

PROCUREMENT/CONTRACT/LEASE
INTERNAL COORDINATION SHEET

Procurement/Contract/Lease Number: C22-3169-TDD Tracking Number: 500824
Procurement/Contractor/Lessee Name: Miles Partnership Grant Funded: YES ___ NO X
Purpose: Amendment #3
Date/Term: 4-4-25 w/ 2 yr renewals 1. GREATER THAN \$100,000
Department #: 1410 2. GREATER THAN \$50,000
Account #: 548020 3. \$50,000 OR LESS
Amount: \$285,000
Department: TDD Dept. Monitor Name: Adams

Purchasing Review
Procurement or Contract/Lease requirements are met: DeRita Mason Date: 11-8-23
Purchasing Manager or designee: DeRita Mason, Erin Poole, Amber Hammonds

2CFR Compliance Review (if required)
Approved as written: _____ Grant Name: _____
NO Federal Funds Date: _____
Grants Coordinator: Suzanne Ulloa

Risk Management Review
Approved as written: _____ Date: 11-8-23
see email attached
Risk Manager or designee: Lydia Garcia

County Attorney Review
Approved as written: _____ Date: 11-8-23
see email attached
County Attorney: Lynn Hoshihara, Kerry Parsons or Designee

Department Funding Review
Approved as written: _____ Date: _____

IT Review (if applicable)
Approved as written: _____ Date: _____

DeRita Mason

From: Odessa Cooper-Pool
Sent: Wednesday, November 8, 2023 2:41 PM
To: DeRita Mason
Subject: RE: Miles amendment 3
Attachments: Miles Partnership Amend 3.docx

Hello DeRita,

Amendment 3 for Miles Partnership, LLLP has been reviewed and is approved by Risk Management; no changes made to insurance requirements.

Thank you,

Odessa Cooper-Pool

Public Records & Contracts Specialist |Risk Management
Okaloosa County BCC
302 N. Wilson Street, Crestview, FL 32536
Office: 1-850-689-4111



“And, when you want something, all the universe conspires in helping you to achieve it.”— Paulo Coelho, *The Alchemist*

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: Wednesday, November 8, 2023 7:56 AM
To: Odessa Cooper-Pool <ocooperpool@myokaloosa.com>
Cc: Jacqueline Matichuk <jmatichuk@myokaloosa.com>
Subject: FW: Miles amendment 3

Good morning,
Please review the amendment attached.
Thank you,

DeRita Mason

DeRita Mason

From: Charlotte Dunworth
Sent: Wednesday, November 8, 2023 7:51 AM
To: DeRita Mason
Subject: Miles amendment 3
Attachments: Miles Partnership Amend 3.docx

Hi DeRita – welcome back. Hope you had a fabulous time 😊

For coordination please. Legal approval provided below, thanks!

**DESTIN
FORT
WALTON
BEACH
FLORIDA**

CHARLOTTE DUNWORTH
Deputy Director of Finance + Compliance
Destin-Fort Walton Beach, Florida
850.609.5385 | 850.830.2735
1250 Miracle Strip Pkwy SE, Fort Walton Beach, FL 32548
destinfvb.com

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From: Parsons, Kerry <KParsons@ngn-tally.com>
Sent: Tuesday, November 7, 2023 3:25 PM
To: Charlotte Dunworth <cdunworth@myokaloosa.com>
Subject: RE: Miles amendment 3

As discussed you can proceed forward in this direction from a legal standpoint and the draft looked good.

Have a good day,
Kerry

Kerry A. Parsons, Esq.
**Nabors
Giblin &
Nickerson**
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From: Charlotte Dunworth <cdunworth@myokaloosa.com>
Sent: Thursday, November 2, 2023 8:05 AM
To: Parsons, Kerry <KParsons@ngn-tally.com>
Subject: Miles amendment 3



BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

DATE: November 21, 2023
TO: Honorable Chairman and Distinguished Members of the Board
FROM: Jennifer Adams
SUBJECT: Miles Partnership amendment #3 + task order #1
DEPARTMENT: Tourist Development Department
BCC DISTRICT: All

STATEMENT OF ISSUE: Request approval of Miles Partnership amendment 3 to provide for new work authorization via the task order process, as well as task order 1 “Strategic Website Initiatives Plan” in the amount of \$285,000.

