/decrease in bed-tax revenue (ROI)
- Sessions YTD
- Sessions MOM
- Clicks to partner sites
- % increase/decrease in website traffic
- Average visits per month
- Growth & engagement in social platforms
- Growth & engagement in subscriber base
- Visitor Guides requested & distributed
- % increase/decrease in leads
- Visitors to Welcome Centers

In addition to the above overall Goals & Objectives, each platform, and the paid, owned, earned and shared media initiatives, will also be measured consistently. The budget is anticipated to be \$4M for paid media and \$350K for shared media. KPIs, along with their particular strategies, goals and objectives, and are as follows:

Paid Media

Strategy - Examine and define the competitive set to determine what makes the Emerald Coast unique. Understand and engage our appropriate target audience and communicate our brand clearly via in new and emerging markets.

Goals & Objectives

- Maximize messaging primarily against the consumer leisure traveler
- Concentrate efforts against the New and Emerging Visitor and markets
- Increase awareness for the Emerald Coast as a year-round vacation destination
- Focus and increase brand awareness against primary markets

KPIs

- Highest possible impression delivers against primary target
- CPM
- Reach Potential
- Website Traffic
- Return on Ad Spend

Paid media initiatives will focus on the following media profiles:

Psychographics

- Older Millennials
- Divided into two waves; Concentrate on First Wave – 25-35
- Higher Income Level/Dual Income Families
- Presence of children in HH's important

Generation X – Born 1965 – 1981

DINKs

- Dual Income, No Children
- Ability to travel without parameters
- Income to spend

ZOOMERS – Less to do with age, but how you feel and approach ZEST for Life

- Adventurous, Willing to incorporate new activities
- Energetic and financially influential

Owned Media

Strategy - To develop a content-based asset inventory that positions us as a premier vacation destination, clearly communicates our brand and highlights our industry partners.

Goals & Objectives

- Develop a unified content plan that highlights our brand message across multiple platforms and touch points
- Push out content that drives traffic to www.emeraldcoastfl.com and ultimately to our partners
- Expand content to highlight partners through eNewsletters, sweeps and promotions

KPIs

- Downstream traffic to partner sites
- Increased earned media value
- Increased engagement on social media platforms

Earned Media

Strategy - Continue to utilize existing relationships while building new relationships with major travel media. Maintain proactive and targeted pitch strategy to amplify reach. Increase promotion of unique destination offerings that set Destin, Fort Walton Beach, Okaloosa Island area apart from its competitive set.

Goal

- Increase publicity value to 1.5 times that of paid media spend (i.e. to \$6M)

KPIs

- Publicity Value
- Earned Media Mentions
- Audience Reach

Shared Media

Strategy - Continue creating engaging content and utilizing all touchpoints available within each platform. Optimize the ROI by maintaining our focus on algorithm changes to ultimately increase partner engagement

Goals & Objectives

- Increase the destination's engagement by 30% YOY

KPIs

- Increased engagement
- Increased impressions and broader reach
- Growth and quality of fans/followers

SCOPE OF SERVICES

The CVB seeks a full-service marketing and advertising agency or a joint venture of multiple specialized agencies with the ability to provide a broad range of marketing services, including, but not limited to:

- Account Services
- Accounting, billing, invoice reconciliation
- Branding and brand management
- Collateral development
- Cooperative advertising programs
- Creative and production services for traditional, digital, and emerging mediums
- Crisis communications planning & execution
- Digital marketing & ad serving
- Event procurement & production
- Industry relations
- Interactive media
- Media planning, evaluation, negotiation, and purchasing
- Media point-of-view review/analysis/recommendation
- Mobile and mobile application development and maintenance
- Mobile tracking and reporting
- Planning and attendance at out-of-market press deskside meetings
- Planning of in-market FAM tours and out-of-market media missions
- Print and broadcast ad trafficking
- Public Relations services
- Regional promotion and cross-branding
- Research and strategic planning
- ROI & KPI measurement, tracking and reporting
- Search Engine Marketing
- Search Engine Optimization
- Social Media planning, execution, reporting & analysis
- Social media influencers
- Subcontracting for goods and services as necessary to execute marketing programs
- Website content curation & design
- Website tracking/reporting
- Other related services as needed

Annual scope of work includes, but is not limited to, the following:

RESEARCH/ANALYTICS

Develop, maintain, monitor and grow a solid research system that offers continual data that may influence the marketing strategies such as:

Advertising effectiveness
Attribution modeling
Behavioral analysis
Brand identity and impact
Competitive set analysis
Consumer trends and insights
Economic impact
Market viability analysis
Media and creative-related consumer research
Social listening

Monthly analysis of paid, owned, earned and shared marketing initiatives.

CREATIVE PLANNING & EXECUTION

Develop an over-arching brand that will be integrated across all of the CVB's marketing initiatives.

Create unified creative assets that clearly communicate the brand message and destination's attributes to meet the CVB's goals and objectives.

Provide creative and other support as needed for other CVB programs and projects, including creative support for the annual Visitors Guide, monthly e-newsletters, websites, the Welcome Centers, the Emerald Coast Film Commission and the Emerald Coast Convention Center.

STRATEGIC PLANNING AND EXECUTION

Develop an annual marketing strategy to grow tourism in the destination, with an emphasis on promoting the area using paid, owned, earned and shared media and marketing strategies.

Create strong media strategies that reach our visitor profile in new and emerging markets domestically and within international markets.

Develop advertising programs in coordination with the CVB team and its partner program members that meet the overall marketing objectives.

PUBLIC RELATIONS & PUBLICITY

Develop, execute, and track public relations program in coordination with CVB staff.

Monitor media trends and identify appropriate opportunities to pursue.

Generate story ideas and assist with pitching approved idea.

Apply current best practices while implementing an ROI/tracking system for earned media.

Develop media events and publicity in targeted markets.

Provide support for the development and implementation of media familiarization tours for domestic and international media, including traditional media and social media.

Develop and implement an on-going communication program for targeted media and local tourism industry such as a monthly e-news briefing (or other mechanism) of what's new, what's trending, hot stories, etc.

Assist with the development of an updated, online pressroom.

Work with CVB team to develop a comprehensive annual content plan.

Develop a crisis-specific messaging, and implement a crisis-specific media plan.

ACCOUNT SERVICES

Daily/weekly communication with CVB team.

Required in-market presence no less than 8 business days per month, to include one Saturday and Sunday each month.

Monthly presentation to Tourist Development Council.

Accurate, on-time monthly billing for media and agency services, including proof of performance.

Monthly digital analytics and media/campaign ROI.

Extensive organizational skills and exemplary communication skills

III. RESPONSE FORMAT

The response to this RFP must not exceed 35 electronic pages and shall be delivered via thumb drive with all creative assets embedded. Responses shall be organized as follows:

EXECUTIVE SUMMARY

Provide company background and any information that makes the agency qualified for this project, including, but not limited to:

Identify the type of business entity involved (sole proprietorship, partnership, corporation, joint venture, etc.). Respondents shall identify whether the business entity is incorporated in Florida, another state, or a foreign country.

If agency is a corporation, a copy of the certification from the Florida Secretary of State verifying corporate status and good standing must be provided; and in the case of out-of-state corporation, evidence of authority to do business in the State of Florida is required.

The date that the agency was established and a brief history of the agency. Location of agency headquarters, and office location(s) of staff to be assigned to the County.

If a joint venture of multiple specialized agencies is proposed, company information must be provided for all agencies.

ORGANIZATION STRUCTURE/CLIENT OVERVIEW

Please provide names and profiles of all persons or entities serving, or intending to serve, as principals in agency's firm, as well as key associates, department heads and those who would be assigned initially to the CVB account.

Please list the total number of full-time personnel on your staff, identifying them by department and by professional/support status. Provide organizational chart. Provide a list of consultants, freelance, part-time or contract-service who would be assigned to the CVB's account along with length of and type of relationship with the agency.

Provide a profile of the creative team who would be assigned to CVB's account.

Provide a profile of the media buying team who would be assigned to CVB's account.

Provide a profile of the public relations team who would be assigned to CVB's account.

Please outline the tourism-related experience of your agency and/or current team members who would work on this account. **Destination marketing experience is required.**

Please describe your agency's overall composition of client accounts, including industry type and media budgets.

Explain how the agency would meet the **requirement to be in-market no less than 8 business days each month, to include one Saturday and Sunday each month.**

Provide five references (three current clients and two former clients), **at least one of which is a destination marketing organization**, related to the case studies and examples provided in the Technical Approach section to independently establish the qualifications and expertise of the work team who would be assigned to the CVB's account including:

Contact information

Scope of services provided, including budget

Length of relationship

Reason for end of business relationship (two former clients only)

Identify any current clients which may be perceived to be in competition with Okaloosa County/ Emerald Coast CVB or which may pose a potential conflict of interest.

Note: The agency shall not hold or acquire an account of any competing county, city, region or organization representing other tourism destinations (e.g. Tourist Development Councils, Convention & Visitors Bureaus, Chambers of Commerce, or like entities) within the Northwest Florida area (Escambia County, Santa Rosa County, Okaloosa County, Walton County and Bay County).

What are your experiences working with affiliate agencies to handle other areas of business on the same account?

If a joint venture of multiple specialized agencies is proposed, organization structure/client overview information must be provided for all agencies.

TECHNICAL APPROACH

Have you ever worked with a government destination marketing organization? If so, please tell us what processes you put into place to accommodate this type of client. What were/are important aspects of this type of relationship? If you have not worked with a government account, please tell us what new criteria you feel would be important to add into or emphasize in your existing process to highlight transparency and fiscal responsibility. **Governmental destination marketing organization experience preferred.**

Give two destination, travel or consumer brand case studies that demonstrate the agency's thinking, core strengths and measures of success for agency and client through paid, owned, earned and shared media. Provide 1-2 references for each case. These references can be client, partners, media, etc. and the reference must write a short paragraph about their relationship with the agency and why the featured project demonstrated success. **Destination marketing organization case studies preferred.**

Give one example of a campaign, relationship, plan or project of which you are most proud and why. This case study should exemplify how you like to conduct business and include a glimpse into before, during and after launch.

Give one example of a campaign, relationship, plan or project that successfully identified and targeted a new or emerging target audience. Why was this case a success? Or, if it didn't succeed, what did you learn from it that you later applied to another project.

Give one example of a great idea or concept that should have been developed but never saw the light of day. Please explain why it didn't get executed or live up to expectations. Knowing what you know now, what would you do differently to make it a success?

Give two destination, travel or consumer brand PR case studies that demonstrate the agency's thinking, core strengths and measures of success for agency and client through earned media. Provide 1-2 references for each case. These references can be client, partners, media, etc. and they

should write a short paragraph about their relationship with the agency and why the featured project demonstrated success. **Destination marketing organization case studies are preferred.**

Give one example of a PR campaign of which you are most proud and why. This case study should exemplify how you like to conduct business and include a glimpse into before, during and after launch.

Give one example of execution of a crisis communication plan. Why was this case a success? Or, if it didn't succeed, what did you learn from it that you later applied to another project.

Provide one example of a state-of-the art research project you conducted. What were the goals and objectives? What new methodology did you use? What was the timeframe for the study and what mid-point analytics did you provide your client? Briefly detail your findings, what new information you gleaned and how it positioned your client for success.

Give at least one case study demonstrating the agency's strategic media buying and the resulting measured impact. **Destination marketing organization case studies are preferred.**

What three words would your clients use to describe you? Why?

If a joint venture of multiple specialized agencies is proposed, each agency's contribution to the examples cited must be identified.

FINANCIAL INFORMATION

Provide fully comprehensive pricing information based on a fixed fee monthly retainer for the scope of services herein. For purposes of providing a uniform comparison of pricing proposals, please assume 500 hours of agency support per month and submit the Pricing Sheet form provided herein.

- Account Services
- Advertising/Creative
- Media Buying
- Public Relations
- Research/Branding
- Social Media
- Strategic Planning

Separately state all types of expenses related to the scope of services herein not included in the fixed fee monthly retainer that the CVB is expected to reimburse. Reimbursement will be made only at cost, without markup. Paid media will be reimbursed at net cost, i.e. exclusive of commission if any.

Please identify the agency's blended hourly rate for any related projects outside the scope of services herein that may be assigned through the contract term.

30. UNAUTHORIZED ALIENS/PATRIOT'S ACT – The knowing employment by respondent or its subcontractors of any alien not authorized to work by the immigration laws is prohibited and shall be a default of the contract. In the event that the respondent is notified or becomes aware of such default, the respondent shall take steps as are necessary to terminate said employment with 24 hours of notification or actual knowledge that an alien is being employed. Respondent's failure to take such steps as are necessary to terminate the employment of any said alien within 24 hours of notification or actual knowledge that an alien is being employed shall be grounds for immediate termination of the contract. Respondent shall take all commercially reasonable precautions to ensure that it and its subcontractors do not employ persons who are not authorized to work by the immigration laws.

