



BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

DATE: February 7, 2023
TO: Honorable Chairman and Distinguished Members of the Board
FROM: Jennifer Adams
SUBJECT: TD2305 rev1 Destination Stewardship/Little Adventures 2023
DEPARTMENT: Tourist Development Department
BCC DISTRICT: All

STATEMENT OF ISSUE: Request approval of Destination Stewardship Plan 2023 and increase of \$1,835,000 to BooneOakley task order TD2305rev1 for expansion and continuation of current Little Adventures programming and initial development of Reel Time pilot program.

BACKGROUND: Stewardship uses community engagement and new product development to create a more valuable place and quality of experience for everyone, visitors and locals. Current pilot programs each appeal to our target audience, and engage visitors and locals in unique locations and aspects of the destination. All programs work together to fulfill the destination's brand promise to get kids on the water, as well as to address its core challenges of improving mobility and accessibility to adventures, friendliness and igniting pride in place.

In November 2022, the Board approved a \$215K task order for Little Adventures to develop 2023 tactical plans for scouts and classes, recommendations for new product deployment, and a product development plan for Reel Time.

Staff seeks to build upon prior year successes of Little Adventure Packs, Classes and Scouts pilot programs by integrating all experiences to make it seamless for mom to connect with, plan, book and take bite-sized adventures with kids. Staff will refine product mix to focus on new product development that activates the community and innovates for business, as well as uses technology where possible to connect and grow non-traditional, local workforce. Initial tactics for a fourth pilot, Reel Time, will also be executed and integrated with Little Adventures in 2023.

Highlights of specific initiatives within the additional \$1.835M funding include:

- Expand online and beach scouts to a consistently running team of up to 45
- Onboard and train frontline lodging staff in at least 5-6 locations that are near little adventure class locations.
- Design and develop a Scout App
- Create up to 10 new classes pending partner collaboration, expanded locations
- Design, build, stock and install new Little Adventure Outpost vehicle for classes
- Create 1-2 new packs for product diversity
- Create 2-3 new charter fishing products, integrate into class and pack mix.

Staff will continue to work with the Clerk, County Attorney, and County Administration to develop implementation procedures as appropriate and ensure all expenditures are made in accordance with County policies.

There is \$1,250,000 budgeted in FY 2023 for Destination Stewardship, plus cash carryforward of \$587,000 remaining from the 2022 program and \$213,000 in excess TDT collections.

Consistent with the Purchasing Manual, third-party vendors are identified on the task order. Recognizing these pilot programs are fluid and continual Board approval for adjustments as work progresses is impractical, authorization is requested for the County Administrator to approve additional third-party production vendors within the overall task order amount.

A recommendation from the Tourist Development Council is not required for task orders, but due to the dollar amount and innovative nature of the program, the Council did recommend approval for these initiatives at its January 24, 2023 meeting.

FUNDING SOURCE, (If Applicable):

Department # 1410
Account # 548049
Amount \$2,050,000

OPTIONS: Approve/Deny/Postpone/Direction

RECOMMENDATIONS: Approve 1) Destination Stewardship Plan 2023 and 2) BooneOakley task order TD2305rev1 Little Adventures Pilot Program Optimization and Plan 2023 in the total amount of \$2,050,000, including partial payment in advance as required by certain vendors, and authorize Chairman to sign.


Jennifer Adams, Director, Tourist Development Department 1/31/2023

RECOMMENDED BY:


John Hofstad, County Administrator 2/1/2023

APPROVED BY:

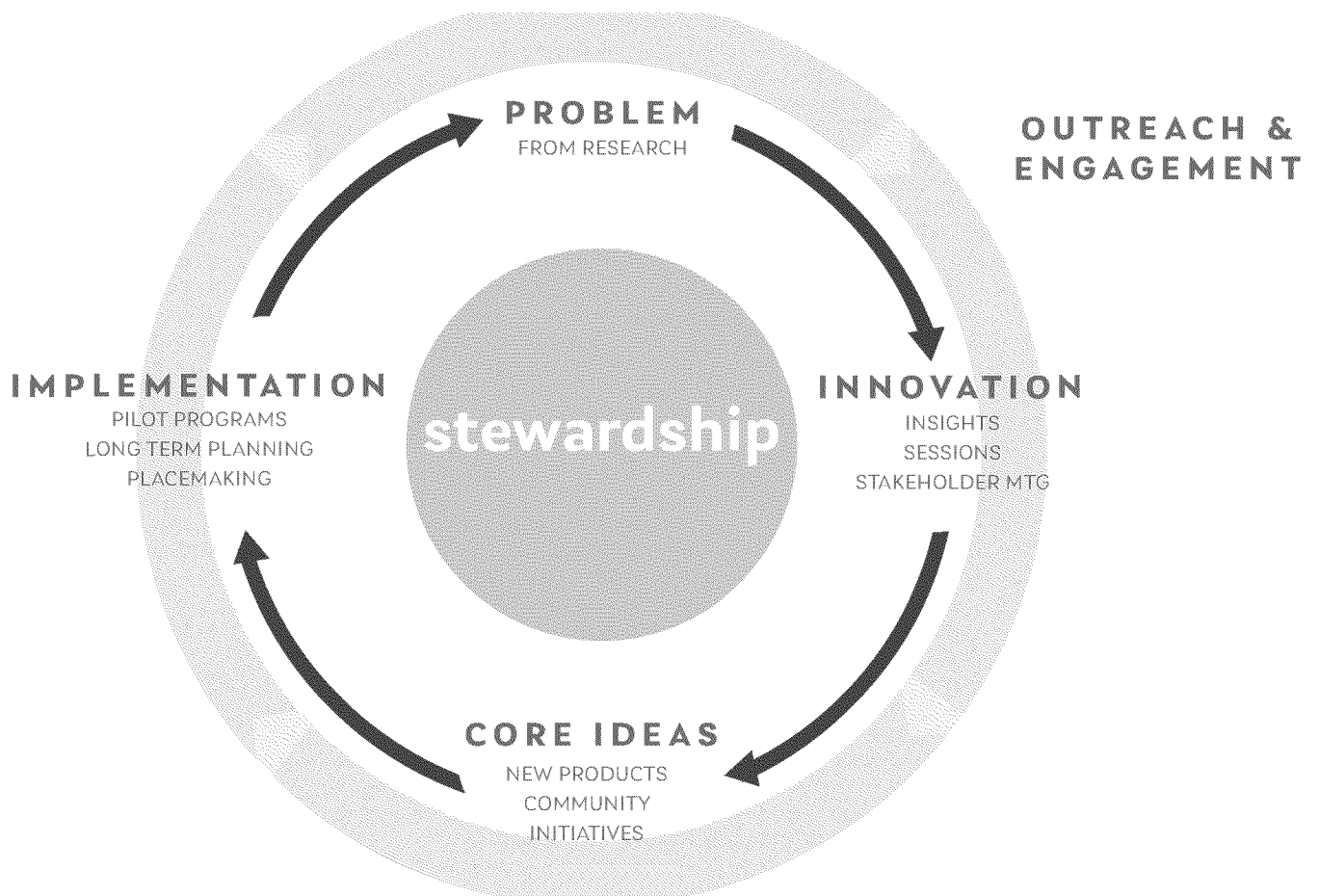


Destination Stewardship 2023 Pilot Program Plan

DESTIN
FORT
WALTON
BEACH
FLORIDA

Stewardship uses community engagement and new product development to create a more valuable place for everyone.





Design Focus

CORE CHALLENGES



GET KIDS OUT ON
THE WATER



ADDRESS
MOBILITY ISSUES



IGNITE PRIDE IN
PLACE



2X Chats

In 2020 1,700 chats were initiated. In 2021 it increased to 3,500 and in 2022 volume rose to 6,839 chats fielded

751 Kids

Five local businesses ran 146 classes in two Outposts from June through September

2022 GROWTH

Increased customer service and expertise. Scouts tripled: 13 to 37

Created more demand with advertising. In 2021 762 Little Adventure Pack codes were distributed. In 2022, 3,559 codes were handed out.

Launched new class registration tool and Scout portal

Built four Outposts: two stationary, two mobile to expand class footprint

Insights

1 Scouts are invaluable

Activate pride of place and purpose

2 Products elevate experience

Help businesses meet customer expectations

3 Integration works

Cross training = better experience and more business

4 Overcoming stereotypes

"A beach." "Old man in the room." "Same as always"

5 Building a culture of innovation

Test and Learn requires hard choices





Goals

2023 LITTLE ADVENTURES PILOTS

Integrate all Little Adventures experiences to make it seamless for mom to connect with, plan, book and take bite-sized adventures with kids.

Refine product mix to focus on new product development that activates the community and innovates for businesses.

Use technology to connect people; be helpful and grow non-traditional, local workforce.



Objectives

2023 LITTLE ADVENTURES PILOTS

Prioritize new product development. Create 5-6 new classes; new charter fishing little adventures; 1-2 new packs.

Expand class footprint. Use Outposts to run up to 500 classes featuring different types of adventures with more partners Countywide.

Embrace the Scout. Redefine and expand local network from 70 to 150 giving them better tools and opportunities to communicate together and help one another.



