

Task Order TD2410– Little Adventures Scout TransiTask Order TD2410-R1 – Destination Stewardship P

Agency Job # OKTDD-23034

As a continuation of Destination Stewardship, this task order represents the Little Adventures pilot Scout program transition to upscaled promotional and advertising content as well as a FY24 Scout plan. This task order includes collaborating with staff to:

Adventure Scout Program

- Identify, discover and create up to 15 Scout adventure profiles including but not limited to: their recommendations; reviews based on first-hand adventures/expert knowledge; advice based on chat FAQ's, family dynamics, etc.
- Using existing technology, extract chat data to create a series of FAQ's and top lists for new topics like lodging, proximity, restaurants, etc. to be used in training and promotional content.
- Create a tiered process for Scout approval and permission to use their information and likeness on an ongoing basis.
- Train Scouts for transition - both increased site activity in Nov-Dec and new campaign launch in Jan-Feb.
- Introduce Scouts to additional hotels and short-term rentals as a resource to use during Spring and Summer planning. Create Zoom presentation.
- Create Scout plan and timeline for staff to optimize and manage all Scout operations and expand technology as necessary.

Final deliverable is a FY24 Scout plan including all elements above.

This task order revision represents the expansion and continuation of current Little Adventures pilot programming and Reel Time pilot program development. Pilot optimization and recommendations for FY24 include Adventure Scout Program, Adventure Classes and Reel Time charter fishing program.

Adventure Scout Program

- Create app protocol for iOS and Android, user test with teams and optimize Scout application for all Scout communication, scheduling and training.
- Design more robust and user-friendly CMS to house and feed all team content - scheduling, resources and training material-- for Scout application. Enter first wave content.
- Create app training materials, as necessary, and conduct training sessions for staff and lead Scouts to effectively use technology to manage expanding teams.
- Launch Scout app for use, monitor, fix bugs and create 1-2 small updates, as needed.
- Update chat dashboard to include enhanced reporting and analytics on website based on potential increased chat volume.

Adventure Class Program

- Update adventuredfwb.com consumer website with relevant class and Scout changes, as necessary, for new fiscal year to include up to 5 new instructors for existing classes and up to 5 new locations, as needed.
- Optimize class notification/registration SMS programs and communications streams. Analyze workflows, audit, and identify possible new platform for notifications and re-platform, if

- necessary to streamline and improve ease and communications to families.
- Optimize and streamline development in WordPress to simplify weekly class content entry for higher volume output (anticipating 700 classes in 2024).
- Integrate adventuredfwb.com with Scout application.
- Test small-scale, in-market promotions of Classes during summer and optimize based on effectiveness and changing locations.

Reel Time Charter Fishing Program

- Create product segmentation strategy and criteria around Reel Time charter fishing and Little Adventure charter fishing. Conduct IDI's to identify five pilot-program charter captains for first-year launch.
- Concept, design and develop additional co-branded elements for selected captains.
- Concept, develop and produce new content for five charter captains to be featured on website.
- Design and implement new Reel Time pages on destinfwb.com
- Concept, design and further develop virtual fishing tournament product including registration, entry, upload process and tools needed all along year-one customer journey.
- Design, create and test beta virtual platform to soft launch tournament.

Payment Schedule:

To execute the tactics above and develop the plan, services are described below:

\$89,150	Agency Services	To be invoiced monthly based on percentage complete
\$470,000	Revision 1	Includes all services for research and development, strategic planning, ongoing optimization, design and conceptual development, <u>writing, new product development, implementation, project management, production management, and training.</u>
\$490,000	Production	To be invoiced monthly based on actual costs <u>Includes all photography and video content creation, printing, branded gear 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, Blake Jones, John Harrington, 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.</u> <u>** Vendors may require up to 75% payment in advance of services rendered.</u>
\$1,200	Agency Travel	Scout training or presentation 1 person, 2 days
\$20,000	Revision 1	Scout training, meetings or presentations. Up to five trips, 2-3 people, 2-3 days. Includes airfare, lodging, per diem, transportation
<u>\$90,350</u>	<u>\$1,070,350</u>	NTE

Each line item/cost in this task order may shift but the total will not exceed \$1,070,350 unless mutually agreed upon in writing by both parties.