31. The following documents are to be submitted with the proposal packet:

- A. Drug-Free Workplace Certification Form
- B. Conflict of Interest
- C. Federal E-Verify
- D. Cone of Silence
- E. Indemnification and Hold Harmless
- F. Company Data
- G. Systems of Awards Management
- H. Addendum Acknowledgement
- I. Prohibition to Lobbying

DRUG-FREE WORKPLACE CERTIFICATION

THE BELOW SIGNED RESPONDENT CERTIFIES that it has implemented a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under quote a copy of the statement specified in subsection 1.
4. In the statement specified in subsection 1, notify the employees that, as a condition of working on the commodities or contractual services that are under quote, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893, Florida Statutes, or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in, drug abuse assistance or rehabilitation program if such is available in employee's community, by any employee who is convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I certify that this firm complies fully with the above requirements.

DATE: 7/24/2018

SIGNATURE: 

COMPANY: BooneOakley LLC.

NAME: David Oakley

(Typed or Printed)

ADDRESS: 1445 S. Mint St.

Charlotte, NC 28203

TITLE: President

E-MAIL: david@booneoakley.com

PHONE NO.: 704-333-9797

CONFLICT OF INTEREST DISCLOSURE FORM

For purposes of determining any possible conflict of interest, all respondents, must disclose if any Okaloosa Board of County Commissioner, employee(s), elected official(s), or if any of its agencies is also an owner, corporate officer, agency, employee, etc., of their business.

Indicate either "yes" (a county employee, elected official, or agency is also associated with your business), or "no". If yes, give person(s) name(s) and position(s) with your business.

YES: _____

NO: X

NAME(S)

POSITION(S)

FIRM NAME: BooneOakley LLC.

BY (PRINTED): David Oakley

BY (SIGNATURE): 

TITLE: President

ADDRESS: 1445 S. Mint St. Charlotte, NC 28203

PHONE NO.: 704-333-9797

E-MAIL: david@booneoakley.com

DATE: 7/24/2018

FEDERAL E-VERIFY COMPLIANCE CERTIFICATION

In accordance with Okaloosa County Policy and Executive Order Number 11-116 from the office of the Governor of the State of Florida, Respondent hereby certifies that the U.S. Department of Homeland Security's E-Verify system will be used to verify the employment eligibility of all new employees hired by the respondent during the contract term, and shall expressly require any subcontractors performing work or providing services pursuant to the contract to likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the contract term; and shall provide documentation such verification to the COUNTY upon request.

As the person authorized to sign this statement, I certify that this company complies/will comply fully with the above requirements.

DATE: 7/24/2018

SIGNATURE: 

COMPANY: BooneOakley LLC.

NAME: David Oakley

ADDRESS: 1445 S. Mint St.

TITLE: President

Charlotte, NC 28203

E-MAIL: david@booneoakley.com

PHONE NO.: 704-333-9797

CONE OF SILENCE

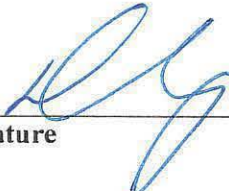
The Board of County Commissioners have established a solicitation silence policy (**Cone of Silence**) that prohibits oral and written communication regarding all formal solicitations for goods and services (ITB, RFP, ITQ, ITN, and RFQ) or other competitive solicitation between the bidder (or its agents or representatives) or other entity with the potential for a financial interest in the award (or their respective agents or representatives) regarding such competitive solicitation, and any County Commissioner or County employee, selection committee member or other persons authorized to act on behalf of the Board including the County's Architect, Engineer or their sub-consultants, or anyone designated to provide a recommendation to award a particular contract, other than the Purchasing Department Staff..

The period commences from the time of advertisement until contract award.

Any information thought to affect the committee or staff recommendation submitted after bids are due, should be directed to the Purchasing Manager or an appointed representative. It shall be the Purchasing Manager's decision whether to consider this information in the decision process.

Any violation of this policy shall be grounds to disqualify the respondent from consideration during the selection process.

All respondents must agree to comply with this policy by signing the following statement and including it with their submittal.

I  representing BooneOakley LLC.
Signature _____ Company Name _____

On this 24 day of July 2018 hereby agree to abide by the County's "**Cone of Silence Clause**" and understand violation of this policy shall result in disqualification of my proposal/submittal.

INDEMNIFICATION AND HOLD HARMLESS

To the fullest extent permitted by law, Respondent shall indemnify and hold harmless the County, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or intentional wrongful conduct of the Respondent and other persons employed or utilized by the Respondent in the performance of this Agreement.

BooneOakley LLC.

Respondent's Company Name

1445 S. Mint St. Charlotte, NC 28203

Physical Address

same

Mailing Address

704-333-9797


Phone Number

704-301-3500

Cellular Number

7/24/2018

Date



Authorized Signature – Manual

David Oakley

Authorized Signature – Typed

President

Title

704-295-0343

FAX Number

704-301-3500

After-Hours Number(s)

david@booneoakley.com

Email

COMPANY DATA

Respondent's Company Name: BooneOakley LLC.

Physical Address & Phone #: 1445 S. Mint St.

Charlotte, NC 28203

704-333-9797

Contact Person (Typed-Printed): David Oakley

Phone #: 704-333-9797

Cell #: 704-301-3500

Email: david@booneoakley.com

Federal ID or SS #: FEIN 56-2210010

Respondent's License #: _____
Respondent's DUNS #: 03-015-1638

Fax #: 704-295-0343

Emergency #'s After Hours,
Weekends & Holidays: 704-301-3500

SYSTEM FOR AWARD MANAGEMENT (OCT 2016)

(a) Definitions. As used in this provision.

“Electronic Funds Transfer (EFT) indicator” means a four-character suffix to the unique entity identifier. The suffix is assigned at the discretion of the commercial, nonprofit, or Government entity to establish additional System for Award Management records for identifying alternative EFT accounts (see subpart 32.11) for the same entity.

“Registered in the System for Award Management (SAM) database” means that.

(1) The Offeror has entered all mandatory information, including the unique entity identifier and the EFT indicator, if applicable, the Commercial and Government Entity (CAGE) code, as well as data required by the Federal Funding Accountability and Transparency Act of 2006 (see subpart 4.14) into the SAM database;

(2) The offeror has completed the Core, Assertions, and Representations and Certifications, and Points of Contact sections of the registration in the SAM database;

(3) The Government has validated all mandatory data fields, to include validation of the Taxpayer Identification Number (TIN) with the Internal Revenue Service (IRS). The offeror will be required to provide consent for TIN validation to the Government as a part of the SAM registration process; and

(4) The Government has marked the record “Active”.

“Unique entity identifier” means a number or other identifier used to identify a specific commercial, nonprofit, or Government entity. See www.sam.gov for the designated entity for establishing unique entity identifiers.

(b)(1) By submission of an offer, the offeror acknowledges the requirement that a prospective awardee shall be registered in the SAM database prior to award, during performance, and through final payment of any contract, basic agreement, basic ordering agreement, or blanket purchasing agreement resulting from this solicitation.

(2) The Offeror shall enter, in the block with its name and address on the cover page of its offer, the annotation “Unique Entity Identifier” followed by the unique entity identifier that identifies the Offeror’s name and address exactly as stated in the offer. The Offeror also shall enter its EFT indicator, if applicable. The unique entity identifier will be used by the Contracting Officer to verify that the Offeror is registered in the SAM database.

(c) If the Offeror does not have a unique entity identifier, it should contact the entity designated at www.sam.gov for establishment of the unique entity identifier directly to obtain one. The Offeror should be prepared to provide the following information:

- (1) Company legal business name.
- (2) Tradestyle, doing business, or other name by which your entity is commonly recognized.
- (3) Company Physical Street Address, City, State, and Zip Code.
- (4) Company Mailing Address, City, State and Zip Code (if separate from physical).
- (5) Company telephone number.
- (6) Date the company was started.
- (7) Number of employees at your location.
- (8) Chief executive officer/key manager.
- (9) Line of business (industry).
- (10) Company Headquarters name and address (reporting relationship within your entity).

(d) If the Offeror does not become registered in the SAM database in the time prescribed by the Contracting Officer, the Contracting Officer will proceed to award to the next otherwise successful registered Offeror.

(e) Processing time, which normally takes 48 hours, should be taken into consideration when registering. Offerors who are not registered should consider applying for registration immediately upon receipt of this solicitation.

(f) Offerors may obtain information on registration at <https://www.acquisition.gov>.

Offerors SAM information:

Entity Name:	BooneOakley LLC.
Entity Address:	1445 S. Mint St. Charlotte, NC 28203
Duns Number:	03-015-1638
CAGE Code:	850 W5

ADDENDUM ACKNOWLEDGEMENT

RFP TDD 53-18

Acknowledgment is hereby made of the following addenda (identified by number) received since issuance of solicitation:

ADDENDUM NO.

DATE

#1

7/17/18

NOTE: Prior to submitting the response to this solicitation, it is the responsibility of the respondent to confirm if any addenda have been issued. If such addenda have been issued, acknowledge receipt by noting number(s) and date(s) above.

LOBBYING - 31 U.S.C. 1352, as amended

APPENDIX A, 44 CFR PART 18--CERTIFICATION REGARDING LOBBYING

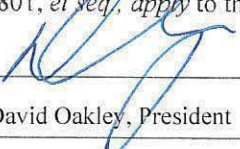
Certification for Contracts, Grants, Loans, and Cooperative Agreements
(To be submitted with each bid or offer exceeding \$100,000)

The undersigned [Contractor] certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form--LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including subcontracts, sub-grants, and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

The Contractor, BooneOkaley LLC., certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 U.S.C. A 3801, *et seq.*, apply to this certification and disclosure, if any.



Signature of Contractor's Authorized Official

David Oakley, President

Name and Title of Contractor's Authorized Official

7/24/2018

Date

Exhibit "B"

Title VI Clauses for Compliance with Nondiscrimination Requirements

Compliance with Nondiscrimination Requirements

During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "contractor") agrees as follows:

1. **Compliance with Regulations:** The contractor (hereinafter includes consultants) will comply with the Title VI List of Pertinent Nondiscrimination Acts And Authorities, as they may be amended from time to time, which are herein incorporated by reference and made a part of this contract.
2. **Non-discrimination:** The contractor, with regard to the work performed by it during the contract, will not discriminate on the grounds of race, color, or national origin in the selection and retention of subcontractors, including procurements of materials and leases of equipment. The contractor will not participate directly or indirectly in the discrimination prohibited by the Nondiscrimination Acts and Authorities, including employment practices when the contract covers any activity, project, or program set forth in Appendix B of 49 CFR part 21.
3. **Solicitations for Subcontracts, Including Procurements of Materials and Equipment:** In all solicitations, either by competitive bidding, or negotiation made by the contractor for work to be performed under a subcontract, including procurements of materials, or leases of equipment, each potential subcontractor or supplier will be notified by the contractor of the contractor's obligations under this contract and the Nondiscrimination Acts And Authorities on the grounds of race, color, or national origin.
4. **Information and Reports:** The contractor will provide all information and reports required by the Acts, the Regulations, and directives issued pursuant thereto and will permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the sponsor or the Federal Aviation Administration to be pertinent to ascertain compliance with such Nondiscrimination Acts And Authorities and instructions. Where any information required of a contractor is in the exclusive possession of another who fails or refuses to furnish the information, the contractor will so certify to the sponsor or the Federal Aviation Administration, as appropriate, and will set forth what efforts it has made to obtain the information.
5. **Sanctions for Noncompliance:** In the event of a contractor's noncompliance with the Non-discrimination provisions of this contract, the sponsor will impose such contract sanctions as it or the Federal Aviation Administration may determine to be appropriate, including, but not limited to:
 - a. Withholding payments to the contractor under the contract until the contractor complies; and/or
 - b. Cancelling, terminating, or suspending a contract, in whole or in part.
6. **Incorporation of Provisions:** The contractor will include the provisions of paragraphs one through six in every subcontract, including procurements of materials and leases of equipment,

unless exempt by the Acts, the Regulations and directives issued pursuant thereto. The contractor will take action with respect to any subcontract or procurement as the sponsor or the Federal Aviation Administration may direct as a means of enforcing such provisions including sanctions for noncompliance. Provided, that if the contractor becomes involved in, or is threatened with litigation by a subcontractor, or supplier because of such direction, the contractor may request the sponsor to enter into any litigation to protect the interests of the sponsor. In addition, the contractor may request the United States to enter into the litigation to protect the interests of the United States.

