

Task Order TD2254 – 2022 In-Destination Campaign
 1179-548030 & 1151-548030

Agency Job # OKTDD-22010

Estimate covers costs for the 2022 In-Destination Campaign to target established market visitors while in Destin-Fort Walton Beach.

DESCRIPTION	VENDORS	BUDGET	PAYMENT SCHEDULE
Paid Media	Google, Meta, InMarket	\$300,000	Paid directly to vendor by County as incurred.
Sand Stamp Program	Billups	\$634,000	Paid directly to vendor by County as incurred. **Will require 50% payment in advance of services rendered.
Golf Cart Program	Billups		
Popsicle Program	Billups		
Place-Based Partner Programs	Destin Commons, Coca Cola (Mid-Bay Bridge)	\$41,000	Paid directly to vendor by County as incurred. **Will require 50% payment in advance of services rendered.
Print/Activation Production	FastSigns, Metrographics, TBD*	\$247,250	Invoiced as actual expenses incurred.
Digital Programs	JA Interactive (aka JA.TXT), InMarket, TBD*	\$135,000	Paid directly to vendor by County as incurred.
QR Codes	QR Code Generator	\$800	Invoiced as actual expenses incurred.
Content Capture	VXEL, TBD*	\$15,000	Invoiced as actual expenses incurred. **May require a portion of expenses subject to advance payment.
Promotional Items	Lavish, Metrographics	\$3,950	Invoiced as actual expenses incurred.
Shared Media (Boosted posts)	Meta	\$8,000	Paid directly to vendor by County as incurred.
Agency Travel	N/A	\$15,000	Invoiced as actual expenses incurred.
	Total	\$1,400,000	

*The agency will obtain written competitive production pricing for production vendors, restaurant partners, illustrator, photographer not listed in this task order, should their cost exceed \$3,500. The Deputy County Administrator-Operations is authorized to approve agency justification if the lowest vendor is not selected.

**Indicates vendors that will require partial payment in advance of services rendered.

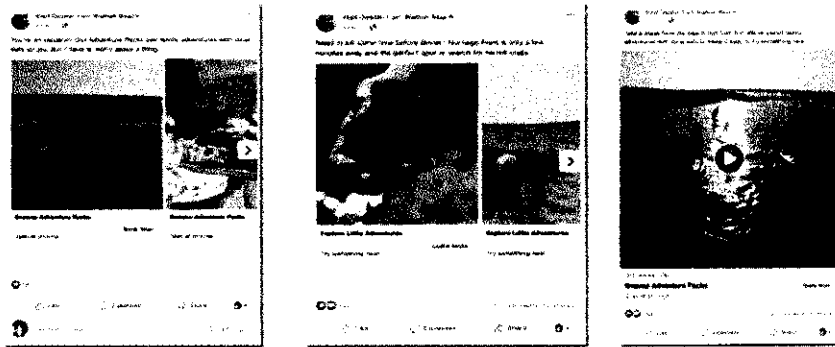
The agency will reconcile actual costs and bill based on actuals rather than production estimate. Any savings or project underruns will accrue to the County and be reflected in invoicing.

Each line item/cost in this task order may shift, but the task order total will not exceed \$1,400,000 unless mutually agreed upon in writing by both parties.

Facebook / Instagram

Based on 2021 performance, maximize Paid Social in-market, which social engagement is high

- Carousel (static) units had 2x the CTR of the benchmark
 - 0.84% vs. 0.49%
 - 1+ min on site and almost 2 pages per session
- Video: strong VCR (14% vs. 3% avg) at an efficient \$0.10 CPCV



Google Discovery Ads

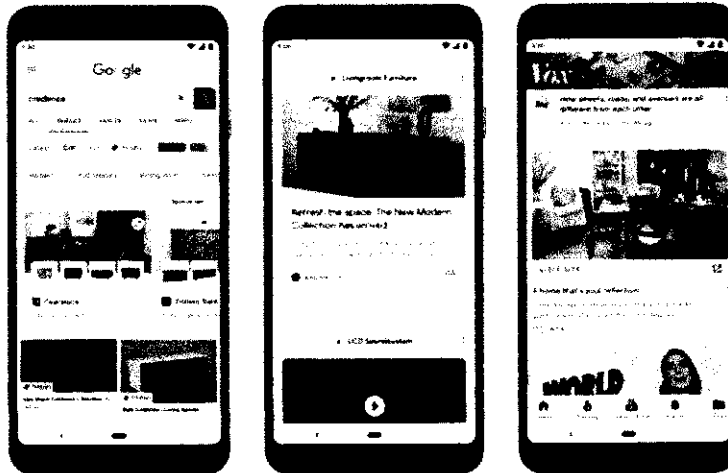
Google

Taps into online **signals of "intent"** to identify best prospects:

- Past site visitation
- App Downloads
- Videos watched
- Map searches

Served across Google platforms:
- **YouTube, Display, Gmail**

Upload **copy and raw creative assets** with Google pulls from to serve most relevant ad.