Scouts

2023 LITTLE ADVENTURES PILOTS

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Accomplishments

EXPANDED SCOUT PROGRAM

- **Integrated Little Adventures team. Two successful all-team meetings as model.**
- **Expanded Scouts from 13 to 37.**
- **Collaborated with hotels and used mobile outposts for class and partner recruitment.**
- **Integrated and expanded training while continuing to roll out new products.**
- **Developed toolkit.**
- **Expanded virtual tool to include a back-end Scout portal.**

Online Scouts

Class Experts Beach Scouts Online Scouts



Aubrey Babos
ONLINE SCOUT

[Read Bio](#)



Alli Phillips
ONLINE SCOUT

[Read Bio](#)



Adrienne Ulloa
ONLINE SCOUT

[Read Bio](#)



Beth Jackson
ONLINE SCOUT

[Read Bio](#)



Brandy Lorino
ONLINE SCOUT

[Read Bio](#)



Cassie Tynan
ONLINE SCOUT

[Read Bio](#)



Chelsea Wimberley
ONLINE SCOUT

[Read Bio](#)



Deborah Dickerson
ONLINE SCOUT

[Read Bio](#)

Class Experts

Class Experts Beach Scouts Online Scouts



Allison Blankenship
CLASS EXPERT

[Read Bio](#)



Anna Calhoon
CLASS EXPERT

[Read Bio](#)



AC Cold
CLASS EXPERT

[Read Bio](#)



Harley Peters
CLASS EXPERT

[Read Bio](#)



Josh Farre
CLASS EXPERT

[Read Bio](#)



Matthew Stilla
CLASS EXPERT

[Read Bio](#)



Wendy Rudman
CLASS EXPERT

[Read Bio](#)



Zach Butler
CLASS EXPERT

[Read Bio](#)





Check In



Profile



Logout

Today's Schedule

Today's Schedule

Staff Schedule

Queue

Class Calendar

Adventure Packs

Scout Resources

Contact List



Aubrey Babos
ONLINE SCOUT

619-240-2530

SCHEDULE:
3:00pm - 7:00pm

LOCATION:
Select a location

STATUS:
Checked Out



Adrienne Ulloa
ONLINE SCOUT

361-425-5255

SCHEDULE:
9:00am - 1:00pm

STATUS:
Checked Out





Recommendation

EXPANDED SCOUT PROGRAM

- Continue to grow the footprint and network of Scouts.
- Maximize returning Scout experience. Create leadership roles.
- Maintain great online Scout team of 15 and increase beach Scouts to a rolling 30.
- Onboard and train guest-facing lodging Scouts in 5-6 hotels/resorts around classes.
- Design and develop a Scout portal app to more effectively and efficiently manage contract Scout teams.



Classes

2023 LITTLE ADVENTURES PILOTS



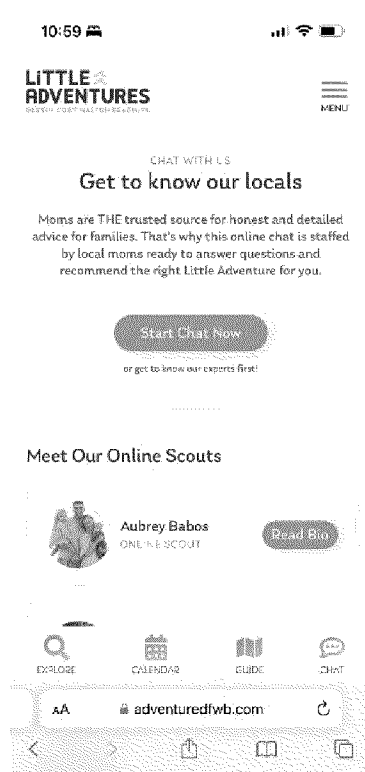
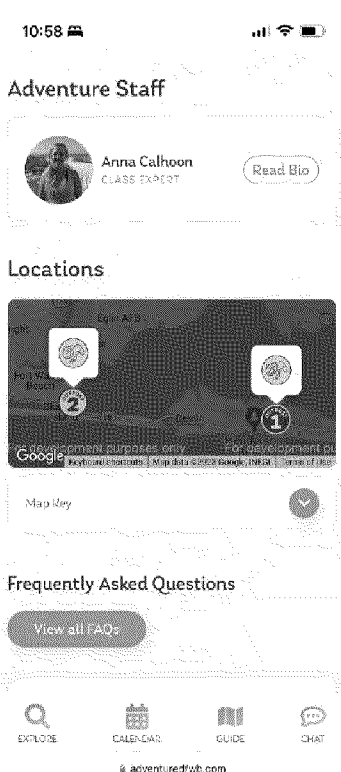
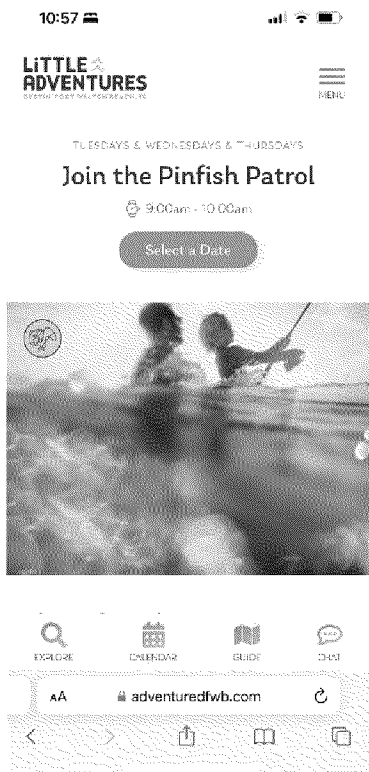