Title VI List of Pertinent Nondiscrimination Acts and Authorities

Title VI List of Pertinent Nondiscrimination Acts and Authorities

During the performance of this contract, the contractor, for itself, its assignees, and successors in interest (hereinafter referred to as the "contractor") agrees to comply with the following non-discrimination statutes and authorities; including but not limited to:

- Title VI of the Civil Rights Act of 1964 (42 U.S.C. § 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin);
- 49 CFR part 21 (Non-discrimination In Federally-Assisted Programs of The Department of Transportation—Effectuation of Title VI of The Civil Rights Act of 1964);
- The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970, (42 U.S.C. § 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- Section 504 of the Rehabilitation Act of 1973, (29 U.S.C. § 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability); and 49 CFR part 27;
- The Age Discrimination Act of 1975, as amended, (42 U.S.C. § 6101 *et seq.*), (prohibits discrimination on the basis of age);
- Airport and Airway Improvement Act of 1982, (49 USC § 471, Section 47123), as amended, (prohibits discrimination based on race, creed, color, national origin, or sex);
- The Civil Rights Restoration Act of 1987, (PL 100-209), (Broadened the scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal-aid recipients, sub-recipients and contractors, whether such programs or activities are Federally funded or not);
- Titles II and III of the Americans with Disabilities Act of 1990, which prohibit discrimination on the basis of disability in the operation of public entities, public and private transportation systems, places of public accommodation, and certain testing entities (42 U.S.C. §§ 12131 – 12189) as implemented by Department of Transportation regulations at 49 CFR parts 37 and 38;
- The Federal Aviation Administration's Non-discrimination statute (49 U.S.C. § 47123) (prohibits discrimination on the basis of race, color, national origin, and sex);
- Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations, which ensures non-discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations;

- Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency, and resulting agency guidance, national origin discrimination includes discrimination because of limited English proficiency (LEP). To ensure compliance with Title VI, you must take reasonable steps to ensure that LEP persons have meaningful access to your programs (70 Fed. Reg. at 74087 to 74100);
- Title IX of the Education Amendments of 1972, as amended, which prohibits you from discriminating because of sex in education programs or activities (20 U.S.C. 1681 et seq).

FEDERAL FAIR LABOR STANDARDS ACT (FEDERAL MINIMUM WAGE)

All contracts and subcontracts that result from this solicitation incorporate by reference the provisions of 29 CFR part 201, the Federal Fair Labor Standards Act (FLSA), with the same force and effect as if given in full text. The FLSA sets minimum wage, overtime pay, recordkeeping, and child labor standards for full and part time workers.

The *contractor* has full responsibility to monitor compliance to the referenced statute or regulation. The *contractor* must address any claims or disputes that arise from this requirement directly with the U.S. Department of Labor – Wage and Hour Division

OCCUPATIONAL SAFETY AND HEALTH ACT OF 1970

All contracts and subcontracts that result from this solicitation incorporate by reference the requirements of 29 CFR Part 1910 with the same force and effect as if given in full text. Contractor must provide a work environment that is free from recognized hazards that may cause death or serious physical harm to the employee. The Contractor retains full responsibility to monitor its compliance and their subcontractor's compliance with the applicable requirements of the Occupational Safety and Health Act of 1970 (20 CFR Part 1910). Contractor must address any claims or disputes that pertain to a referenced requirement directly with the U.S. Department of Labor – Occupational Safety and Health Administration.

E-VERIFY

Enrollment and verification requirements.

- (1) If the Contractor is not enrolled as a Federal Contractor in E-Verify at time of contract award, the Contractor shall-
 - a. Enroll. Enroll as a Federal Contractor in the E-Verify Program within thirty (30) calendar days of contract award;
 - b. Verify all new employees. Within ninety (90) calendar days of enrollment in the E-Verify program, begin to use E-Verify to initiate verification of employment eligibility of all new hires of the Contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); and,
 - c. Verify employees assigned to the contract. For each employee assigned to the contract, initiate verification within ninety (90) calendar days after date of enrollment or within thirty (30) calendar days of the employee's assignment to the contract, whichever date is later (but see paragraph (b)(4) of this section.)

- (2) If the Contractor is enrolled as a Federal Contractor in E-Verify at time of contract award, the Contractor shall use E-Verify to initiate verification of employment eligibility of
- a. All new employees.
 - i. Enrolled ninety (90) calendar days or more. The Contractor shall initiate verification of all new hires of the Contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); or
 - ii. Employees assigned to the contract. For each employee assigned to the contract, the Contractor shall initiate verification within ninety (90) calendar days after date of contract award or within thirty (30) days after assignment to the contract, whichever date is later (but see paragraph (b)(4) of this section.)
 - b. Enrolled less than ninety (90) calendar days. Within ninety (90) calendar days after enrollment as a Federal Contractor in E-Verify, the Contractor shall initiate verification of all new hires of the contractor, who are working in the United States, whether or not assigned to the contract, within three (3) business days after the date of hire (but see paragraph (b)(3) of this section); or
 - ii. Employees assigned to the contract. For each employee assigned to the contract, the Contractor shall initiate verification within ninety (90) calendar days after date of contract award or within thirty (30) days after assignment to the contract, whichever date is later (but see paragraph (b)(4) of this section.)
- (3) If the Contractor is an institution of higher education (as defined at 20 U.S.C. 1001(a)); a State of local government or the government of a Federally recognized Indian tribe, or a surety performing under a takeover agreement entered into with a Federal agency pursuant to a performance bond, the Contractor may choose to verify only employees assigned to the contract, whether existing employees or new hires. The Contractor shall follow the applicable verification requirements of (b)(1) or (b)(2), respectively, except that any requirement for verification of new employees applies only to new employees assigned to the contract.
- (4) Option to verify employment eligibility of all employees. The Contractor may elect to verify all existing employees hired after November 6, 1986 (after November 27, 2009, in the Commonwealth of the Northern Mariana Islands), rather than just those employees assigned to the contract. The Contractor shall initiate verification for each existing employee working in the United States who was hired after November 6, 1986 (after November 27, 2009, in the Commonwealth of the Northern Mariana Islands), within one hundred eighty (180) calendar days of-
- i. Enrollment in the E-Verify program; or
 - ii. Notification to E-Verify Operations of the Contractor's decision to exercise this option, using the contract information provided in the E-Verify program Memorandum of Understanding (MOU)
- (5) The Contractor shall comply, for the period of performance of this contract, with the requirements of the E-Verify program MOU.
- i. The Department of Homeland Security (DHS) or the Social Security Administration (SSA) may terminate the Contractor's MOU and deny access to the

E-Verify system in accordance with the terms of the MOU. In such case, the Contractor, will be referred to a suspension or debarment official.

ii. During the period between termination of the MOU and a decision by the suspension or debarment official whether to suspend or debar, the contractor is excused from its obligations under paragraph (b) of this clause. If the suspension or debarment official determines not to suspend or debar the Contractor, then the Contractor must reenroll in E-Verify.

iii. Web site. Information on registration for and use of the E-Verify program can be obtained via the Internet at the Department of Homeland Security Web site: <http://www.dhs.gov/E-Verify>.

Individuals previously verified. The Contractor is not required by this clause to perform additional employment verification using E-Verify for any employee-

- (a) Whose employment eligibility was previously verified by the Contractor through the E-Verify program;
- (b) Who has been granted and holds an active U.S. Government security clearance for access to confidential, secret, or top secret information in accordance with the National Industrial Security Program Operating Manual; or
- (c) Who has undergone a completed background investigation and been issued credentials pursuant to Homeland Security Presidential Directive (HSPD)-12. Policy for a Common Identification Standard for Federal Employees and Contractors.

Subcontracts. The Contractor shall include the requirements of this clause, including this paragraph € (appropriately modified for identification of the parties in each subcontract that-

- (1) Is for-(i) Commercial and noncommercial services (except for commercial services that are part of the purchase of a COTS item (or an item that would be a COTS item, but for minor modifications), performed by the COTS provider, and are normally provided for that COTS item); or
(ii) Construction;
- (2) Has a value of more than \$3,500; and
- (3) Includes work performed in the United States.

OAKLEY ENOOB

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**HI.
WE'RE BOONEOAKLEY.**

We're a collective of like-minded creative soul mates. Bold, innovative ideas have been in our DNA from the start. Ideas that get noticed, talked about and shared. Ideas that help brands manifest their true soul and claim the space they were meant for. Ideas that help brands become part of culture. **Ideas that ignite change.**

At BooneOakley, we believe that great advertising doesn't come from a formula. It comes from challenging the status quo. It's the willingness to resist average that produces the opportunity to create something new. Something with fresh, persuasive power. Other destinations will continue to produce work that is expected. Okaloosa County doesn't need run-of-the-mill creative. Okaloosa County needs thinking that is as original and true as the destination itself.

To do this, **BooneOakley has curated a team of experts in strategy, research, PR and media to ensure that we have the most specialized, experienced and creative group specifically for Okaloosa County.** Our team's rich history in destination marketing transcends every level from federal to state, to regional, to municipal. This makes us well versed in the challenges local entities face each and every day. Oh, and we're also experienced in sports and recreation, entertainment, food and beverage and B2B.

We believe in the power of storytelling. We've found that discovering unique, local stories can take a campaign from good to groundbreaking. We hope you'll see the power of stories in several of our case studies. Because the work presented has generated more than just your typical annual improvements in sales, bookings and market share. We've helped brands transcend the larger movements in society, including changes in economic conditions and generational shifts in habits and tastes.

Okaloosa County doesn't need just any tourism campaign. It needs a total departure from where it, or anyone else, has been.

Okaloosa County needs BooneOakley.



We have carefully assembled a team of partners with a wealth of travel and tourism experience, and a shared vision for what's possible for this relationship. You'll benefit from the expertise and service of entire companies rather than just departments or individuals—companies who are all leaders in their discipline.

BOONEOAKLEY

LLC incorporated in NC
Headquarters: Charlotte, NC
Office Location for Account:
Charlotte, NC
Established 2000
Registered vendor with
MyFloridaMarketplace
Cage Code: 850W5

BRIEF HISTORY

BooneOakley was established by creative minds with a passion for bold, innovative thinking. The agency has been producing ideas that get noticed, talked about and shared for 17 years and continues to live by a simple credo: Do great work with people you like. Accolades include AdAge Southeast Small Agency of the Year, Communication Arts, Cannes Lions, The Webby Awards, The One Show and more..

BRANDCOTTAGE

LLC incorporated in GA
Legal name: Patricia Wilson Media
LLC dba BrandCottage
Headquarters: Atlanta, GA
Office Locations for Account:
New Canaan, CT & Atlanta, GA
Established 2005

BRIEF HISTORY

Founded as an alternative to the large-holding-company media solutions to service small and mid-market brands and companies, BrandCottage combines large-agency experience with personal, hands-on media strategy and management guidance.

FOCUSVISION

Corporation incorporated in DE
Headquarters: Stamford, CT
Office Location for Account:
Stamford, CT
Established 1992

BRIEF HISTORY

FocusVision is a full-spectrum insights and analytics technology solutions provider. It was the first company to live-stream focus groups. The company now offers premium tools to gather, analyze and share data for customer satisfaction. FocusVision is trusted by 18 of the top 20 Fortune 100 companies, and all of the top 10 Healthcare and CPG companies.

HAWKINS INTERNATIONAL PR

S Corporation incorporated in NY
Headquarters: New York, NY
Office Location for Account:
New York, NY
Established 2002

BRIEF HISTORY

As an award-winning public relations and communications agency, Hawkins International has built an impressive global reputation for full-scope and impactful integrated social and digital campaigns. Hawkins International boasts a strong team of communication professionals that seamlessly crosses from traditional public strategies to social activations in dynamic and stimulating ways on behalf of a roster of internationally acclaimed clients.

This strategic network facilitates collaboration and high-level attention without a complicated communication process. We anticipate at least 25 team members working on this account at any point in time, with all communication streamlined through BooneOakley.