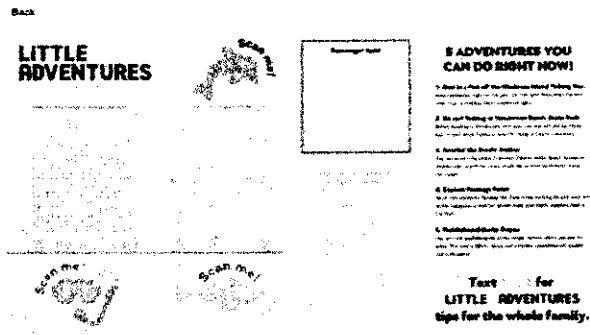
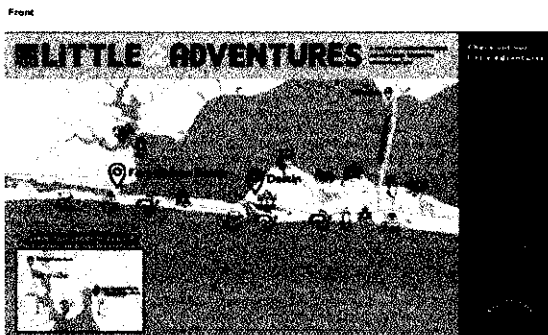
Ads in the Sand, Golf Cart Rides, Popsicles and Storefronts



Little Adventures takeover of Mid-Bay Bridge Toll

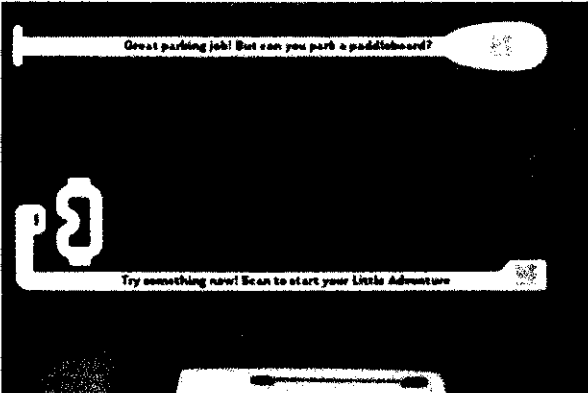
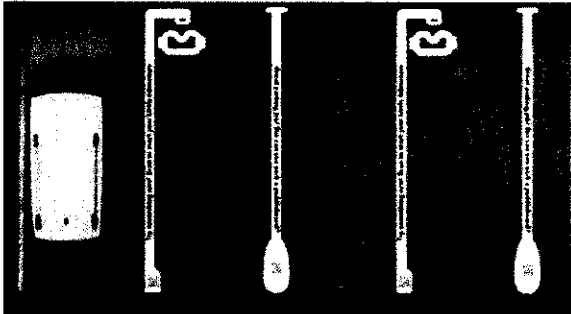


Little Adventures map



Adventure Parking Spots

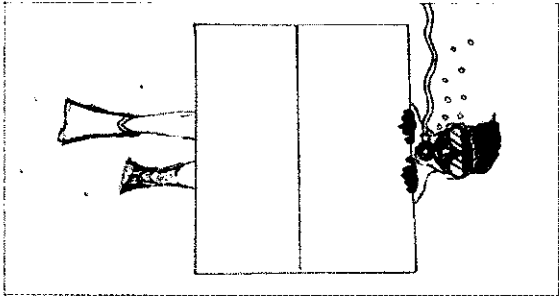
DESTIN
FORT
WALTON
BEACH
FLORIDA



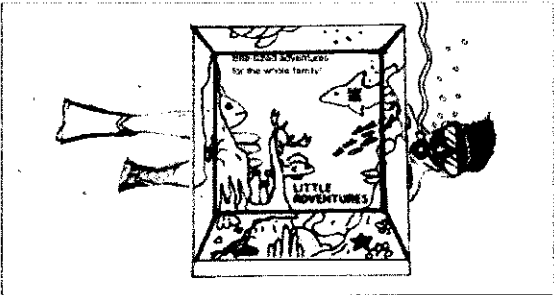
Condo Elevator Takeovers

DESTIN
FORT
WALTON
BEACH
FLORIDA

Exterior



Interior



Offered by:

Katy Spiecha BooneOakley

Accepted by:
Jennifer Adams
Digitally signed by Jennifer Adams
Date: 2022.03.07 15:22:11 -06'00'

Charlotte Dunworth

Adams
Jennifer Adams, TDD Director
Digitally signed by Jeffrey A Hyde
Date: 2022.03.08 07:32:01 -06'00'

Hyde
Jeff Hyde, Purchasing Manager
Digitally signed by Faye Douglas
Date: 2022.03.08 08:48:45 -06'00'

Douglas
Faye Douglas, OMB Director
Digitally signed by John Hofstad
Date: 2022.03.08 09:08:20 -06'00'

Hofstad
John Hofstad, County Administrator


Mel Ponder, Chairman

