

**Task Order – Winter Campaign Initiative**

Agency Job # OKTDD-22047

Task order covers costs for agency hours for developing a strategic brief, concepting creative + creation of assets, media planning/buying and PR support for a Winter Campaign initiative.

Services herein are beyond Base Services because the Winter Campaign will be designed to reach out to visitors who planned on spending time in SW Florida, but now cannot due to Hurricane Ian. This effort will piggyback off VisitFlorida campaign launching October 17 that features Destin-Fort Walton Beach to influence winter travel.

**Payment:**

**Fee:** Estimated fees are **\$20,790** or 126 hours at the \$165.00/hr. blended agency rate. To be invoice monthly based on actual hours worked.

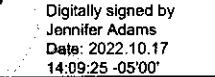
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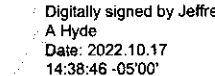
Katy Spiecha, Boone Oakley

**Accepted by:**

Jennifer  
Adams  
  

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Jennifer Adams, TDD Director

Jeffrey A  
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Jeff Hyde, Purchasing Manager