BOONEOAKLEY

24 team members
11 creative, 4 strategy, 6 client service,
3 support

CONTRACTOR

Sarah Peter, Brand Strategy
Consultant (19-year relationship)

PRINCIPALS

David Oakley, Owner and CCO
Claire Oakley, Dir. of Account Services

**KEY ASSOCIATES &
DEPARTMENT HEADS**

Jim Mountjoy, EYE Lab Director
Ashley Neel, Digital Creative Director
Eric Roch von Rochsburg, Design
Director

BRANDCOTTAGE

10 media team members

PRINCIPAL

Patricia Wilson, CEO

**KEY ASSOCIATES &
DEPARTMENT HEADS**

Brett Wilson, COO
Elaine Cheedle, Group Media Director
Susan Retherford-Miller, Broadcast
Director
Claire McQuithy, Digital Director

FOCUSVISION

400 team members

PRINCIPAL

Alastair Bruce, Director of Business
Development

**KEY ASSOCIATES &
DEPARTMENT HEADS**

Carolyn Hollowell, Director of Sales
Clifton Demmer, SVP of Sales
Jonathan Tice, EVP of Global
Commercial Strategy

HAWKINS INTERNATIONAL PR

8 PR executive team members

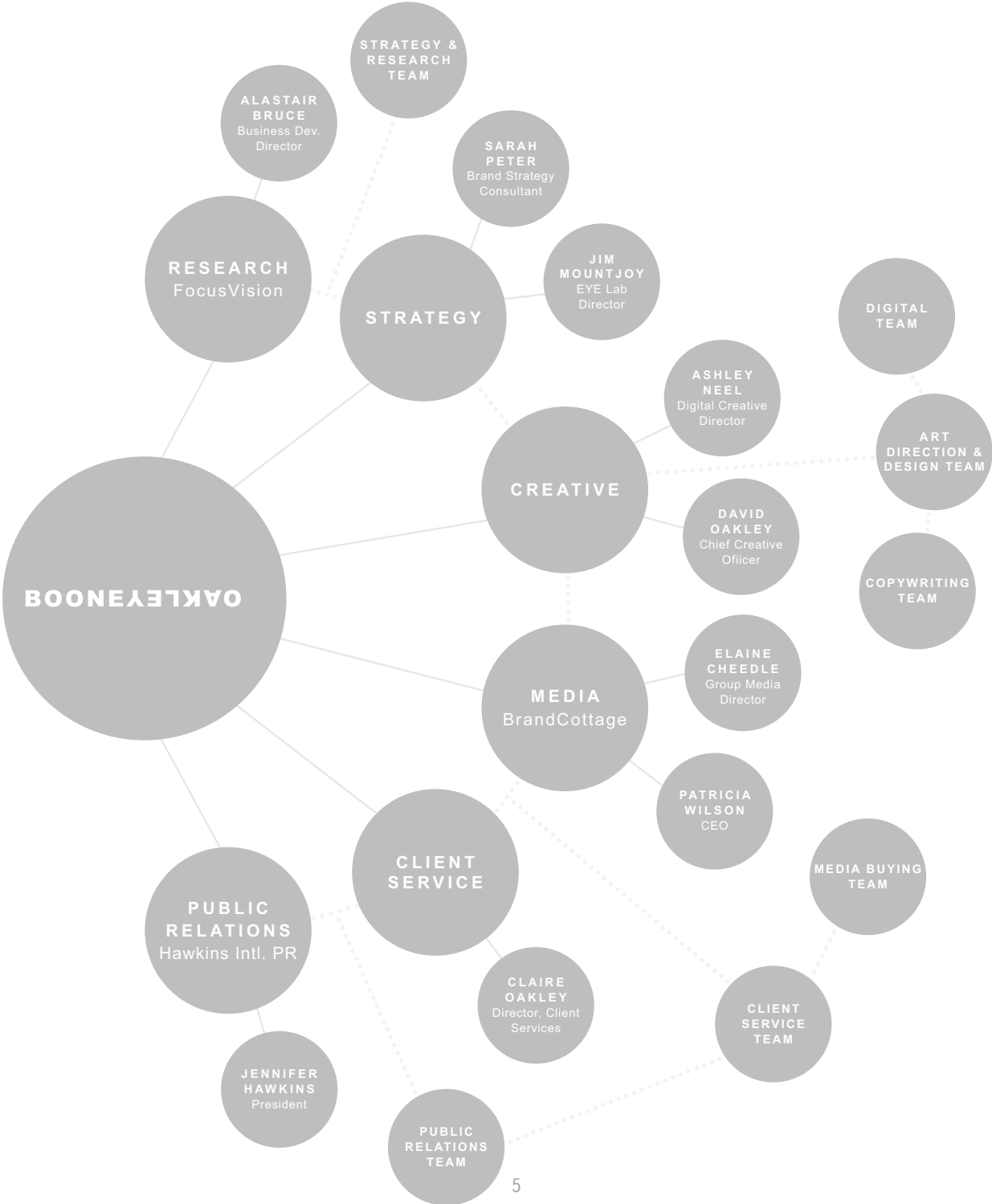
PRINCIPAL

Jennifer Hawkins, President

**KEY ASSOCIATES &
DEPARTMENT HEADS**

Corey Finjer Bennett, COO
Catherine Colford, Account Director
Maja Derviskadic, Digital Director

ORGANIZATIONAL STRUCTURE & CLIENT OVERVIEW | THE BOONEOAKLEY TEAM



This group of leaders, strategists, innovators and creators will lead the effort to move your brand forward, drawing on their rich experience to help shape new ideas.

DAVID OAKLEY

Under David's talent and leadership, BooneOakley has gained an international reputation for developing ideas that get shared and talked about. He has crafted national campaigns for clients like Certs, Dr. Pepper, AT&T, Absolut Vodka, Bojangles' and CarMax.

CLAIRE OAKLEY

Claire began her career in advertising at Young & Rubicam, NY, in their International Department servicing clients in Europe and Australia. She has worked at BooneOakley since 2001 and is also Human Resource Director and Agency Mother.

PATRICIA WILSON

Patricia has more than 30 years of experience in the ever-changing media marketplace, including Media Director positions at several national agencies. She has worked with a wide number of industries, including automotive, CPG, travel and tourism, healthcare, pharmaceuticals, restaurants and retail.

JENNIFER HAWKINS

Jennifer is a public relations and communications specialist with expertise earned promoting some of the finest hotels, resorts and hospitality brands in the world. Her combined passion for travel, media and entrepreneurship drives Hawkins International, which has grown steadily over a decade while offering insight and innovative services to meet client needs.

ALASTAIR BRUCE

Alastair is a natural leader, motivator and contributor to cross-functional teams. His 30+ years of experience in research, consulting and marketing solutions includes several senior-level research executive positions.

ERIC ROCH VON ROCHSBURG

Eric has over 25 years of agency experience, with clients including Bojangles', Visit Charlotte, NASCAR Hall of Fame, NC State Fair, Ruby Tuesday, Lone Star and TCBY franchises.

JIM MOUNTJOY

As a creative director, Jim has helped direct and develop communications for national and international brands such as the NC Division of Travel and Tourism Cargill, Duke Energy, Georgia-Pacific, Verbatim, Velux, Shakespeare and others.

ASHLEY NEEL

Ashley has over 15 years of experience in the digital space. Prior to BooneOakley, Ashley worked for Taylor in New York as their Director of Digital Strategy, where she worked with client partners such as Captain Morgan, Crown Royal, Jose Cuervo, NASCAR, Capital One and Allstate.

SARAH PETER

Sarah has led branding, strategy and research teams for many tourism partners, including Gulf County, FL, Visit South Walton, the Outer Banks, Bermuda Department of Tourism, VISIT FLORIDA and others. She is currently on the forefront of the adventure traveler movement.

ELAINE CHEEDLE

Elaine's 25+ years of media experience include positions as a Media Director and VP, working with clients in several industries such as travel and tourism, CPG, finance and retail.

SUSAN RETHERFORD-MILLER

Susan has 20+ years working in broadcast, both as a buyer and an executive. She has worked at the national, regional and local level with clients in the automotive, CPG, travel and tourism, healthcare and retail industries.

CLAIRE MCQUITHY

Claire has 10 years media marketing experience, with a focus on digital analytics on agency-side and publisher-side. Claire will oversee all digital media buying and analytics, and has guided paid social strategy for Disney and Marriott.

COREY FINJER-BENNETT

Corey is responsible for day-to-day operations, including general management, financial performance, client services, new business development and talent management. She has spent more than 10 years with the company, rising up from Account Executive to serve as its first-ever COO.

CATHERINE COLFORD

Catherine's role as Account Director sees her overseeing account teams, offering strategic client counsel, developing and managing relationships with client agencies and partners, and more.

MAJA DERVISKADIC

As Digital Director, Maja spearheads influencer relations and oversees and implements integrated social media strategies agency-wide. She consistently implements creative projects to increase her clients' digital clout.

PROFILES OF MEDIA BUYING TEAM, CREATIVE TEAM AND PUBLIC RELATIONS TEAM

ELAINE CHEEDLE

Will oversee the media buying team and manage day-to-day media planning/buying, which includes digital and broadcast media.

DAVID OAKLEY

Will oversee the creative team, which consists of concepting, art direction, copywriting, designing, social and digital work.

JENNIFER HAWKINS

Will oversee the public relations team, which will handle all public relations and earned-media services.



VISIT FLORIDA
GULF COUNTY, FL
NORTHWEST FLORIDA TOURISM COUNCIL
VISIT SOUTH WALTON
WALT DISNEY RESORTS
VISIT ORLANDO
UNIVERSAL STUDIO TOURS & CONCERTS
CARILLON MIAMI WELLNESS RESORT
THE NORTH CAROLINA DIVISION OF TRAVEL AND TOURISM
ATLANTA CONVENTION AND VISITORS BUREAU
OUTER BANKS VISITORS BUREAU
NC DEPARTMENT OF COMMERCE
NC ZOO
N.C. MUSEUM OF NATURAL SCIENCES
U.S. NATIONAL WHITEWATER CENTER
CHARLOTTE REGIONAL VISITORS AUTHORITY
PINEHURST RESORT
MIRAVAL RESORT & SPA
GREEN MOUNTAIN AT FOX RUN
BELLE MONT FARM, ST. KITTS
TOURISM TORONTO
QUEBEC CITY TOURISM
LOUISIANA OFFICE OF TOURISM
TOKYO CONVENTION & VISITORS BUREAU
NYC & COMPANY
CARIBBEAN TOURISM DEVELOPMENT COMPANY

ST. MAARTEN TOURISM BOARD
VISIT FLORIDA
NEW JERSEY BOARD OF TOURISM
NY HOTEL AND CASINOS
ASHEVILLE CONVENTION AND VISITORS BUREAU
JW MARRIOTT
INTERCONTINENTAL HOTELS
FAIRMONT HOTELS & RESORTS
TRADEWIND AVIATION
ACCORHOTELS
SINGAPORE TOURISM BOARD
SAN DIEGO TOURISM AUTHORITY
CONNECTICUT COMMISSION ON CULTURE & TOURISM
IRELAND TOURISM BOARD
NEW BRUNSWICK, CANADA TOURISM
WYOMING OFFICE OF TOURISM
TOURISM TORONTO
SANTA MONICA TRAVEL AND TOURISM
MUNICH TRAVEL AND TOURISM
SOUTH AFRICAN TOURISM
TOURISM AUSTRALIA
VIRGINIA TOURISM CORPORATION
LOUISIANA OFFICE OF TOURISM
ARKANSAS TOURISM
TOURISM IRELAND LTD.
CITY OF LAS VEGAS

ORGANIZATIONAL STRUCTURE & CLIENT OVERVIEW | WHO WE WORK WITH & BEING PRESENT

WHO WE WORK WITH

BooneOakley has 8 clients from industries such as travel and tourism, foodservice, consumer goods and B2B with media budgets ranging from \$25,000 to \$10 million.

BrandCottage has clients from industries such as travel and tourism, consumer packaged goods, fashion/luxury, retail, ecommerce and finance with media budgets ranging from \$200,000 to \$12 million.

FocusVision has over 300 clients from industries such as travel and tourism, retail, media, consumer goods, healthcare, technology and B2B with research and insight budgets ranging from a few thousand to several million dollars.

Hawkins International has 56 clients from industries such as travel and tourism, wellness, and lifestyle with annual retainer budgets ranging from \$30,000 to \$300,000.