Reference to this order and the Board of County Commissioners' Board Order No. 2024-01-30, as amended, is made in the County Administrator's authorized to approve additional third party production vendor - with the amount of \$100,000.00.

As a result of the Board of County Commissioners' Board Order No. 2024-01-30, as amended, the amount of \$100,000.00.

Offered by:

Katy Spiecha
Katy Spiecha, Boone Oakley

Accepted by:

Jennifer Adams
Digitally signed by Jennifer Adams
Date: 2024.01.30 07:49:30 -06'00'

Charlotte Dunworth
Digitally signed by Charlotte Dunworth
Date: 2024.01.30 07:21:08 -06'00'

Jennifer Adams, TDD Director
DeRita Mason
Digitally signed by DeRita Mason
Date: 2024.01.30 09:53:16 -06'00'

DeRita Mason, Purchasing Manager
Faye Douglas
Digitally signed by Faye Douglas
Date: 2024.01.30 10:06:29 -06'00'

Faye Douglas, OMB Director
John Hofstad
Digitally signed by John Hofstad
Date: 2024.01.30 10:20:50 -06'00'

John Hofstad, County Administrator

Paul Mixon
Paul Mixon, Chairman



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



Destination Stewardship

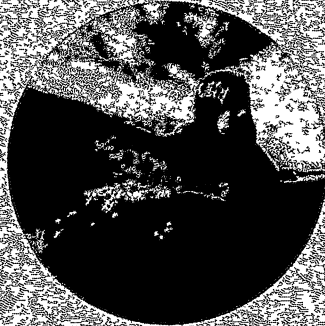
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BEACH
FLORIDA

Design Focus

CORE CHALLENGES



GET KIDS OUT ON
THE WATER



ADDRESS
MOBILITY ISSUES



IGNITE PRIDE IN
PLACE

At a Glance

4-YEAR GROWTH

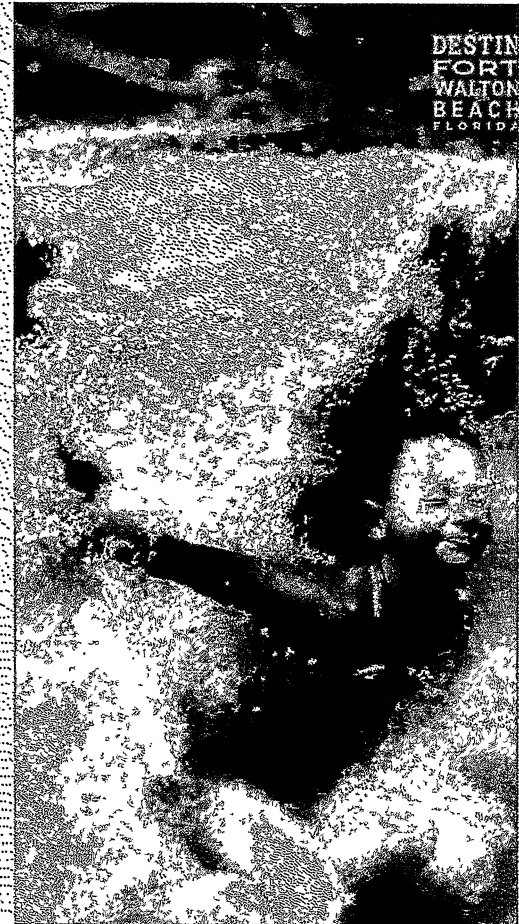
1 Four NEW products
Research and Development mindset