Accomplishments

ADVENTURE CLASSES

- Expanded Outpost locations to include Crystal Beach and Okaloosa Island.
- Designed and built two pop-up Outposts.
- Developed two new classes and expanded expert team.
- Launched virtual tool with SMS text notifications; expanded more adventures for cross promotion and enabled multi-location.
- Extended class season from June through September. Successfully ran 147 classes.
- 2X kids in classes from prior year.







Recommendations

ADVENTURE CLASSES

- Increase class selection. Develop 5-10 new classes with partners.
- Run 2-3X more classes - 500 class goal.
- Optimize and improve user experience on virtual registration tool.
- Design and build out new Outpost 2.
- Expand class schedule from April through September.
- Widen class footprint - Bay, Bayous, National Seashore, North of the Bay





Packs

2023 LITTLE ADVENTURES PILOTS

8 Little Adventure Packs in 2022

Captain Brandy's Catch and Cook

4-hour charter fishing trip for beginners plus a cook-your-catch meal from East Pass Seafood & Oyster House.

for up to 6 people
\$850 (including tax and tip)



Dolphin Sail and Sandwiches

Private dolphin sail plus fresh-made Local Market lunch.

for up to 6 people
\$450 (including tax and tip)



VIP Penguin Party

Private, after-hours access to Gulfarium Marine Adventure Park, Penguin Encounter and dinner at Al's Beach Club.

for up to 6 people
\$475 (including tax and tip)



Paddle, Picnic and Play

Guided family paddleboard tour plus a Gulf-to-Table meal (and more fun) at LuLu's.

for up to 6 people
\$325 (including tax and tip)



Captain Kevin's Fish and Feast

6-hour private charter fishing trip plus a Harbor Docks cook-your-catch dinner

for up to 6 people
\$975 (including tax and tip)



Tackle and Tacos

Fishing instruction at The Island Pier plus a Rockin Tacos lunch.

for up to 6 people
\$300 (including tax and tip)



Private Pontoon Picnic

Sunset pontoon rental plus a Rick's on the Island picnic delivered straight to your boat.

for up to 6 people
\$400 (including tax and tip)



Boards and Brunch

Exclusive tubing and wakeboarding adventure complete with brunch on your own private island.

for up to 6 people
\$625 (including tax and tip)





Accomplishments


ADVENTURE PACKS

- Redesigned web site to enhance Packs retail call to action. More mobile friendly.
- Created custom content for all eight Packs.
- Increased demand and partner exposure by promoting Packs in digital, social, influencer content and expanded Facebook Messenger.
- Distributed 3559 codes (400% increase).
- Booked 133 Packs.

Website: Packs Landing Page

11:44

DESTIN FORT WALTON BEACH FLORIDA



Little Adventure Packs

adventures + delicious local eats

It's never been easier to try something new.

Use the filters below or browse through all of our Little Adventure Packs. Need help choosing a Pack or ready to book? Chat with a local mom!

ALL Ages up to 7 Ages 8-12

Chat with a local mom to book **Book now**

destinfb.com


11:44

ALL Ages up to 7 Ages 8-12

Ages 13+ \$ \$\$ \$\$\$

2-3 Hours Half-day

Full-day



Dolphin Sail and Sandwiches

SELECT PACK

Chat with a local mom to book **Book now**

destinfb.com

11:44



VIP Penguin Party

SELECT PACK



Tackle and Tacos

SELECT PACK

Chat with a local mom to book **Book now**

destinfb.com

Visit Destin-Fort Walton Beach ... Sponsored · 🌐

Little Adventure Packs are back! Don't miss out on our one-of-a-kind family adventures paired with delicious local eats. Send us a message to chat with a local mom and get special pricing!



MESSENGER
Little Adventure Packs [Send message](#)

Like Comment Share

Visit Destin-Fort Walton Beach ... Sponsored · 🌐

Your family deserves our Private Pontoon Picnic Pack with a sunset pontoon rental and delicious picnic from Rick's on the Island delivered straight to your boat! Send us a message to chat with a local mom and get special pricing.