BEING PRESENT

BooneOakley will have a dedicated Account Director who will be in-market monthly for a minimum of 8-10 business days a month, including one Saturday and one Sunday, as required. Additional agency team members will be in-market (across all account disciplines) from month to month as warranted to conduct research for key client meetings and creative/strategic presentations, etc.



average length
of relationship

8.4
years

RANDY POINDEXTER - CURRENT

SVP Marketing, Bojangles'

SERVICES PROVIDED

Creative, brand strategy, digital media, social media, franchisee management (BooneOakley)

BUDGET

\$10 million

RELATIONSHIP LENGTH

8 years

CONTACT INFO

rpoindexter@bojangles.com
(704) 940-8661

BEN MARTIN

Director, SAB Technology

SERVICES PROVIDED

Quantitative survey research; full research and technology platform support; community panel management (FocusVision)

BUDGET

Varies by project

RELATIONSHIP LENGTH

1 year

CONTACT INFO

b.martin@gene2drug.com
(703) 778-3080 ext. 17

SHERRY HARPER - CURRENT

Marketing Brand Manager, Flowers Foods

SERVICES PROVIDED

Strategic media buying, media planning, media placement for national brands Cobblestone Bread, Wonder and Nature's Own (BrandCottage)

BUDGET

\$11.7 million

RELATIONSHIP LENGTH

15 years

CONTACT INFO

sherry.harper@flocorp.com
(229) 221-6000

GINA SHERIDAN

CMO, Charlotte Regional Visitors Authority

SERVICES PROVIDED

Creative development, brand strategy, brand design, production (BooneOakley)

BUDGET

\$300,000-\$400,000

RELATIONSHIP LENGTH

8 years

CONTACT INFO

gina.sheridan@crva.com
(704) 414-4171

JASON DASAL - CURRENT

SVP Marketing, Johnston & Murphy

SERVICES PROVIDED

Media planning and buying, digital ecommerce (BrandCottage)

BUDGET

\$1.5-\$2.5 million

RELATIONSHIP LENGTH

15 years

CONTACT INFO

jdasal@genesco.com
(615) 367-7427

LEE NETTLES

Executive Director, Outer Banks Visitors Bureau

SERVICES PROVIDED

Outdoor, transit, digital, TV, direct mail, creative concepting, social media (BooneOakley)

BUDGET

\$200,000

RELATIONSHIP LENGTH

2 years

CONTACT INFO

nettles@outerbanks.com
(252) 473-2138

PAUL HARWOOD - CURRENT
Co-Founder, 101 Research LLC

SERVICES PROVIDED
Full-service data collection, including targeted sample identification, survey programming and hosting and data collection processing

BUDGET
Varies by project (all in hundreds of thousands range)

RELATIONSHIP LENGTH
4 years

CONTACT INFO
paul@101research.com
(202) 868-2237

LYNN MINGES - FORMER
President/CEO, NCRLA
Former: Executive Director, N.C. Division of Travel and Tourism

SERVICES PROVIDED
Media buying, public relations, digital/social, brand strategy, research, creative (Jim Mountjoy, Sarah Peter, Elaine Cheedle, Steve Lasch)

BUDGET
\$8-\$12 million

RELATIONSHIP LENGTH
20 years

REASON FOR ENDING
Not selected in pitch process after change in management.

CONTACT INFO
lminges@ncrla.org
(919) 844-3007

DAWN MOLITERNO - FORMER
Regional Director of Operations, Wyndham Vacation Rentals
Former: Executive Director, Visit South Walton

SERVICES PROVIDED
Research and brand planning; strategic planning; media planning and buying; creative concepting, development and production; social media and content curation; website design and development; public relations and crisis planning (Jim Mountjoy, Sarah Peter, Elaine Cheedle, Steve Lasch)

BUDGET
\$8 million

RELATIONSHIP LENGTH
2-3 years

REASON FOR ENDING
Agency closed (owner retired)

CONTACT INFO
dm@dawnmoliterno.com
(850) 855-2247

“ We view BooneOakley as an extension of our marketing team and part of the Bojangles’ family. They are a group of creative collaborators that make things happen. And they are really fun to work with. ”
- RANDY POINDEXTER, Senior Vice President of Marketing



COMPETITION

No joint venture participant has any client in conflict with CVB.

AFFILIATE AGENCY EXPERIENCE

BooneOakley is well versed in working with affiliate agencies which handle other areas of business on a single account. We work regularly with media, PR, digital and social agencies, either managing them directly or communicating as partners, to ensure consistent execution in strategy, communication and reporting. This collaboration is key to advancing client goals and needs and is an important part of many of our relationships.

This team, led by BooneOakley, has the experience, outlook and network to create ideas that ignite change for your brand.

A full network is already in place and collaborating with each other to seize this opportunity and hit the ground running.



BooneOakley has a rich history working with government destination marketing organizations, transcending every level from federal to state, to regional, to municipal. We understand the importance of careful timing and due-diligence planning when working with government entities, politicians and local community stakeholders. As such, the agency must be equipped with experienced account managers who are comfortable navigating these relationships to move the work forward in a productive and collaborative manner. Detailed schedules for presentations, working sessions, approvals and revision times are set in advance of campaign development. Transparency with budgets, strategy, ideas and all aspects of destination campaign work is paramount and shared between agency and client on a continuous basis.

The agency understands that every dollar spent must support creative communications that are intentionally business-driven and culturally connected with the ultimate goal of causing change.



THE NORTH CAROLINA DIVISION OF TRAVEL AND TOURISM

THE CREATIVE

Sometimes your biggest challenge is simply doing justice to the destination.

Over the course of 20 years, the imagery and messaging for the state of North Carolina did more than capture an essence; they captivated imaginations and implanted the state’s offerings in the minds of would-be travelers. Along the way, the campaign won more than 100 regional, national and international awards for creativity while steadily advancing the state over its rivals in visitation rankings.

The creative team assigned itself the task of knitting together a diverse topography of experiences and emotional appeals, all tied to a core brand strategy that never varied: rest and relaxation amid natural scenic beauty. These experiences, including both the stories and storytellers, morphed over decades and media technologies. The initial audience matured through life stages, and we introduced younger families to the state’s broadening visitor culture.

OVER THE COURSE OF 20 YEARS, THE IMAGERY AND MESSAGING FOR THE STATE OF NORTH CAROLINA DID MORE THAN CAPTURE AN ESSENCE; THEY CAPTIVATED IMAGINATIONS AND IMPLANTED THE STATE’S OFFERINGS IN THE MINDS OF WOULD-BE TRAVELERS.

VisitNC.com evolved into the mobile marketplace of everything the state offers: cities and towns, mountains and beaches, history and culture, food and drink.

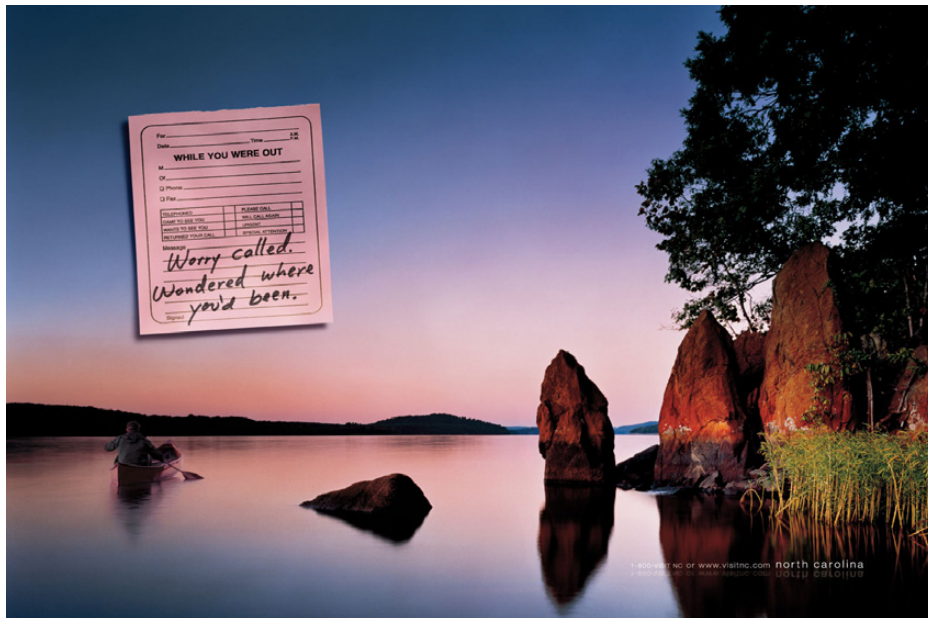
Yet, even a venue 600 miles wide must listen to its public. Our team employed a culture of contact using research, one-to-one interviews, focus groups, e-strategies and visitor diaries and artifacts to constantly fine-tune our message. These efforts enabled us to adjust to large-scale changes in the priorities of our customers, turning the challenges of the post-9/11 and financial crash years to our brand’s advantage.

Of course, all this activity rested on the development of meaningful content. We enriched our inspirational brand message with itineraries full of ideas, maps and expert tips; advertorial space valued at up to 25% of print spend; 1:1 bonus TV spot buys; and a storyteller radio campaign designed to engage drivers at the same time each day.

THE CHANGE

The payoff was measured in broken records: organic gains in site traffic, year-over-year gains in impressions and click-through rates four times the industry average.

But the real legacy proved to be something even more durable. We were able to establish a voice, a character and a reputation as a friend leading one on a winding path of discovery punctuated with escapes, interesting people and unforgettable times. Years later, this still remains true.



you know that feeling you get when you're really enjoying yourself
and you suddenly realize you've lost all track of time? out here,
north carolina
you can experience it every day, whichever one it may be.
call 1-800-VISIT NC or go to www.visitnc.com

JUNE

SATURDAY	SATURDAY	SATURDAY	SATURDAY	SATURDAY	SATURDAY	SATURDAY
				1	2	3

THE NORTH CAROLINA DIVISION OF TRAVEL AND TOURISM



visitnc.com north carolina

*There was a time when
ALL PLAYGROUND EQUIPMENT
came pre-assembled.*

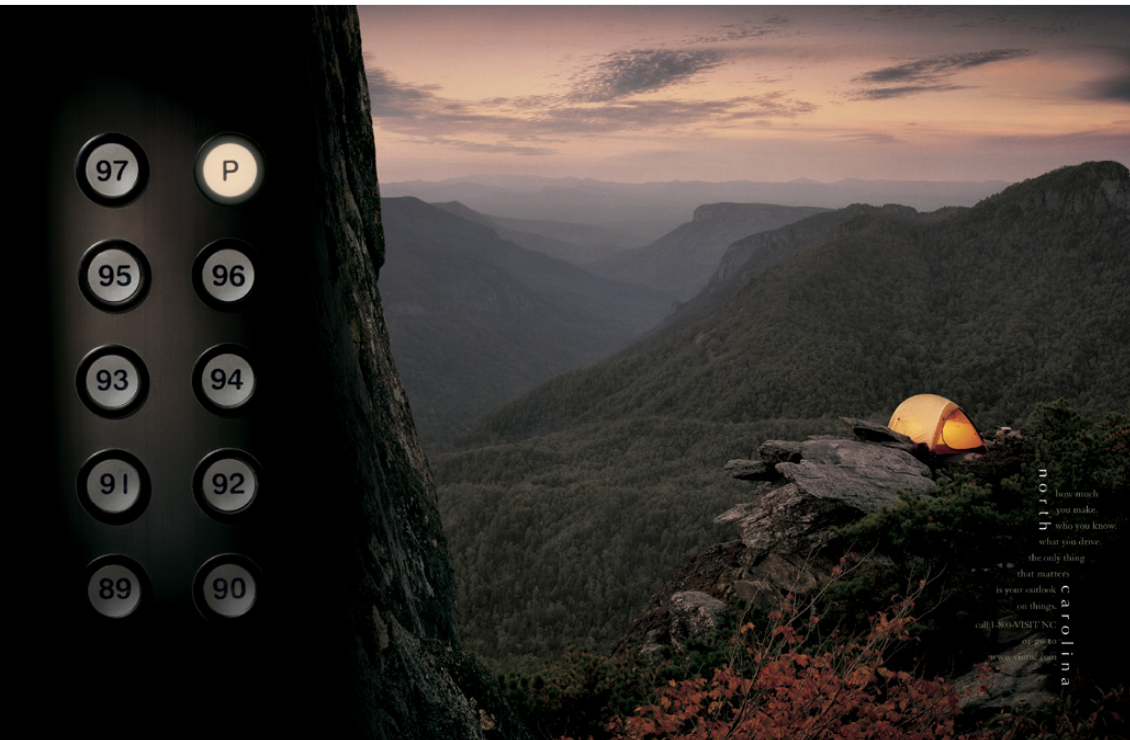
“As Executive Director of the Travel and Tourism account for the state of North Carolina, I worked closely with this team to produce outstanding results and return on our marketing investments. The caliber of creative thinking, planning and execution produced both tangible and emotional gains that also led to our work being the most creatively recognized state tourism marketing in the nation while at the same time building our brand and growing tourism across the state.”

- LYNN MINGES, Former Executive Director, N.C.Division of Travel and Tourism

AT A GLANCE

- 20 YEARS OF RELATIONSHIP**
- 18:1 ADVERTISING ROI**
- \$7MM GROWTH OF BUYING POWER THROUGH PARTNERSHIPS**
- 96 COUNTIES WITH TOURISM GROWTH (BASE=100)**
- \$10B INCREASE IN VISITOR SPENDING**

TV - CLICK IMAGE TO VIEW



BOJANGLES'

THE CREATIVE

Sometimes a brand doesn't just need a new creative campaign. Sometimes what they really need is a rallying cry.

With sales plateauing in 2010, Bojangles' felt that their creative campaigns had grown stale and were doing little to set them apart from the competition. Then BooneOakley became Bojangles' AOR. We made it our goal to re-energize the brand in a way that fueled positive dialogue among influencers and develop consumer evangelists that made Bojangles' relevant to the QSR customer.