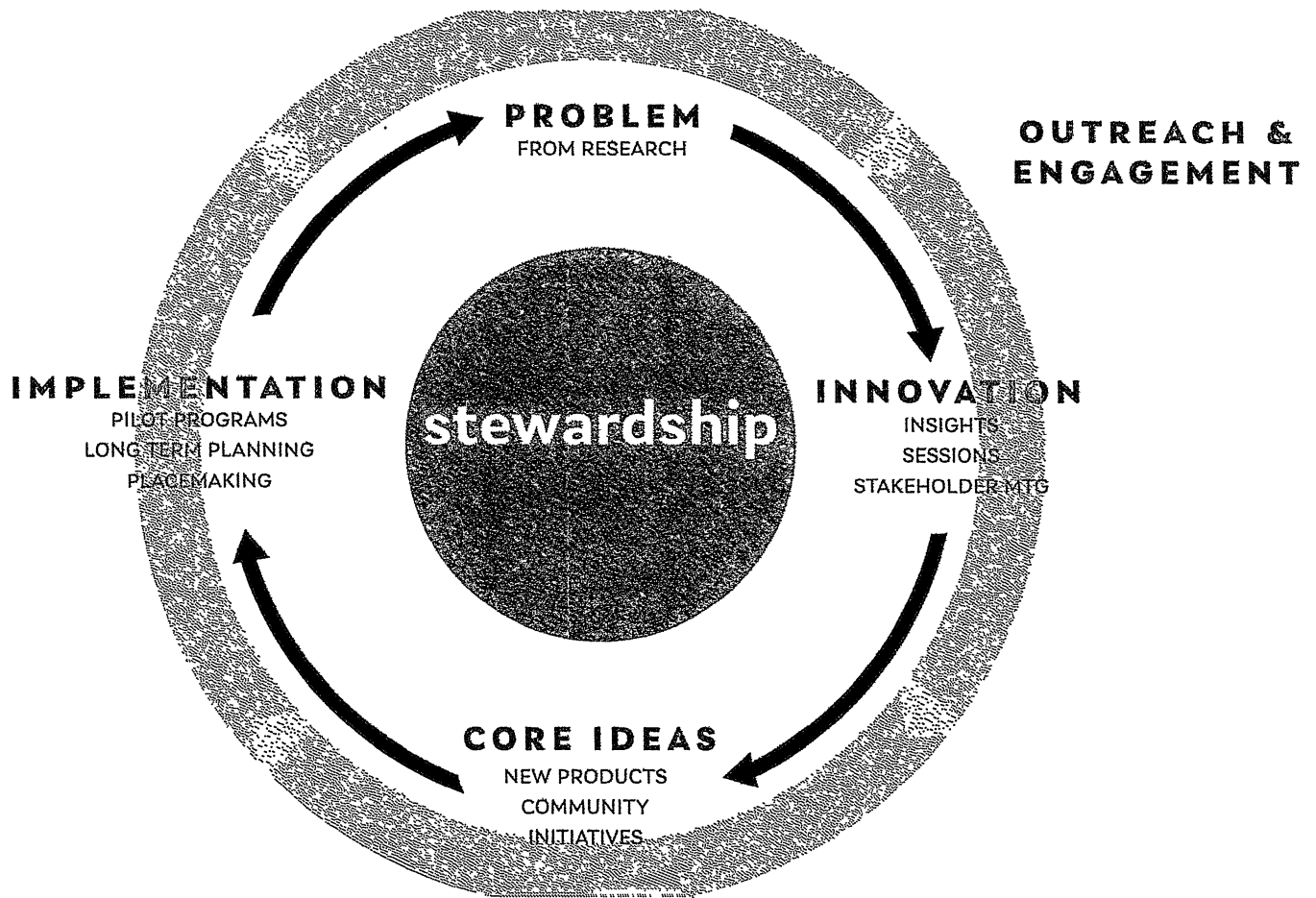
2 10 Packs to 30 Little Adventures
Application of insights