BACKGROUND: In April 2022, the County entered into Miles Partnership contract # C22-3169-TDD for website design, building & maintenance. The new websites launched in January 2023 and we are currently in the maintenance phase of the contract. The County now desires to engage the Contractor to perform website development, optimization, enhancement, and modification to meet strategic marketing initiatives beyond the base services currently provided.

Staff foresees the need for additional enhancements and functionality as our marketing strategy evolves over the potential five-year life of the contract. Consistent with other continuing services contracts, the County and Contractor would like to amend the contract to provide for authorization via the County’s task order process for new work beyond the scope outlined in RFP TDD 05-22 and previously agreed to and provided under the Annual Recurring Fees.

Task order 1 “Strategic Website Initiatives Plan” in the amount of \$285,000 provides a structured plan for website development over the 18-month period January 2024 - March 2025, specifically: personalization and data collection to deliver custom content to segmented audiences, scout and live chat functionality, dynamic geography and activity maps, and tracking and influencing intent.

The Tourist Development Council recommended approval of the contract amendment at its November 14, 2023 meeting. Task orders do not require a Council recommendation.

FUNDING SOURCE:

Department # 1410
Account # 548020
Amount \$285,000

OPTIONS: Approve/Disapprove/ Postpone

RECOMMENDATIONS: Approval of 1) Miles Partnership amendment 3 to provide for new work authorization via the task order process and 2) Task order 1 “Strategic Website Initiatives Plan” in the amount of \$285,000.

Jennifer Adams
Jennifer Adams, Director of Tourist Development Department 11/13/2023

RECOMMENDED BY:

John Hofstad
John Hofstad, County Administrator 11/15/2023

APPROVED BY:

**AMENDMENT NO. 3 TO AGREEMENT BETWEEN
AND MILES PARTNERS
WEBSITES DESIGN, BUILD AND MAINTENANCE**

CONTRACT # C22-3169-TDD

This Amendment No. 3 hereby amends the Agreement effective April 5, 2022, by and between Okaloosa County, Florida ("County") and Miles Partnership, LLLP ("Contractor"), for Okaloosa County Tourist Development Department Websites Design, Build and Maintenance ("Contract"), also known as County Contract No. C22-3169-TDD.

WITNESSETH:

WHEREAS, the County desires to engage the Contractor to perform website development, optimization, enhancement, and modification to meet strategic initiatives beyond the base services currently provided; and

WHEREAS, County and Contractor would like to amend the contract to provide for authorization of new work via the County's task order process.

NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend the Contract as follows:

1. Section 4. Compensation shall be amended to add the following:
New work beyond the scope outlined in RFP TDD 05-22 and previously agreed to and provided under the Annual Recurring Fees, may be authorized via the County's task order process. Contractor shall prepare and submit a written technical and cost proposal addressing the County's desired scope of work. The basis of compensation shall be identified and may include third-party pass-through costs at no markup. Invoicing methodology shall be identified as either time and materials or percentage complete.
2. This Amendment No. 3 shall be effective November 21, 2023.
3. All other provisions of Contract # C22-3169-TDD shall remain in full force.

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

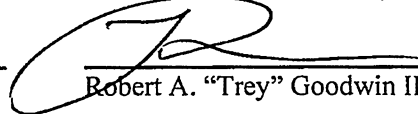
MILES PARTNERSHIP, LLLP



David Burgess, President & CEO

Date: November 9, 2023

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



Robert A. "Trey" Goodwin III, Chairman

Date: 11/21/2023



ATTEST:



J.D. Peacock II, Clerk of Circuit Court

