

**RENEWAL AND AMENDMENT NO. 3 TO
CONTRACT FOR MARKETING, ADVERTISING, & PUBLIC RELATIONS SERVICES
FOR OKALOOSA COUNTY TOURIST DEVELOPMENT DEPARTMENT
(COUNTY CONTRACT # C19-2752-TDD)**

This RENEWAL AND AMENDMENT NO. 3 hereby amends the Contract for Marketing, Advertising, & Public Relations Services for the Okaloosa County Tourist Development Department (“Contract”), by and between Okaloosa County, Florida (“County”) and BooneOakley, LLC (“Contractor”), effective November 6, 2018.

WHEREAS, the initial term of the Contract expires on November 5, 2021, and provides for one, two-year renewal option; and

WHEREAS, both parties desire to exercise the renewal option through November 5, 2023; and

WHEREAS, both parties desire to amend the scope of services and compensation; and

WHEREAS, both parties desire to amend subcontracting and procurement provisions.

NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend County Contract # C19-2752-TDD as follows:

(~~stricken~~ words indicate deletions, underlined words indicate additions).

1. Section XVI. Independent Contractor shall be amended “Contractor enters into this Contract as, and shall continue to be, an independent contractor. ~~All services shall be performed only by Contractor and Contractor’s employees.~~”
2. Section XX. Subcontracting shall be amended “Contractor ~~shall not~~ may subcontract any services or work to be provided to County ~~without~~ with the prior written approval of the County's Representative.” and “Additionally, any subcontract entered into between the Contractor and subcontractor ~~will need to be approved by the County prior to it being entered into, and said agreement shall incorporate in all~~ required terms in accordance with local, state and Federal regulations.”
3. Exhibit A, Section I. Services Provided shall be amended “~~Other related services as needed~~ Pilot program development.”
4. Exhibit A, Section II. Scope of Work Deliverables, Agency Staffing Plan shall be amended “...staffing resources (e.g. main contact titles, ~~departments-disciplines~~, hours)...”
5. Exhibit A, Section II. Scope of Work Deliverables, Agency Staffing Plan shall be amended “~~Any shifts in staffing must be communicated to the County at least ten (10) business days in advance, and new staff shall have equal or greater skills than staff being replaced.~~”
6. Exhibit A, Section IV. Third-Party Costs shall be amended “~~Contractor shall develop a specifications sheet and obtain written competitive pricing from vendors.~~ The County recognizes the importance of qualitative factors in marketing to reach the desired target audience. Contractor is authorized to engage third-party vendors via the County’s task order process. ~~If the lowest cost vendor is not selected, the Contractor must provide justification as to how the selected vendor best meets the scope of services.~~ This process shall be deemed to satisfy the competitive bid process of the County's Purchasing Manual regardless of dollar value.”

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

7. Exhibit A, Section V. Compensation shall be amended "...monthly compensation shall be ~~\$73,850 (Seventy-three thousand eight hundred fifty dollars)~~ \$99,750.00 (Ninety-nine thousand seven hundred fifty dollars)..." and "...based on ~~500~~ 700 hours per month..."
8. Exhibit A, Section VII. Third-Party Costs Invoicing
9. This RENEWAL AND AMENDMENT NO. 3 shall be effective retroactively to November 6, 2021 upon execution by the County and continue through November 5, 2023.
10. All other provisions of the County Contract # C19-2752-TDD shall remain in full force and effect.

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

BOONEOAKLEY, LLC



 David Oakley, President

Date: 11/9/21

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



 Carolyn N. Ketchel, Chairman

Date: 11/16/2021



ATTEST.