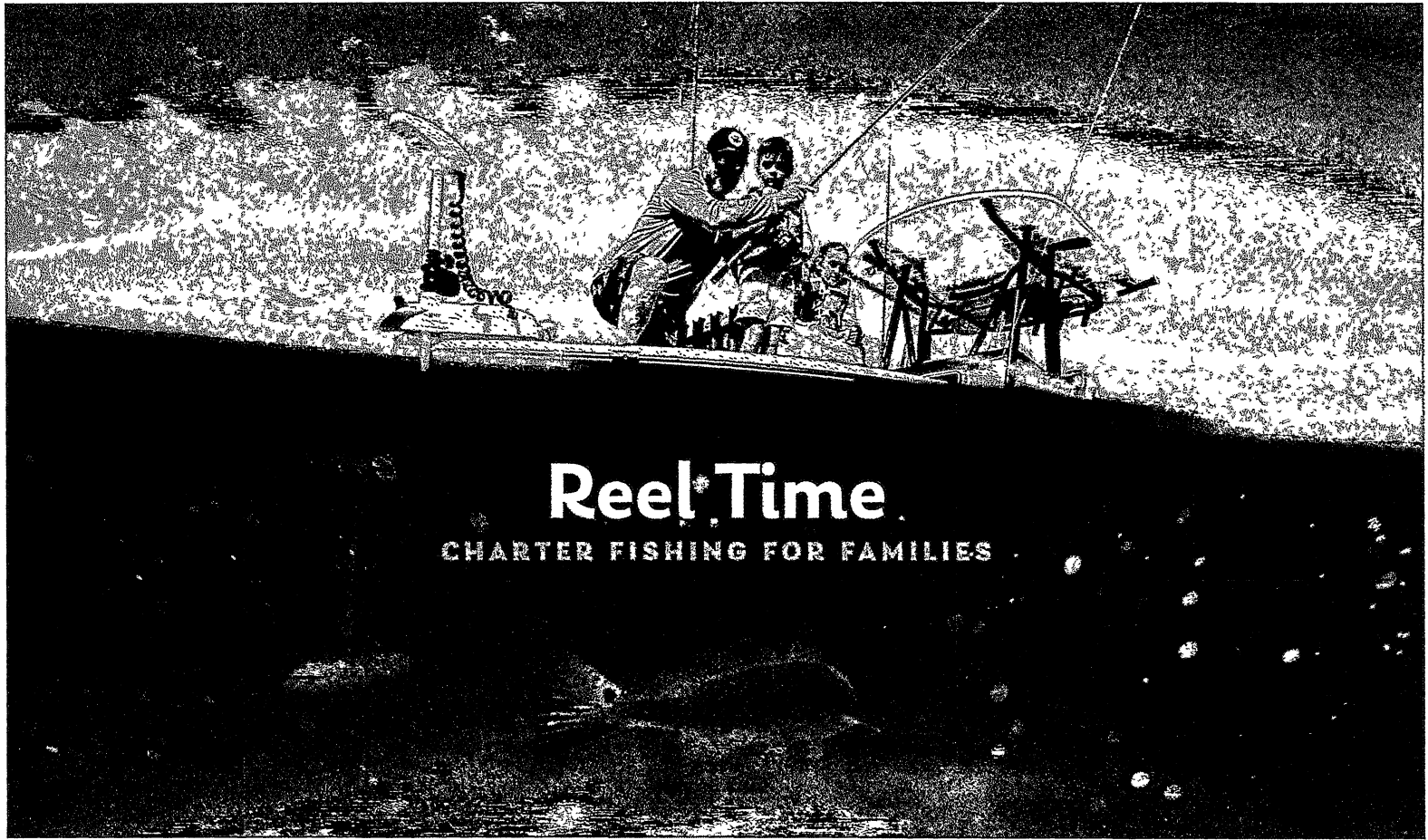
3 5 to 50 Scouts
Welcoming and Friendly

4 20,000+ people engaging
Scout conversations, classes, packs

5 40 small businesses
Lowering the barrier for Mom







Reel Time

CHARTER FISHING FOR FAMILIES

Capture the magic

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WALTON
BEACH
FLORIDA

Promote the magic moments and sense of ADVENTURE of the offshore experience

Present the unique personalities of each Captain & Crew

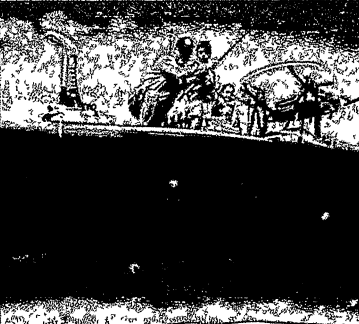
Give families confidence in the product. Help select the Captain/Boat that best suits them

Engage families in new, compelling ways that helps spread the word among teens

8:12

DESTIN FORT WALTON BEACH FLORIDA

Live Chat Menu



Beginner charter fishing in the Bay