As a regional QSR brand, Bojangles' competes against big brands with even bigger advertising budgets. The key challenge with increasing sales is consideration, and in order to be in the customer's consideration set Bojangles' had to be top-of-mind in a very contested marketplace. Not only did our idea have to break through the clutter, it had to carry through to multiple platforms, including traditional broadcast, in-store, social and digital. We also wanted to make sure that we developed a brand message that was sustainable—an overarching idea that could anchor multiple promotions and campaigns for years to come.

We introduced "It's Bo Time" in July of 2010 with a campaign that reinforced that Bojangles' is the brand that people truly crave. This rallying cry created an immediate association between the feeling of hunger and thinking about Bojangles'. To keep Bojangles' top-of-mind, we integrated "It's Bo Time" across as many touchpoints as possible. This included Bojangles' digital, social and every guest touchpoint from the reader boards to POP materials and crew uniforms.

WE ALSO WANTED TO MAKE SURE THAT WE DEVELOPED A BRAND MESSAGE THAT WAS SUSTAINABLE—AN OVERARCHING IDEA THAT COULD ANCHOR MULTIPLE PROMOTIONS AND CAMPAIGNS FOR YEARS TO COME.

THE CHANGE

"It's Bo Time" was immediately embraced by stakeholders and fans alike. It's a part of the brand's culture and is now a commonly used phrase when people want to go to Bojangles' or even when their stomach grows. Revenue has grown by 52% since 2012 and the company has expanded from 460 restaurants at the beginning of 2010 to 750+ restaurants today. They are continuing rapid growth and expansion into new markets.

AT A GLANCE

52% INCREASE IN REVENUE

302 RESTAURANTS OPEN



DIGITAL VIDEO - CLICK IMAGE TO VIEW



“BooneOakley has been our AOR since 2010. It’s a wonderful strategic and creative partnership. Together we developed “It’s Bo Time” which is a rallying cry, a call to action and has become part of the vernacular in this region. The campaign has run across all of our touchpoints, has had a direct impact on double-digit year-over-year sales growth, and has helped Bojangles’ footprint to expand from 350 stores when we first partnered to over 750 today.”

- RANDY POINDEXTER, Senior Vice President of Marketing

TV - CLICK IMAGE TO VIEW



TV - CLICK IMAGE TO VIEW



TV - CLICK IMAGE TO VIEW



VISIT SOUTH WALTON

THE CREATIVE

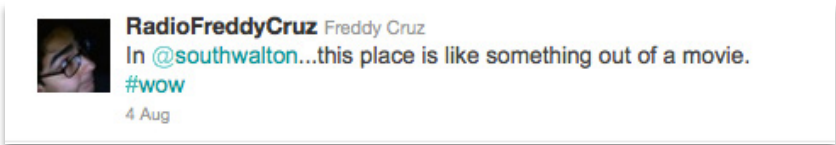
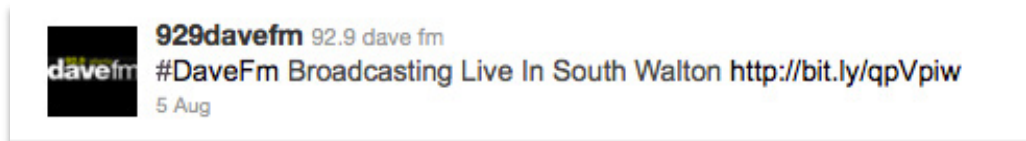
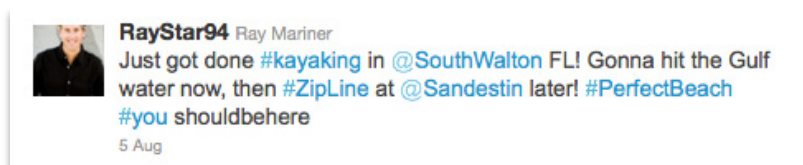
There's a fine line between a catastrophe and a comeback. Our team helped South Walton cross this line in the wake of 2010's Deepwater Horizon disaster.

As with all Gulf destinations, visitation came to an abrupt standstill—down 29% even while the oil kept spewing. As the days warmed into summer and the beaches were spared, the dimensions of an economic secondary risk clarified. How do you reward the loyal visitor while attracting the uninitiated? How do you communicate about the condition of the beaches? And how do you accomplish this retrial and rediscovery during prolonged national media coverage heavily tinged with news of oil company recompensation?

We decided to use every bit of leverage we had. Our campaign, which integrated two complementary programs, told the stories of South Walton's separate beach communities while inviting prospects to "Find Your Perfect Beach." Our imagery and authentic content in both paid and shared media relied on photographic evidence of the beauty of the moment with immaculate beach scenery.

BUT PERHAPS OUR MOST CREATIVE EFFORT CENTERED ON ALLOWING POTENTIAL VISITORS TO "PRE-EXPERIENCE" SOUTH WALTON EVEN BEFORE VISITING.

But perhaps our most creative effort centered on allowing potential visitors to "pre-experience" South Walton even before visiting. Our solution was a social media campaign, not built around the typical blogger influencer, but by a unique and different kind of influencer: radio DJs. We invited 25 DJs and their families from our top 10 feeder markets to experience our area in person and encouraged them to share their experiences with listeners back home. We also orchestrated a custom experience for each DJ with a minute-by-minute itinerary over the course of three days. In addition, digital billboards showcased family beach photo submissions and Facebook posts. Like we said, we used every bit of leverage we had.





THE CHANGE

By the critical Labor Day weekend, South Walton was once again setting records. The paid DJ endorsement schedule cost \$300K but generated \$341K in added value. We boosted Facebook likes by 51% and Twitter followers by 45%.

That's called turning a historic disaster into a once-in-a-decade opportunity.

AT A GLANCE

25 DRIVE MARKET DJS

36 DIGITAL BILLBOARDS

6:7 RATIO OF SPEND TO ADDED VALUE

51% INCREASE IN FACEBOOK LIKES

45% INCREASE IN TWITTER FOLLOWERS

GULF COUNTY, FL

THE CREATIVE

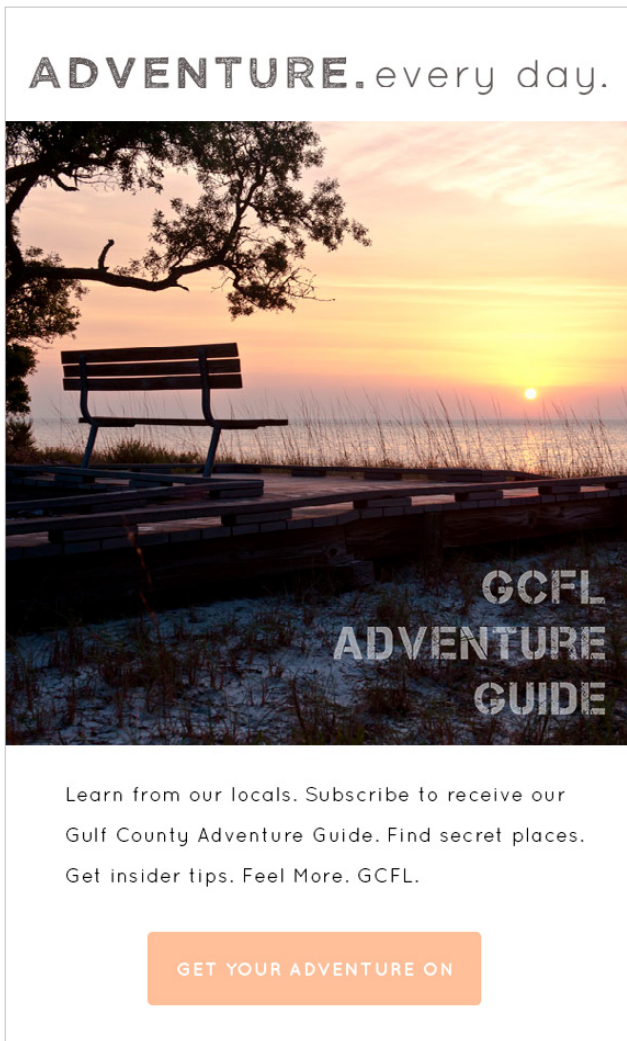
The last time you thought “beach” and “adventure” went together was probably while watching Tom Hanks and Wilson in *Cast Away*. But, now, that’s how Gulf County’s growing tribe of faithful think of their stretch of the Emerald Coast.

GCFL’ers, as they’re known, have always had a thing for nature: protecting it, sharing it, recording it and just plain being thunderstruck by the pure joy of it. (And not just visitors—we’re talking about locals, partners and even first-timers.) But how do you bring all these groups together in a simple but flexible way that serves everyone’s needs yet isn’t one-size-fits-all?

Enter the Gulf County Adventure Guide. Our active content contributor network succeeded in giving small-town insider intimacy to the process of showing newbies the ropes. We relied on our local partners to tell their stories, sharing their words, photos and videos to quickly initiate visitors into the tribe and help them build local connections. Content was shared on Gulf County’s owned media channels, including VisitGulf.com, e-newsletters and social media. The result was a constant stream of authentic voices revealing their passions, whether it be snorkeling, sailing, marsh kayaking or eagle watching.

After months of building exposure for the guide, we ramped things up to the next level by converting to a promotional strategy. Over 60 premium family-focused bloggers were invited to visit the online Adventure Guide and select the adventure they would most like to share with their families. Their resulting posts to Flickr were enhanced by our custom html app where viewers could subscribe to our e-newsletter on the spot. A three-week social promotion gave away a free spring trip package. And when we followed up by asking our Facebook audience to become honorary guides, more insider secrets poured in.

OUR ADVENTURE GUIDE ENABLED LOCALS TO SPEAK DIRECTLY TO POTENTIAL VISITORS IN AN OPEN NETWORK THAT INVITED CONTRIBUTIONS FROM EVERYONE.



ADVENTURE.every day.


**GCFL
ADVENTURE
GUIDE**

Learn from our locals. Subscribe to receive our Gulf County Adventure Guide. Find secret places. Get insider tips. Feel More. GCFL.

[GET YOUR ADVENTURE ON](#)

Gulf County Florida Tourism
Published by Carrie Ochal [?] · April 14 · Edited [?] ·

****CONTEST**** There is no season that isn't a perfect season for fishing in GCFL. Besides the essentials, what is one thing that is always in your fishing boat? Answer by Wednesday night and you'll be entered to win a \$50 American Express gift card to help fund your next great adventure.



Mommy's Hangout
March 28 at 1:19pm ·

Congrats Leigh and Amy for winning this weeks \$50 GC giveaway #GCFLnofilter #AD For your chance to win be sure to enter at <http://www.mommyshangout.com/.../check-out-gulf-county-adven.../>



Check out Gulf County Adventure Guide and enter to win a \$50 GC | Mommy's Hangout/Atlanta Mommy...

This is a sponsored post written by me on behalf of Visit Gulf County. All opinions are 100% mine. I'm sure I am not alone when I say WELCOME SPRING! With all...

MOMMYSHANGOUT.COM | BY JEN WILLIAMS

Like · Comment · Share

Gulf County Florida Tourism
Posted by Kelli Jackson [?] · January 27 · Edited [?] ·

Want some photo tips for capturing the beauty of the Dead Lakes? Adventure Guide, Matt Godwin, of [Off The Map Expeditions, LLC](#) has some insider tips.

"Don't come with a picture in mind. Don't have a pre-conceived notion. Things you see one... [See More](#)



981 people reached Boost Post

Like · Comment · Share · Hootlet 4 Shares

👍 Kathy Hagan, Stormy Nichols Miles, Ann Throckmorton and 32 others like this.

THE CHANGE

Content creation alone doesn't ensure connection. Even if it's great content. But when you pair it with a well-designed program, we proved we can produce connections in volume. Our Adventure Guide enabled locals to speak directly to potential visitors in an open network that invited contributions from everyone. The results? Over 12 million impressions while boosting Visitgulf.com sessions from 7,000 to more than 30,000.

AT A GLANCE

450 IMPRESSIONS SERVED

6% CONVERSION RATE

191% TIME SPENT OVER AVERAGE (3:06 VS 1:37)

20% INCREASE IN DOWNSTREAM TRAFFIC

THE NORTH CAROLINA DIVISION OF TRAVEL AND TOURISM

THE CREATIVE

We had an idea. A big idea. Spark curiosity with a visual invitation to look inside a place that contains myriad discoveries, things to do and secrets to reveal.

We wanted to entice people to engage with particular scenes from North Carolina's landscape, using touch to bring to life rich local details within the scene. By utilizing digital technology, local stories and characters, historical incidents, and cultural experiences could all reside within a single image.

By touching each area of the photo, users would bring various focal points to life with natural wonders, artifacts and anecdotes that draw you into the location's separate world. Concurrently, the story would offer connections to other stories of similar interest.