 J.D. Peacock II, Clerk of Circuit



**PROCUREMENT/CONTRACT/LEASE
INTERNAL COORDINATION SHEET**

Procurement/Contract/Lease Number: C19-2752-T00 Tracking Number: 440521
Procurement/Contractor/Lessee Name: Sono only Grant Funded: YES ___ NO X
Purpose: Amendment #3
Date/Term: 11-5-23 1. GREATER THAN \$100,000
Department #: 1157 2. GREATER THAN \$50,000
Account #: 548011 3. \$50,000 OR LESS
Amount: \$1,197,000.00
Department: T00 Dept. Monitor Name: Adm

Purchasing Review

Procurement or Contract/Lease requirements are met:
Debra Mason Date: 9-21-20
Purchasing Manager or designee Jeff Hyde, DeRita Mason, Jessica Darr, Angela Etheridge

2CFR Compliance Review (if required)

Approved as written: NO Federal funds Grant Name: _____
Date: _____
Grants Coordinator _____

Risk Management Review

Approved as written: See email attached Date: 9-21-21
Risk Manager or designee Lisa Price

County Attorney Review

Approved as written: See email attached Date: 9-20-21
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: Charlotte Dunworth
Sent: Monday, September 20, 2021 7:47 AM
To: DeRita Mason
Cc: 'Parsons, Kerry'
Subject: FW: OC/BooneOakley Contract Changes for Two-Year Extension 2021-2023
Attachments: BooneOakley Amend 3.docx

Hi DeRita – please begin contract coordination.

Kerry – please note the Preferred Vendor List has now been populated as Exhibit D.

**DESTIN
FORT
WALTON
BEACH
FLORIDA**

CHARLOTTE DUNWORTH
DEPUTY DIRECTOR OF FINANCE & COMPLIANCE

Destin-Fort Walton Beach, Florida
850.609.5385
1540 Miracle Strip Pkwy Fort Walton Beach, Florida 32548
destinfb.com

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: Parsons, Kerry <KParsons@ngn-tally.com>
Sent: Sunday, September 12, 2021 4:35 PM
To: Charlotte Dunworth <cdunworth@myokaloosa.com>
Subject: RE: OC/BooneOakley Contract Changes for Two-Year Extension 2021-2023

Hey Charlotte:

The amendment is approved for legal purposes. I agree with your comments in the email below. As it relates to the travel policy, I am not sure whether there is a will of the board to change at this time – you may want to reach out to Craig – from legal's standpoint we have not been asked to assist with any revisions at this time but are here to help if the County does want to revise.

Kerry A. Parsons, Esq.

**Nabors
Giblin &
Nickerson**
ATTORNEYS AT LAW

1500 Mahan Dr. Ste. 200
Tallahassee, FL 32308
T. (850) 224-4070
Kparsons@ngn-tally.com

The information contained in this e-mail message is intended for the personal and confidential use of the recipient(s) named above. This message and its attachments may be an attorney-client communication and, as such, is privileged and confidential. If the reader of this message is not the intended recipient or an agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this document in error and that any review, dissemination, distribution, or copying of this message is strictly prohibited. If you have received this communication in error, please notify us immediately by telephone or e-mail and delete the original message. Thank you!

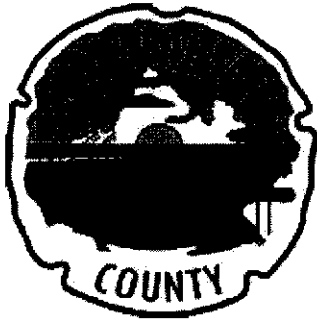
From: Charlotte Dunworth <cdunworth@myokaloosa.com>
Sent: Thursday, September 9, 2021 7:46 AM

DeRita Mason

From: Lisa Price
Sent: Tuesday, September 21, 2021 8:50 AM
To: DeRita Mason
Subject: RE: OC/BooneOakley Contract Changes for Two-Year Extension 2021-2023

This is approved by Risk, there COI expires 1/1/22 (FYI) make sure they add the BOCC to the cert.

Lisa Price
Risk Management
Public Records & Contracts Specialist
302 N Wilson Street, Suite 301
Crestview, FL. 32536
(850) 689-5979
lprice@myokaloosa.com



For all things Wellness please visit:
<http://www.myokaloosa.com/wellness>

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: Tuesday, September 21, 2021 6:03 AM
To: Lisa Price <lprice@myokaloosa.com>
Cc: Lynn Hoshihara <lhoshihara@myokaloosa.com>; Kerry Parsons <kparsons@myokaloosa.com>
Subject: FW: OC/BooneOakley Contract Changes for Two-Year Extension 2021-2023

Good morning,