Is your family full of first-timers or young kids looking to experience the excitement of fishing? Then inshore fishing in the calm waters of the Choctawhatchee Bay is for you!

AA destinfwb.com

8:15

DESTIN FORT WALTON BEACH FLORIDA

Live Chat Menu



Next step charter fishing in the Gulf

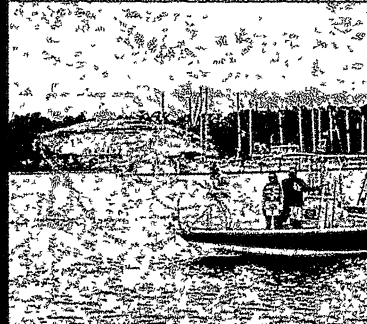
Have a little more fishing experience and older kids who are up for a fun challenge? Your family is ready to get in on the action charter fishing in the Gulf! Plus, Destin-Fort Walton Beach has the fastest access to deep sea fishing in Florida since the 100 Fathom Curve is closer to our shoreline than anywhere else.

destinfwb.com

8:14

DESTIN FORT WALTON BEACH FLORIDA

Live Chat Menu



Next step charter fishing in the Bay

Looking for a longer trip and to practice some new fishing skills with less hand-holding from your captain? The Choctawhatchee Bay provides the perfect classroom.