By marrying technology with creative integration, potential visitors could be engaged through digital and social media to seek

WE THOUGHT THE IDEA ALONE WOULD CARRY THE DAY. IT DIDN'T.



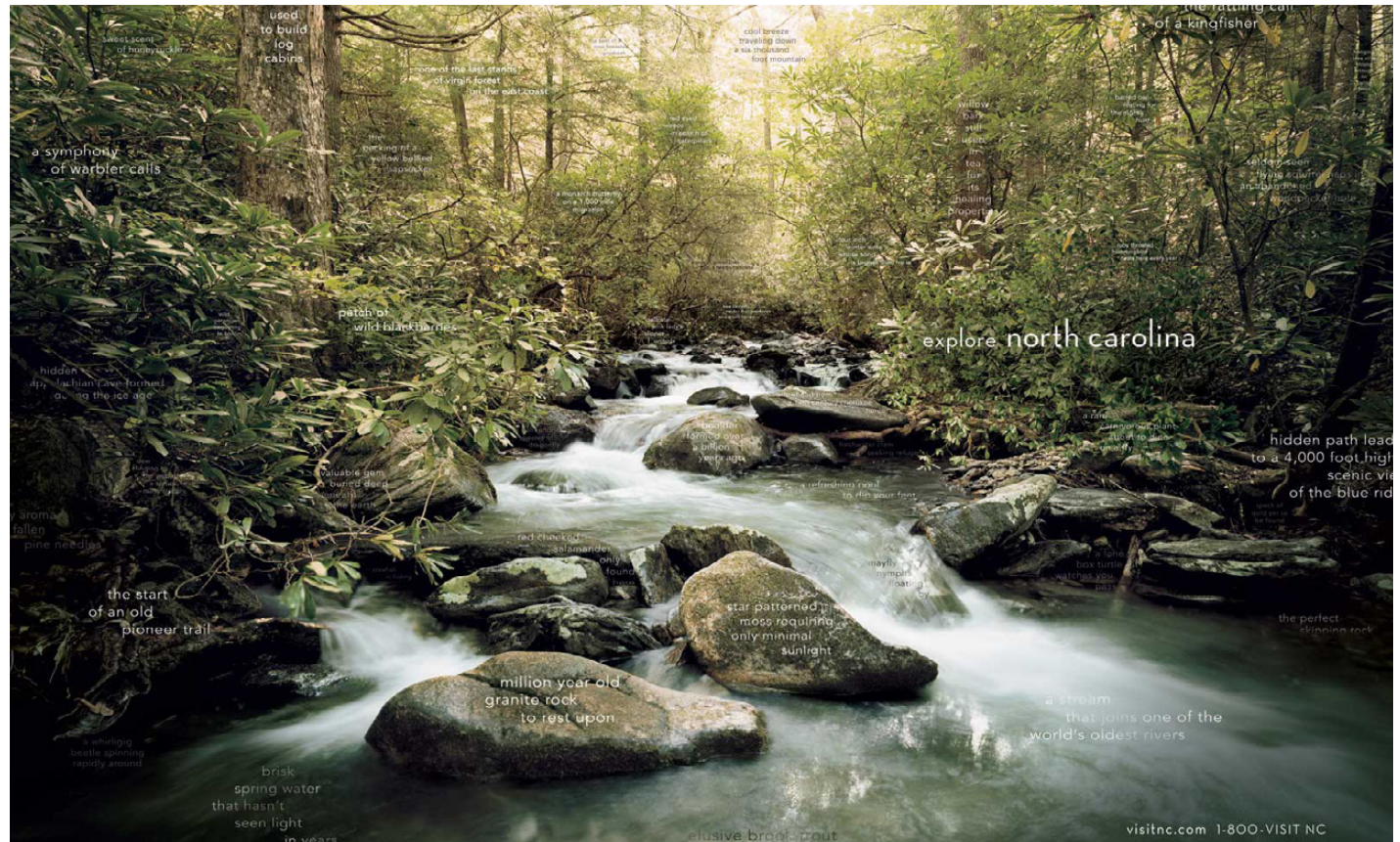
out the deeper meanings and possibilities that form the true beauty of the place.

WHY IT DIED

This idea has never seen the light of day. Why? The full potential was never realized. We neglected to present the idea in its fullest sense. We didn't do the gritty legwork necessary to demonstrate to the client just how visitor-friendly and engaging the idea could be. We failed to make the cutting-edge technology required for the idea accessible and comprehensible enough to address client fears and concerns. It didn't.

What we learned from this experience we put into practice in future presentations and concepts, especially of our boldest ideas. We know now to always engage early in the conceptual process with the kinds of maverick partners with the skills and motivation to bring bold ideas to life. The sort who would approve of Orson Welles' sentiment: "Don't give them what you think they want. Give them what they never thought was possible."

WE NEGLECTED TO PRESENT THE IDEA IN ITS FULLEST SENSE. WE DIDN'T DO THE GRITTY LEGWORK NECESSARY TO DEMONSTRATE TO THE CLIENT JUST HOW VISITOR-FRIENDLY AND ENGAGING THE IDEA COULD BE



“Anything ‘new’ is a risk. It’s our job to take the fear or confusion out of trends and technology. Our clients deserve that – up front.”

- SARAH PETER, Strategist

SEABOURN CRUISES

THE CREATIVE

Seabourn's newest ship, Encore, was set to spend its maiden 2017 summer season sailing the Mediterranean. Sign us up. The problem? The region was experiencing industry-wide booking challenges. Seabourn sought to alleviate regional concerns and increase brand awareness to promote the itinerary in months to come. There was an opportunity not only to increase traffic, fan conversion and content for the Mediterranean, but also to usher in a new era of ambassadors for Seabourn (with brand alignment as a crucial guideline for the activation). Hawkins International added longevity to Seabourn's new brand campaign launch, as well as that of the Encore, by unifying the trip under a singular hashtag (market-wide) with #ExtraordinaryWorlds.

One of the guiding pillars for the trip was appropriate brand alignment. Age, past brand partnerships, content engagement and content reach were principle benchmarks in choosing the right ambassadors for the sailing. Seabourn worked with its PR partners to identify six influencers who would portray to their devoted followers the Extraordinary Worlds of Seabourn, both onboard and ashore, with the right content aesthetic. In addition, each partner agency negotiated baseline deliverables to ensure maximum exposure.

“ we look for agency support, we want a team that proactively delivers quality, useful work on or before deadlines. We simply can't afford to retain a team that sits and waits for instructions. Our team at Hawkins more than delivers on our expectations and has done so for years.”

- BRIAN BADURA, Director, Global Public Relations, Seabourn

THERE WAS AN OPPORTUNITY NOT ONLY TO INCREASE TRAFFIC, FAN CONVERSION AND CONTENT FOR THE MEDITERRANEAN, BUT ALSO TO USHER IN A NEW ERA OF AMBASSADORS FOR SEABOURN



THE CHANGE

In the span of seven days, Seabourn Cruise garnered 23.7 million total online impressions and 379,829 total likes and comments on @SeabournCruise tagged content. We also helped them increase Instagram followers by 4.76% and Instagram engagement by 219%.

AT A GLANCE

23.7 MM ONLINE IMPRESSIONS

379,829 TOTAL LIKES ON TAGGED CONTENT

831 NEW INSTAGRAM FOLLOWERS

219% INCREASE IN INSTAGRAM ENGAGEMENT

INTERCONTINENTAL HOTELS & RESORTS

THE CREATIVE

Why settle for retention when you can get expansion? InterContinental Hotels & Resorts (a brand within the InterContinental Hotel Group portfolio) was reevaluating how to retain their existing audience and appeal to a broader base. They perceived a larger opportunity of reaffirming the excitement and allure of international travel—the InterContinental Life. With 70 years of heritage and 184 iconic hotels and resorts worldwide, the InterContinental brand embodies glamour, expertise and international know-how. To showcase the appeal of the InterContinental Life, InterContinental Hotels & Resorts tasked its creative agencies with launching the “Stories of the InterContinental Life,” a multi-faceted, sensory campaign. The main goals of the campaign were to:

- (1) Revive dormant awareness by reminding target guests that they know the InterContinental Hotels & Resorts brand;
- (2) Create cultural relevance and brand meaning to drive value proposition and increase consideration;
- (3) Develop a unified content platform to inform every touchpoint of the campaign.

Hawkins International reviewed the brand’s portfolio of over 50 properties in the Americas to curate a collection of programs that would generate compelling content. The team short-listed three properties and secured on-brand influencers to participate in each program. Hawkins International leveraged The Willard InterContinental Washington DC’s Taste of InterContinental dinner series to host three influencers (The Modern Otter, A Lacey Perspective and ChicvilleUSA) for an experience highlighting the dining excellence program. This was followed by two girlfriends’ getaway weekends to InterContinental Presidente Cozumel to showcase the property’s recent renovation and luxury spa offerings. Finally, the team enlisted Old Brand New to experience Art Basel Miami as an ambassador for InterContinental Miami, bringing to life the brand’s close ties to art and culture.

“I worked closely with the Hawkins International to team on several campaigns to highlight the worldliness, rich heritage and culinary excellence our properties provide global travelers. They continue to be passionate about our brand and consistently deliver meaningful results.”

- GAYLE WEISS, Director, Brand Communications, InterContinental Hotels & Resorts

THE CHANGE

The team met and exceeded all the goals set by the brand. Each influencer over-delivered on their contracted amount of Instagram posts by 33%. More than 20 Instagram Stories were created, receiving about 20,000 views. Real-time results include over 76,624 total engagements, and content was also amplified via @BeautifulHotels Instagram with two featured posts, garnering 60,000 additional likes. According to studies by IHG Brand Pulse research, the team realized its goal of increasing aided awareness and improving brand favorability, affinity and cultural relevance.



AT A GLANCE

20,000 INSTAGRAM STORY VIEWS

60,000 INSTAGRAM LIKES

76,624 TOTAL ENGAGEMENTS



FAIRMONT HOTELS & RESORTS

THE CREATIVE

How do you celebrate a Canadian sesquicentennial? Yes, we know. A ses-what? In March 2017, Fairmont Hotels & Resorts and Hawkins International leveraged Canada's 150th anniversary to create a one-of-a-kind, pan-Canadian media experience. Understanding Fairmont's connection to the Canadian railway system, the team partnered with VIA Rail to create a media campaign that brought increased awareness to the country's milestone anniversary and exposed media to nine of the brand's historic properties.

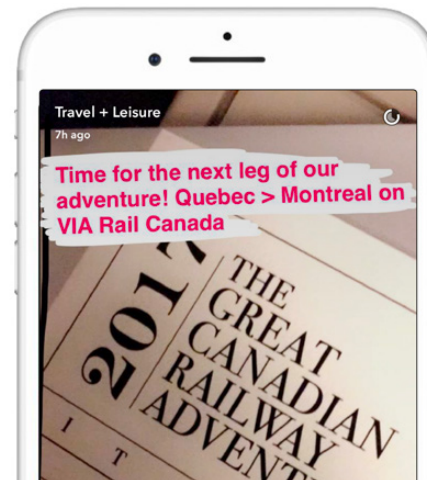
Fairmont Hotels & Resorts and VIA Rail offered guests, media and influencers an incomparable way to experience the vast country by rail and by luxury hotel and dubbed it the Great Canadian Railway Adventure. In order to maximize exposure, the team invited a targeted group of media to ensure a steady stream of media coverage leading up to, during and after the trip. To engage with media, the team developed experiences that showcased the Fairmont brand, including Heritage Dinners that re-created a bygone era of the hotel. An added element was a surprise concert aboard the train by award-winning Canadian singer Sarah McLachlan, which we leveraged to secure exclusive interviews and proactively pitch media.

THE CHANGE

We secured 17 press trip attendees from top-tier publications, including Travel + Leisure, DuJour and Toronto Star. Following the Canada 150 press trip, the team worked on several media activations, including distributing a press release announcing the Great Canadian Railway Adventure package, targeting outreach surrounding the Sarah McLachlan performance and facilitating media coverage from trip attendees. To date, our team has secured coverage spanning Instagram, Snapchat, print, online and broadcast, including DuJour, Travel + Leisure, The New York Post, Forbes, Journal de Montreal and CTV Ottawa.



A MEDIA CAMPAIGN THAT BROUGHT INCREASED AWARENESS TO THE COUNTRY'S MILESTONE ANNIVERSARY AND EXPOSED MEDIA TO NINE OF THE BRAND'S HISTORIC PROPERTIES.



AT A GLANCE

154 MM MEDIA IMPRESSIONS OVER FOUR MONTHS

ROSEWOOD LITTLE DIX BAY, BRITISH VIRGIN ISLANDS

THE CRISIS

In 2017, Hurricane Irma caused catastrophic damage to several Caribbean islands in its path.



