

TD2416  
1410-548041

CONTRACT: C19-2752-TDD  
Boone Oakley  
Marketing, Advertising, & PR for TDD  
EXPIRES:09/30/2025

**Task Order - North County Adventure Discovery**

Agency Job # OKTDD-23040

Task order covers the next phase of North County Analysis (post stakeholder report) to develop ideas around two-three site locations with specific geographic opportunities as identified by the Deputy County Administrator and team.

Services include: Agency fees for team of designers and strategists to create a "best in class" audit of comparable domestic and international adventure attractions. Using this and the insight provided in the North County Stakeholder report, designers will generate initial concept direction and 2-3 possible ideas/concept direction around sites provided by County staff. Services such as facility rental, video capture, transcription services, tour or guide expenses, location or registration fees, etc. are included in the project price.

Final report deliverable to include audit and initial ideas.

Invoicing to include data gathered and final report.

**Payment Schedule:**

Agency Services	\$57,850	Invoiced monthly based on percentage complete
Travel	<u>    \$0</u>	none anticipated
	\$57,850	

**Total NTE \$57,850**

**Offered by:**

*Katy Spiecha*  
Katy Spiecha, Boone Oakley

**Accepted by:**

Jennifer Adams  
Digitally signed by Jennifer Adams  
Date: 2023.12.13 06:10:10 -06'00'  
Charlotte Dunworth

Jennifer Adams, TDD Director  
DeRita Mason  
Digitally signed by DeRita Mason  
Date: 2023.12.13 06:25:29 -06'00'

DeRita Mason, Purchasing Manager  
Faye Douglas  
Digitally signed by Faye Douglas  
Date: 2023.12.19 15:11:28 -06'00'

Faye Douglas, OMB Director  
John Hofstad  
Digitally signed by John Hofstad  
Date: 2023.12.20 09:26:32 -06'00'

John Hofstad, County Administrator