AA destinfwb.com



REEL TIME

DESTIN-FORT WALTON BEACH, FL

REEL TIME

REEL TIME

DEEP SEA FISHING ADVENTURES

LITTLE 
ADVENTURES
DESTIN-FORT WALTON BEACH, FL

REEL TIME
DESTIN-FORT WALTON BEACH, FL

Kick Off

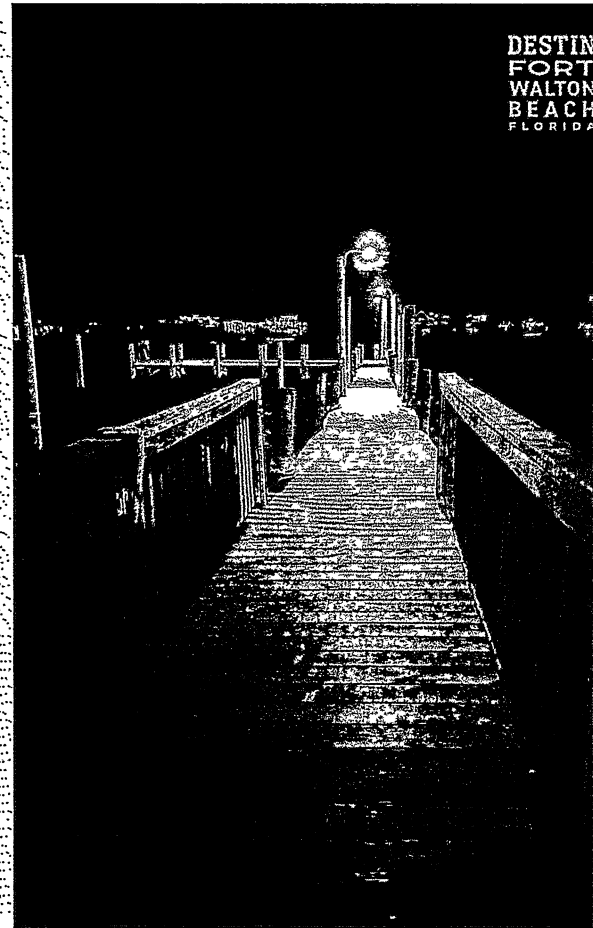
1 Celebrate fishing with families

2 Deep Sea fishing stories

3 Integrate with Scouts

4 Get to know the new Captains

5 Introduce Reel Time



Virtual Fishing Tournament

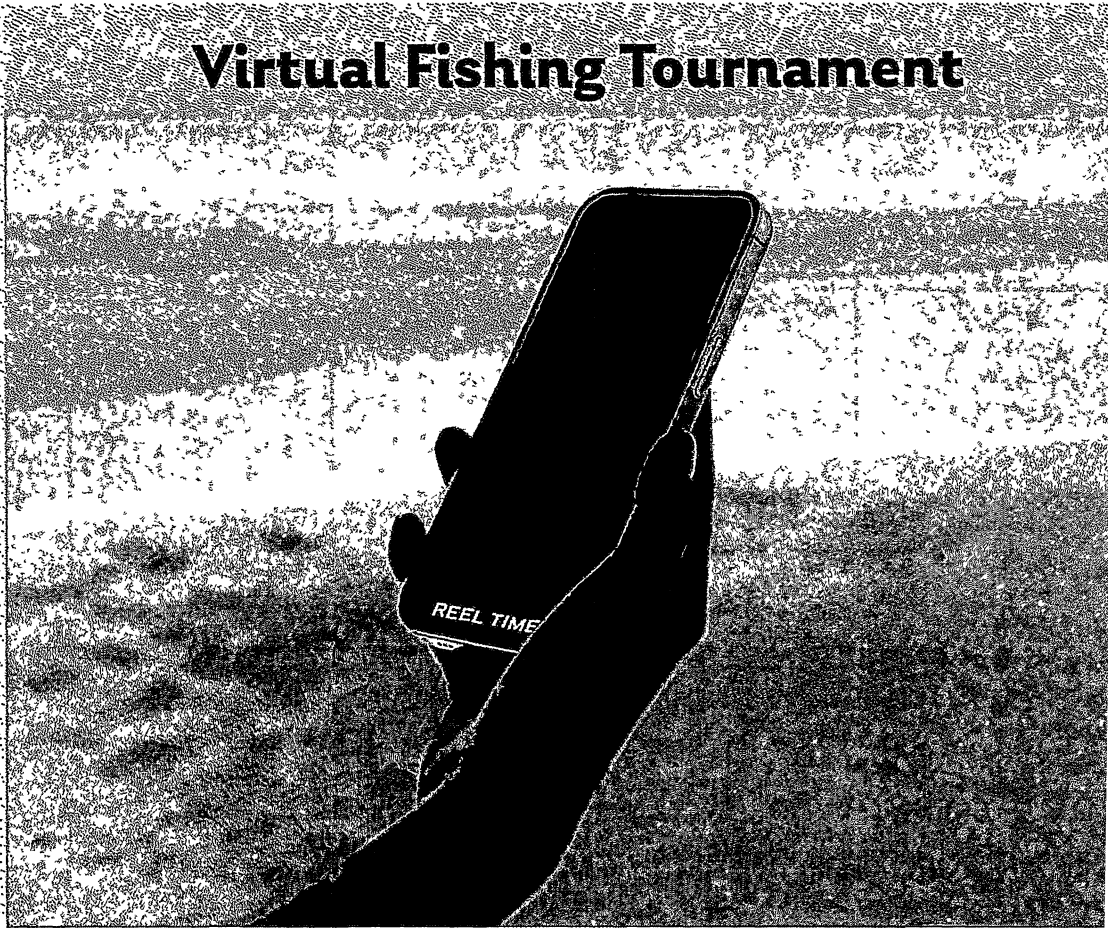
1 Kids and Boats compete

2 March-October

3 Kids upload on the spot

4 Follow their Boat

5 Stream the awards dinner





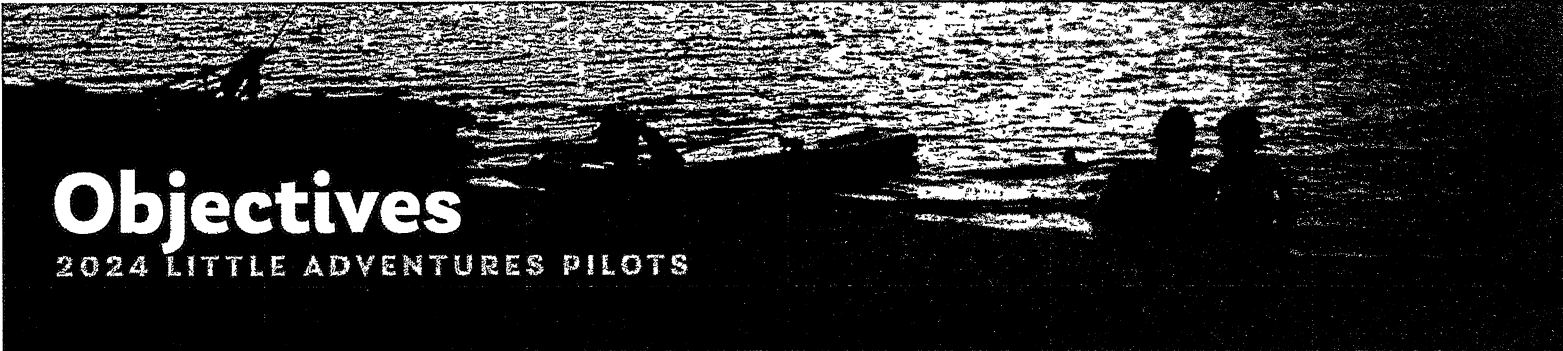