After the storm, the British Virgin Islands' Rosewood Little Dix Bay luxury beach resort turned to Hawkins International to help manage real-time crisis communication through social media (one of the few reliable platforms for distributing information given the location and damage).

Hawkins Digital supported strategic communication efforts by activating 24/7 social media support and client counsel. As with all crisis situations, the team worked in tandem with the Rosewood Little Dix Bay marketing team, Rosewood corporate team and Global Partner Agencies to ensure that all messaging was consistent and assimilated in a timely manner.

KEY EFFORTS INCLUDED

Creating recommendations on official social media statements to provide guests with updates on the safety of Rosewood employees, the reopening timeline and details on the resort's overall condition.

Proactively drafting approved Q&A language to anticipate guest comments and questions for seamless social media communication.

ALL MESSAGING WAS CONSISTENT AND ASSIMILATED IN A TIMELY MANNER.

Ensuring that one member of the Hawkins Digital team was always on call for after-hours inquiries from Rosewood Little Dix Bay's social media fans and followers as well as the Rosewood Little Dix Bay marketing team.

With audiences turning to social media first in the aftermath of a natural disaster, we made a concerted effort to respond to all guest messages in a timely manner and coordinate with the team on approved responses. This included:

Liaising with Rosewood marketing and corporate teams on approved language for responses that required special attention.

Compiling a list of Rosewood employee names for specific follow-up and coordinating with the Rosewood corporate team on next steps for contacting family members.

Working with the team on YouCaring Fundraising Statement hashtag optimization and page tagging best practices in order to maximize overall reach.

Monitoring BVI Abroad Facebook page and alerting team when images of the resort were available and being distributed.

AT A GLANCE

14 AVERAGE RESPONSE TIME, IN MINUTES, ON SOCIAL PLATFORMS

100% RESPONSE RATE ON SOCIAL PLATFORMS

24/7 DIGITAL SUPPORT PROVIDED DURING AFTERMATH OF CRISIS

VISIT FLORIDA

THE CREATIVE

What does breaking the rules look like for a state-funded marketing organization like VISIT FLORIDA? Mixing rule breaking with a government agency doesn't sound very smart. But we did exactly that at the 2017 Leadership Summit.

VISIT FLORIDA hosts an annual summit to align key stakeholders around a common purpose to ensure continued and sustainable growth and guide marketing for the coming fiscal year. For their 2017 Leadership Summit, they partnered with No Luggage and FocusVision to break the mold of the meeting. Instead of presenting marketing plans, we treated the meeting like a series of work sessions and focus groups to put the organization's strategic purpose, "Brighten the lives of all," to work. VISIT FLORIDA decided to "talk less and listen more" in order to put stakeholders in a thought leadership position. Our team helped VISIT FLORIDA establish the following objectives:

Introduce and build trust within the new team.

Reinforce a strategic, marketing planning process for 18-19 fiscal year with Leadership Summit as the kickoff with the industry.

Design an open feedback loop, facilitating productive and candid discussions around target audiences that would yield insights to plan around.

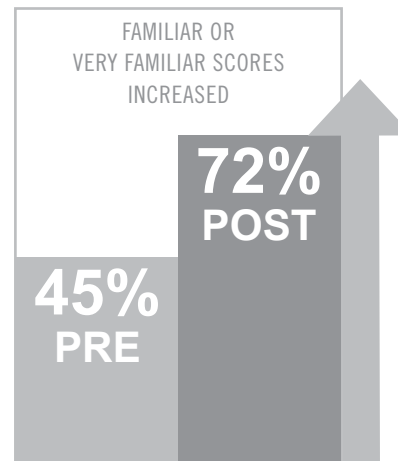
Create working sessions that would include trend spotting and thought leadership. (AKA facilitate a "round table" environment instead of a "banquet table" one.)

Use the existing committee structure and face-to-face meetings to share priorities, feedback and next steps in the planning process.

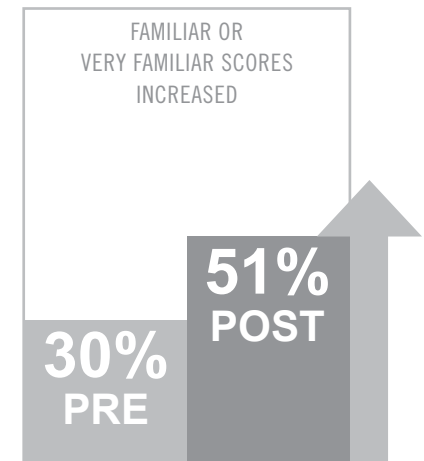
79% OF THOSE SURVEYED WOULD CHOOSE NON-TRADITIONAL COOPERATIVE MARKETING TACTICS

We conducted a stakeholder analysis before the summit. We entailed a staff roundtable discussion of seven different teams (including industry relations, brand, promotions, etc.), phone interviews with 10 key partners across Florida, and then reviewed past summit surveys, tax breakdowns and committee meeting records. During the summit, we organized working sessions through online pre-surveys distributed to 120 attendees and then facilitated 16 75-minute strategic planning sessions around four topics: brand development, cooperative marketing, international marketing and North American marketing. After the summit, we conducted a follow-up stakeholder analysis through an online survey distributed to the same 120 attendees. We then compiled recaps and mind maps from various committee meetings.

Committee Members & Platforms



Organization & Staff



THE CHANGE:

So why is this groundbreaking?



We combined best-practice research methods with state-of-the-art technology to show live results. We then used this data to create a feedback loop that re-energized VISIT FLORIDA's industry relations. Through this research project, we were able to reveal insights that would enhance both collective and individual partner marketing plans. Open-ended discussions and waves of one-to-one interaction enabled input that could be used to create better visitor experiences in all parts of the state—before, during and after visitation. We succeeded in bringing together leaders in tourism to better understand issues, challenges and opportunities to improve and change the experience for constituents and vacationers.

“The work that was done at this year’s Leadership Summit was transformational”

- MARYANN FERENC, Immediate Past Chair of VISIT FLORIDA Board of Directors

AT A GLANCE

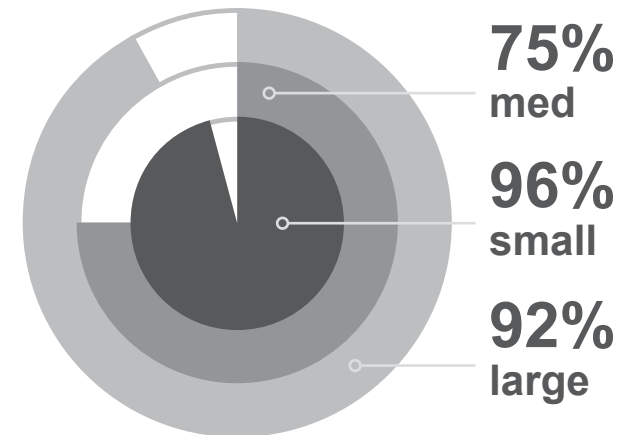
Ultimately, VISIT FLORIDA engaged a skeptical audience (their industry stakeholders) and created more non-traditional cooperative programs, a more in-touch committee structure and an innovation pipeline to inform strategic direction moving forward.

INCREASED TEAM FAMILIARITY FROM 30% TO 51%

REFORMED COMMITTEE STRUCTURE BASED ON 90% STAKEHOLDER DESIRE

AFTER 79% EXPRESSED INTEREST, 18-19 COOPERATIVE ADVERTISING LAUNCHED WITH RENEWED FOCUS ON NON-TRADITIONAL PROGRAMS.

Recognized Opportunity to Create Innovation Incubators



RESPONSE BY BUDGET SIZE

ATLANTA CONVENTION AND VISITORS BUREAU

THE CREATIVE

We won the Atlanta Convention and Visitors Bureau (ACVB) the summer after the Atlanta Olympic Games, and they were swirling after coming off a decade of preparation for the games. The ACVB was left struggling with how to get tourists from drive markets to come to Atlanta when many had stayed away during the worldwide infiltration into the city the year before.



The ACVB, a very diverse membership, was looking for a cohesive program that integrated cooperative partners around a single idea to attract summer visitors. We were asked to develop a co-op program with a unified message that would lift tourism business in the summer season as well as get the partners excited to contribute funds.

BrandCottage developed a program where Atlanta tourism partners were packaged together to create a rich, immersive summer getaway to Atlanta. “The Ultimate Field Trip” packages were focused on two targets: Family Weekend and Cultural Tourism.

We motivated co-op partners’ participation by establishing a high return on their investments. We turned every dollar into 2-5x media value by leveraging paid media with bonus promotional media. “Win a Weekend

“It’s extremely comprehensive not only from an information perspective, but [also] the incentives for lodging [and] attractions. It’s the most comprehensive package that we’ve ever had.”
 - W.B. BALDWIN, SVP Marketing (source: Atlanta Business Chronicle)

“Getaway to Atlanta” was the media brief, and any station on the radio buy needed to provide a promotion as added value. We approached radio stations in each of the 13 drive markets and asked them to submit a contest/listener promotion that would match at least \$5,000-\$10,000 in free promotion from each station. A total of 55 radio stations participated, and the packages included Braves tickets, theme park admissions, World of Coke

THE CHANGE

A record number of ACVB partners contributed to and participated in the promotion. Over 400,000 packages were requested, four times the number from the previous year.

Most importantly, the summer Atlanta Visitors Package and Co-Op programs became a model for all summer destination co-op programs going forward and continue to this day.

AT A GLANCE

- 400,000 PACKAGES REQUESTED**
- 22 AND YEARS SUMMER DESTINATION COUNTING PROGRAM HAS BEEN IN USE**
- 55 NUMBER OF PARTICIPATING RADIO**

WE LOVE THEM

Love is a strong emotion. It's a powerful connector. Love is a bond between agency and client that can only come from working side by side for a common brand goal: creative that creates change. Clients love partnering with us because we are passionate about what we do and are true collaborators. Together we do great things. What's not to love about that?

BOONEOAKLEY & OKALOOSA COUNTY

There is no team better suited for Okaloosa County than ours. We are incredibly excited by the challenges and potential that this opportunity presents. We look forward to working side-by-side with you.



PRICING SHEET

	Monthly Retainer Amount
Agency Services pursuant to Scope of Services (assumes 500 hours per month)	\$82,500*

Third-party pass-through expenses not included in Monthly Retainer Amount	Annual Cost
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All third-party pass through costs are directly proportionate to scale and scope of plans. These would include production, research, crisis execution plan, etc. and could range from \$200,000 -\$500,000 depending on need. All of these costs would be budgeted and approved with client and TDC during the planning process.

	Blended Hourly Rate
Agency Services in addition to Scope of Services	\$165

*This is not based on true Scope of Work but for comparison purposes only. Final fees will be negotiated based on agreed-upon Scope of Service after award.

CONTACT

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COLLECTIVE BILLING PROFILE 2016-2017

**BooneOakley
2016**

Client	Media/Production	Retainer	Total
Largest	\$2,138,155.00	\$1,632,318.00	\$3,770,473.00
OCTDD			
Smallest	\$248,908.00	\$127,835.00	\$376,743.00
AVG	\$474,668.00	\$375,622.00	\$850,290.00

2017

Client	Media/Production	Retainer	Total
Largest	\$2,276,458.00	\$1,732,314.00	\$4,008,772.00
OCTDD			
Smallest	\$61,578.00	\$214,200.00	\$275,778.00
AVG	\$359,314.00	\$414,387.00	\$773,701.00

**BrandCottage
2016**

Client	Media	Fees	Total
Largest	\$3,500,000.00	\$378,955.00	\$3,878,955.00
OCTDD			
Smallest	\$1,500,000.00	\$177,418.00	\$1,677,418.00
AVG	\$2,500,000.00	\$220,000.00	\$2,720,000.00

2017

Client	Media	Fees	Total
Largest	\$4,000,000.00	\$438,663.00	\$4,438,663.00
OCTDD			
Smallest	\$200,000.00	\$24,000.00	\$224,000.00
AVG	\$3,000,000.00	\$250,000.00	\$3,250,000.00

**Hawkins International
2016**

Client	Total
Largest	\$300,000.00
OCTDD	
Smallest	\$30,000.00
AVG	\$91,000.00

2017

Client	Total
Largest	\$340,000.00
OCTDD	
Smallest	\$30,000.00
AVG	\$94,000.00

**FocusVision
2016**

Client	Total
Largest	\$2,000,000.00
OCTDD	
Smallest	\$10,000.00
AVG	\$55,000.00

2017

Client	Total
Largest	\$3,100,000.00
OCTDD	
Smallest	\$10,000.00
AVG	\$60,000.00

2016 Combined Totals		2017 Combined Totals	
Largest	\$9,949,428.00	Largest	\$11,887,435.00
Smallest	\$2,094,161.00	Smallest	\$539,778.00
AVG	\$3,716,290.00	AVG	\$4,177,701.00