

TD2409-R1
1410-548040

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

Task Order 2409 rev 1– Spring 2024 NYC Media/Industry Influencer Event

Agency Job # OKTDD-23038

Task order covers costs for third-party production company to plan and execute a media/industry influencer event on behalf of Destin-Fort Walton Beach on March 13, 2024 in NYC. The selected company will work with BooneOakley/Finn Partners on the execution of all aspects of the event inclusive of design, development, on-site event coordination, food & beverage, photography, videography, and execution. Up to 50 media attendees. Showcase up to 15 of destination's tourism partners. Alcohol, if any, will be provided by partners and/or Aramark.

Task order also provides travel expenses for one agency representative for planning/scout trip in October (previously authorized) and three agency representatives to attend the event in Spring.

	VENDOR	ESTIMATE
Production company creative direction and oversight, idea generation, management of event logistics, event setup and breakdown	Eventique	\$11,500.00
Venue rental	Eventique	\$11,102.04
Catering	Eventique	\$10,000.00
Videography, photography	TBD	\$8,000.00
Décor/staging rentals, printed elements	Eventique	\$36,358.00
Tax & Insurance	Eventique	\$5,876.92
Shipping	Eventique	\$4,000.00
Agency lodging, transportation, meals – Oct planning	BooneOakley	\$1,571.00
Agency lodging, transportation, meals – Spring event	BooneOakley	\$6,592.04
TOTAL		\$95,000.00

The agency will obtain written competitive pricing for videography/photography upon approval of this task order. The Deputy County Administrator-Operations is authorized to approve agency justification if the lowest cost vendor is not selected, or a single source award shall be placed on the County's ITA.

Production Payment Schedule:

- \$43,418.48 Payment 1 (50%) – Invoiced upon task order approval and receipt of vendor invoice
- \$34,734.78 Payment 2 (40%) – Invoiced 60 days before event, and to include reconciliation of disbursement of Payment 1 vs. task order and agency certification that Payment 1 has been issued to vendor
- \$8,683.70 Payment 3 (10%)- Invoiced upon completion of event and delivery of video or photographic proof of performance, and to include reconciliation of disbursement of Payment 2 vs. task order, agency certification that Payment 2 has been issued to vendor, and recapitulation of actual total project costs

Agency Travel Payment Schedule:

\$8,163.04 Invoiced upon travel completion in accordance with Okaloosa County travel policy.

Each line item/cost in this task order may shift but the overall total will not exceed \$95,000 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: 2023.12.22 10:47:35 -06'00'
Charlotte Dunworth
Digitally signed by Charlotte Dunworth
Date: 2023.12.22 08:15:40 -05'00'

Jennifer Adams, TDD Director

DeRita Mason
Digitally signed by DeRita Mason
Date: 2023.12.22 11:17:03 -06'00'

DeRita Mason, Purchasing Manager

Faye Douglas
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Date: 2023.12.22 11:42:44 -06'00'

Faye Douglas, OMB Director

John Hofstad
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Date: 2023.12.22 12:34:47 -06'00'

John Hofstad, County Administrator