Goals

2024 LITTLE ADVENTURES PILOTS

Effectively transition Scout product, operations and infrastructure into Tourism department.

Expand the year-round role, expertise and impact of Scouts.

Innovate with continued new product development and technology to connect families and elevate experience.



Objectives

2024 LITTLE ADVENTURES PILOTS

Incrementally increase Scouts from 50 to 65 to better serve small businesses and lodging both in person and online.

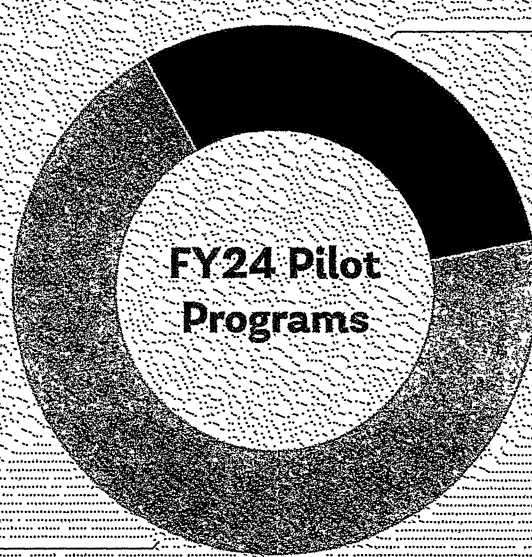
Maximize eight existing classes with new experts to incrementally grow to 500 classes and test local promotions.