Hey everybody, Lee Birdie, Director of Operations here at Island Watersports Company

MESSENGER
Private Pontoon Picnic Pack [Send message](#)

Like Comment Share

Visit Destin-Fort Walton Beach ... Sponsored · 🌐

Little Adventure Packs are back! You won't find these adventures anywhere else.



destinfb.com
Little Adventure Packs [Book now](#)
Packs are limited!

Like Comment Share



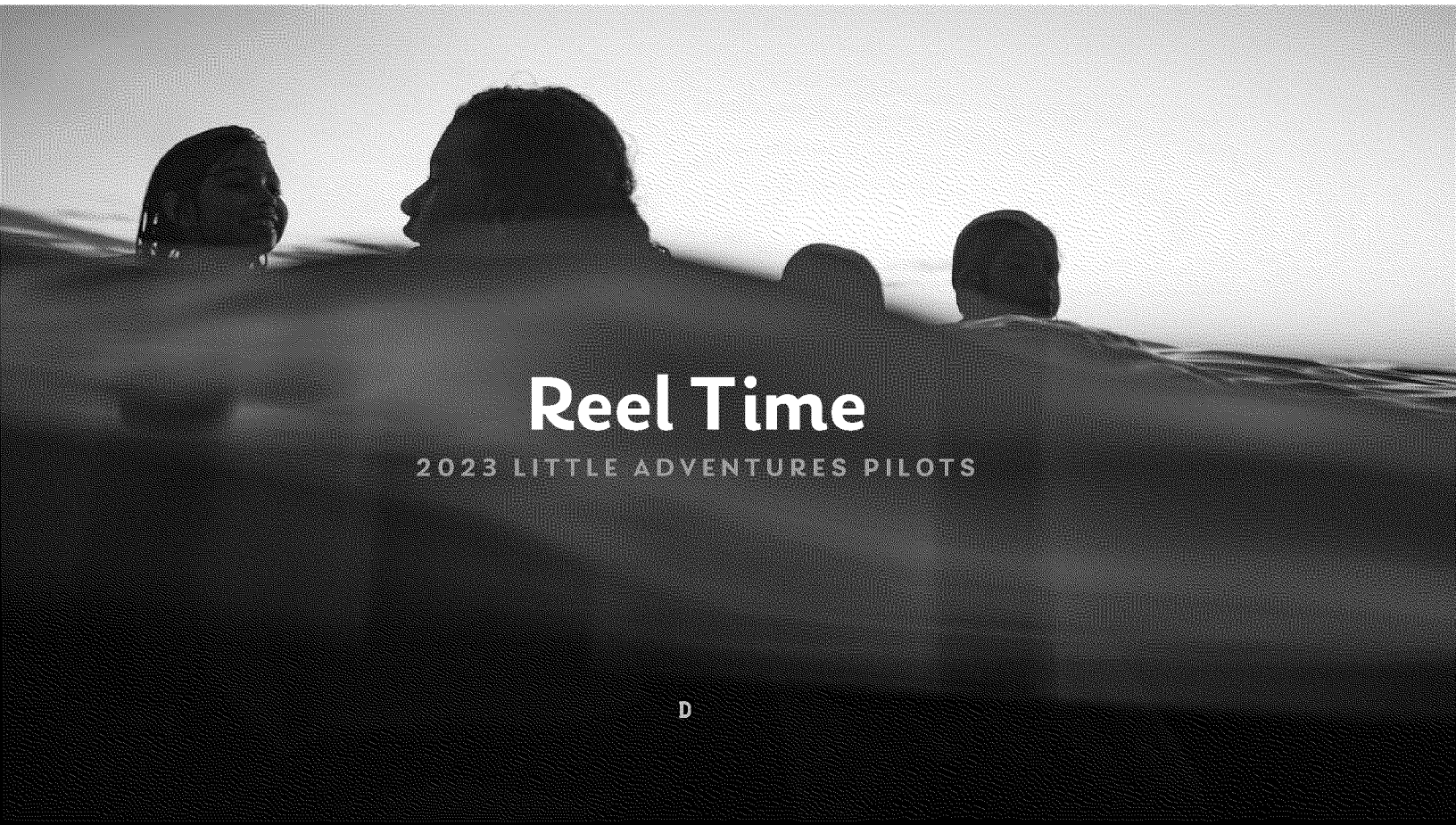
Recommendations

ADVENTURE PACKS

- Create 1-2 new Packs for diversity and to fulfill partner demand.
- Keep Packs as efficient and cost-effective, as possible.
- Launch on March 1 to take advantage of retail call to action and connection to Scouts.
- Promote for exposure, to drive traffic to Little Adventures and chat.
- Capture learnings to improve other pilot programs and future packaging ideas.



