

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

Task Order BO2034 – Wayfinding

Revision 1 – 2/7/22

Agency Job # OKTDD-20033

Design Planning:

Consultant fees for strategic thinking and design planning to develop a wayfinding framework and program branding Destin Fort Walton Beach. Plans to blend traditional and interactive wayfinding, combining apps, location technology, and digital and static signage to guide visitors and enhance visitor experience throughout the destination.

We will define the term "wayfinding" beyond basic signage needs into concepts and collaborating with the Tourism team to identify short, medium and long term next steps.

Agency to provide strategy and design; execution will be the responsibility of TDD staff.

~~Discussions~~ Work scope may include, but ~~are~~ is not limited to:

- Design considerations/recommendations for basic directional or brand signage in existing areas
- In-location audit and/or review with public safety to determine needs for new areas
- Collaboration and consulting to develop new design partnerships and/or RFPs, as needed
- Evaluation and initial design development around water-based navigation and safety
- Cohesive look & feel with Little Adventures

Timing/Resources:

This project is not within the Agency's annual Scope Of Work, and therefore will require additional manpower. This project is covered under the Experiential Design and Production Management component of the Agency's contractual scope of services. ~~Once the project is approved to begin, the span of time for the above work is estimated between 60-75 days.~~

Fee:

Estimated fees are ~~\$23,400.00~~ \$43,725, or ~~140~~265 hours at the \$165.00/hr. blended agency rate, to be invoiced monthly based on actual hours worked.

Offered by:



Casey Young, Boone Oakley

Accepted by:

Digitally signed by Jennifer Adams
Date: 2022.02.14 14:21:05 -06'00'
Charlotte Dunworth

Jennifer Adams, TDD Director

Digitally signed by Jeffrey A Hyde
Date: 2022.02.18 10:13:50 -06'00'

Jeff Hyde, Purchasing Manager

Digitally signed by Faye Douglas
Date: 2022.02.18 11:34:28 -06'00'

Faye Douglas, OMB Director

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MARKETING, ADVERTISING & PR FOR TDD
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TD2252
1151-548040

Task Order – 2022 Influencer Marketing Campaign

Agency Job # OKTDD-22021

Task order covers costs associated with the 2022 Influencer Marketing Campaign to activate up to 5 influencers from key 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 ~~Finn Partners~~ the agency, and is intended to cover creator fees and costs including transportation, accommodations, adventure packs and meals.

Payment Schedule:

Payment will be pursuant to Influencer Agreement terms, which is anticipated to be 50% upon agreement execution and 50% upon receipt of deliverables. Overall cost will not exceed \$50,000 unless mutually agreed upon in writing by both parties.

Offered by:


Katy Spiecha, Boone Oakley

Accepted by:

Jennifer
Adams
Digitally signed by
Jennifer Adams
Date: 2022.02.22
11:43:21 -06'00'

Charlotte
Dunworth

Jennifer Adams, TDD Director

Jeffrey A
Hyde
Digitally signed by Jeffrey
A Hyde
Date: 2022.02.22
13:32:30 -06'00'

Jeff Hyde, Purchasing Manager

Faye
Douglas
Digitally signed by Faye
Douglas
Date: 2022.02.22
13:38:08 -06'00'

Faye Douglas, OMB Director