Create and launch new Reel Time content for five charter captains.

Design, develop and soft launch virtual fishing tournament for kids.

Destination Stewardship Focus

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FLORIDA



Scouts and Classes

70%

Reel Time

30%



Scouts

2024 LITTLE ADVENTURES PILOTS



Recommendation

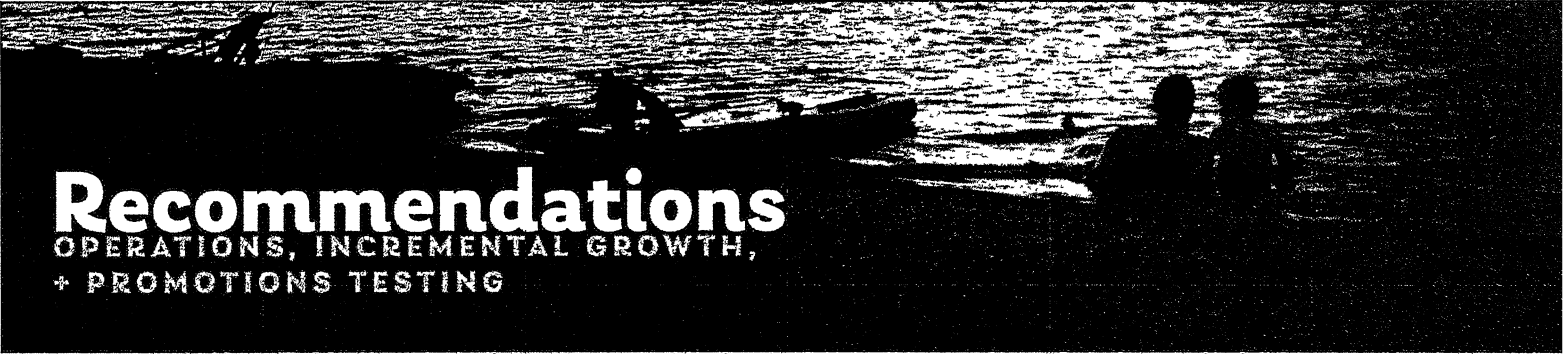
OPERATIONS AND INCREMENTAL GROWTH

- Continue to introduce Scouts to local businesses to increase expertise and familiarity.
- Operate teams and maintain infrastructure in house.
- Retain experienced online Scout team of 15. Increase beach Scouts to a rolling 50.
Maintain established level of service.
- Adapt adventuredfwb.com for backend content entry and streamlined communication to all teams.
- Test and optimize Scout app; train teams to communicate under one umbrella.



Classes

2022 LITTLE ADVENTURES PILOTS



Recommendations

OPERATIONS, INCREMENTAL GROWTH,
+ PROMOTIONS TESTING

- Continue to effectively introduce families to new adventures through multi-location classes from May through August.
- Incrementally expand classes. 700 planned / 500 run.
- Increase simultaneous volume during summer months to increase availability.
- Test promotion through Scouts and local advertising.





Recommendations

REEL TIME

- **Finalize identity. Continue to define and discover deep sea charter fishing experience for families.**
- **Introduce and integrate new captains with Scouts.**
- **Create new content for five charter captains and create new destinfb.com pages.**
- **Concept, design, develop and test virtual fishing tournament for kids.**

2024 Pilot Program

TENTATIVE LAUNCH AND ROLL OUT
BUDGET: \$1.96 MILLION

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FLORIDA

Item Elements	January	February	March	April	May	June	July	August	September
Launch Program									
• Tech and tool refinement									
• Onboarding, Training									
• Recruitment									
Adventure Classes									
• Tech and Tool Refinement									
• Classes Run									
• Promote Classes									
Rollout Time									
• Kickoff and Discovery									
• Content and site re-design									
• Virtual platform									
• Tournament soft launch									

Research and Design
Test, Onboard, Optimize
Launch