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Reel Time

2023 LITTLE ADVENTURES PILOTS

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Insights

REEL TIME

Insight: They like families and enjoy teaching kids; already trying to increase that segment (but need help)

Implication: Won't be a heavy lift to secure participants; selection process needs to be clear

Insight: They are already seeing their business as an “entertainment platform”

-Why? Fishing now “just another activity while here” + decrease in hard core fishermen

Implication: They're eager to adapt to better engage/deliver on promise for families w/kids

Insight: Summer is too busy to initiate new/special programming

Implication: Focus on Fall for Pilot program, Spring for roll-out; once adopted, the Reel Time tactics and behaviors will be part of every Charter experience year-round

Insight: “Review culture” is damaging; conclusions reached based on generic experiences

Implication: Online Scouts are credible endorsers, can raise participants above that fray

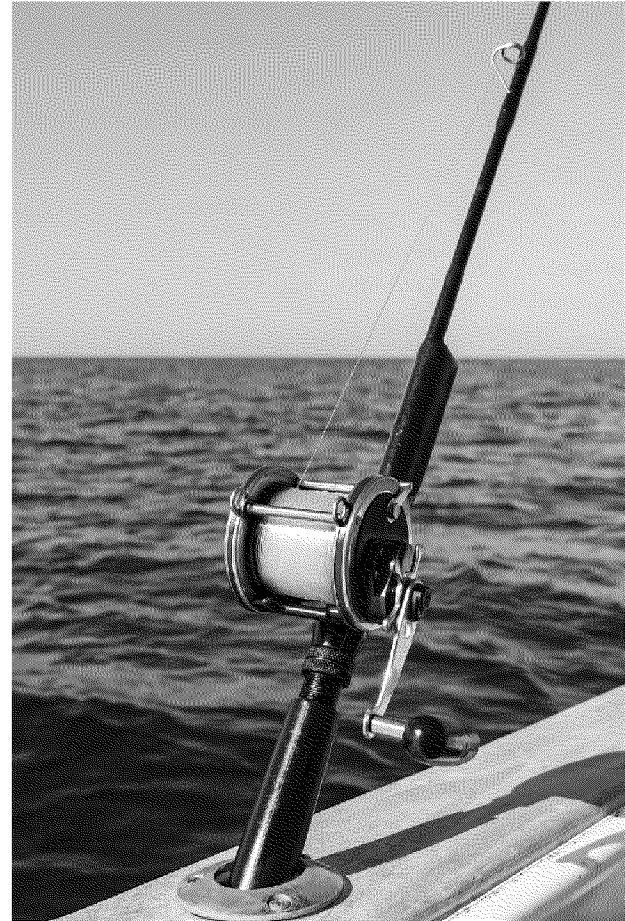
Program Goals

Short Term (Pilot Program)

- Integrate the Fleet into LA
- Test/fine tune the core tactics

Long Term

- Make Charter Fishing a go-to experience for Families w/kids
- Restore The Fleet's prominence and help them grow with the community



Reel Time

DEMYSTIFYING THE CHARTER FISHING EXPERIENCE

Core Idea

Capture Charter Fishing's magic moments in high impact photos and videos that can be curated and shared

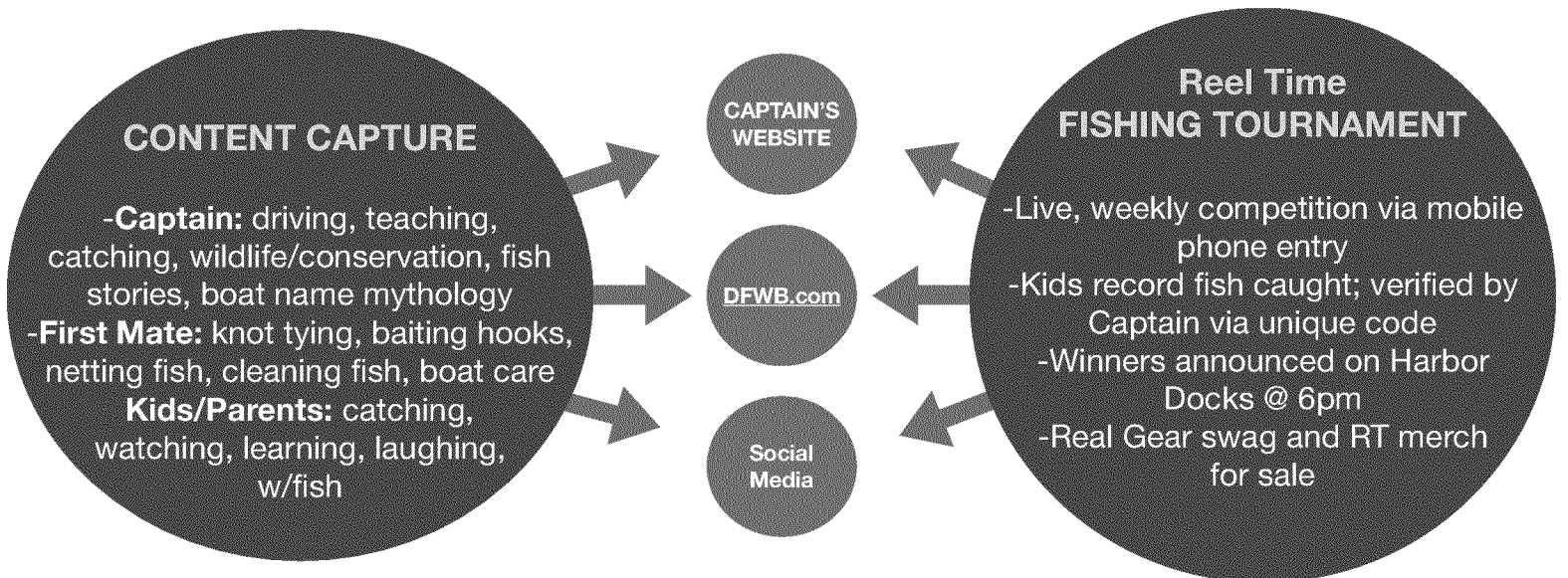
Use content to present the unique personalities of each Captain & Crew to give families confidence in the product and help w/selecting the experience that best suits them

Engage families on board in new/compelling ways

Intercept target visitors throughout Destin Fort-Walton Beach to drive awareness, intrigue & sign up to a charter


Reel Time Pilot


TACTICS & TIMING




Reel Time Fishing Tournament

Reel Time Leader Board

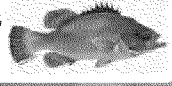
BIGGEST FISH
DAMON ROSS

KING MACKEREL


MOST COLORFUL FISH
TINA HOLBECK

DOLPHIN


UGLIEST FISH
MARTY THOMAS



Reel Time Leader Board


Ugliest Fish

1. JAKE GRIGGS 
WRECK FISH

2. MARY WILLS 
BLACK GROUPE

3. TINA HOLBECK 
HOGFISH

4. DAMON ROSS 
AMBERJACK

5. JASON BELL 
BLUE RUNNER

Reel Time Leader Board

Ugliest Fish

1. JAKE GRIGGS 
WRECK FISH

2. MARY WILLS 
BLACK GROUPE

FIRST CATCH!
JACKIE SIMPSON
SAND PERCH

4. DAMON ROSS 
HOGFISH

5. JASON BELL 
BLUE RUNNER





Recommendations

REEL TIME

- **BEGIN!! Integrate 2-3 Captains into Little Adventures.**
- **Design and develop charter fishing Little Adventures.**
- **Create custom content and introduce/train online Scouts this Spring 2023.**
- **Further conceptualize and begin to build out Reel Time Fishing Tournament.**
- **Launch Reel Time in Spring 2024.**

Task Order TD2305 rev 1 – Little Adventures Pilot Program Optimization and Plan 2023

As a continuation of Destination Stewardship, this task order represents the Little Adventures pilot program optimization and recommendations for FY23 pilot programs including Adventure Scout Program, Adventure Packs and Adventure Classes as well as first research steps for “Reel Time.”

Revision 1 reflects implementation of 2023 plan recommendations.

Adventure Scout Program

- Analyze and optimize online and beach scout expansion. Including but not limited to: roles, criteria, language, gear, recruitment process and tools. Streamline where possible and prep for further expansion in Stage 2.
- Analyze and optimize multi-step training process and all program materials. Review ongoing integration of teams and cross-training opportunities. Package and streamline for evolution in year 2.
- Conduct two facilitated roundtable sessions with Online and Beach Scouts, 5-10 in-depth interviews with lodging partners, lead scouts, and class experts to mine for insights to scale and streamline programs.
- Final deliverable is a tactical plan and launch schedule for Winter 2022/Spring 2023.
- Expand online and beach Scouts to a team consistently running of up to 45 and define opportunities for experienced Scouts to take on additional responsibilities.
- Design and produce all team gear and tools needed.
- Develop new beach Scout team roles and hierarchy.
- Onboard and train frontline lodging staff in at least 5-6 locations that are near Little Adventure class locations.
- Design and develop a Scout App to more effectively and efficiently manage teams.
- Cross train and integrate teams to expand the mission and cross-sell all products – including Reel Time captains. Develop new additions or refinements to training program materials and sessions (both online and in person).

Adventure Class Program

- Create, deploy and analyze online survey to database of families from two past years' of class participation.
- Conduct 5-10 in-depth interviews with class partners; facilitate sessions with staff and key players to expand and diversify class selection.
- Analyze and optimize class expansion and potential expansion with mobile units including but not limited to: improved classes, new classes, new locations – including those using mobile units, gear, tools, etc.
- Ongoing optimization and possible expansion for future Outposts.
- Ongoing optimization and user testing for virtual tool and next phase of mapping.
- Final deliverable is a tactical plan and launch schedule for Spring 2023.
- Create up to 10 new classes pending partner collaboration. Model successful classes and conduct new “class creation sessions” with partners.
- Update and install Outpost building based on optimizations and stock class supplies.
- Design, build, install and stock new Little Adventure Outpost vehicle for classes.
- Stock and test classes in expanded locations using mobile Outposts.

- Expand capabilities and content on virtual tool. Improve user experience, expand content, SMS notifications and develop mapping function.
- Build and activate loyalty database.
- Capture and produce new content featuring live classes and family testimonials to be used in training materials and possibly social media.
- Train all Class partners on updated program and technology.

Adventure Packs

- Determine viability and ROI on Pack program. Can this product expand without consultant support and is it sustainable in the long term?
- Analyze data and, if viable, concept for possible re-tool options to solve against redemption problem.
- Final deliverable is a recommendation for new product deployment and partner communications.
- Create up to 1-2 new Packs for product diversity pending partner collaboration. Conduct new “pack creation sessions” with partners.
- Create custom content by editing existing content or shooting/developing new for every promoted Pack. Task order includes content for up to 2 new Packs and minor adjustments, if necessary, to existing Packs.
- Drive increased chat demand and traffic to the Little Adventures filters using Packs as an ongoing and optimized CTA in social and digital media.
- Update and collaborate with staff to re-launch Packs webpages.
- Train all Pack partners on updated Little Adventures program and technology.

Reel Time

- Conduct facilitated roundtable session with charter captains to determine interest and participation in Reel Time concept; refine rough ideas and further develop Reel Time concept for FY 2023.
- Review strategy and benefits and modify/enhance for new year and possible product launch given Fleet feedback.
- Final deliverable is a product development plan and small-scale launch schedule for best timing in 2023.
- Conduct new “little adventures” creation sessions with partners. Create 2-3 new charter fishing products.
- Create custom content for new little adventure charter fishing products. Task order includes content for up to 3 new products.
- Onboard and integrate new charter captains into the Class and Pack mix.
- Flush out concept and design of Reel Time fishing tournament and pop-ups and create roll out plan for launch in Spring of 2024.

Payment Schedule:

To execute the tactics above, estimated expenses are as follows:

\$205,000	Agency Services	To be invoiced monthly based on percentage complete.
\$725,000	Revision 1	Includes all services for research and facilitation, ongoing optimization, conceptual design and design development, new product development, implementation, project management and strategic planning, production management and training effective November 1, 2022.
\$10,000	Contract Labor & Reimbursements.	To be invoiced monthly based on actual costs
\$595,000	Revision 1	Includes all partner reimbursement for packs and classes as well as all contract human resource costs effective January 1, 2023. Vendors include Landrum, Verizon and local industry partners.
\$515,000	Production	To be invoiced monthly based on actual costs Includes all photography and video content creation, printing, branded gear, class gear and supplies, construction, vehicles, and materials, web development and technology costs. Vendors include Ekko, Fast Signs, Jen Von Nida, SouthLeft, Mezr Digital, Vxel Media, Wondersmith, Liz Stovall / Fenton Pictures, Cori Ward, Danielle Galella, Destyn Patera, Brenna Kneiss, Image Printing & Digital Services, Lavish Branding, A2Z Specialty Advertising, Adobe Stock images, Getty Images, 4imprint, Academy Sports, Metrographics, Custom Lanyards, Wizard Pins as well as others not meeting the competitive procurement threshold **Vendors may require 50% payment in advance of services rendered
\$2,050,000	NTE	

Each line item/cost in this task order may shift but the total will not exceed \$2,050,000 unless mutually agreed upon in writing by both parties.

*Recognizing these pilot programs are fluid and continual Board approval for adjustments as work progresses is impractical, the County Administrator is authorized to approve additional third-party production vendors within the overall task order amount.

**Indicates vendors that may require 50% payment in advance of services rendered.

Offered by:


Katy Spiecha, BooneOakley

Accepted by:

Jennifer Adams
Adams
Digitally signed by Jennifer Adams
Date: 2023.01.30 11:46:22 -06'00'

Jennifer Adams, TDD Director
DeRita Mason
Mason
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Date: 2023.01.30 13:19:10 -06'00'

DeRita Mason, Purchasing Manager
Faye Douglas
Douglas
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Faye Douglas, OMB Director

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Hofstad
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John Hofstad, County Administrator



Robert A. "Trey" Goodwin III, Chairman

