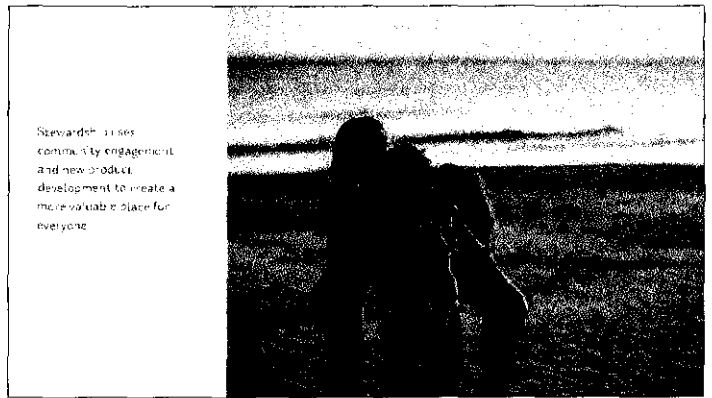
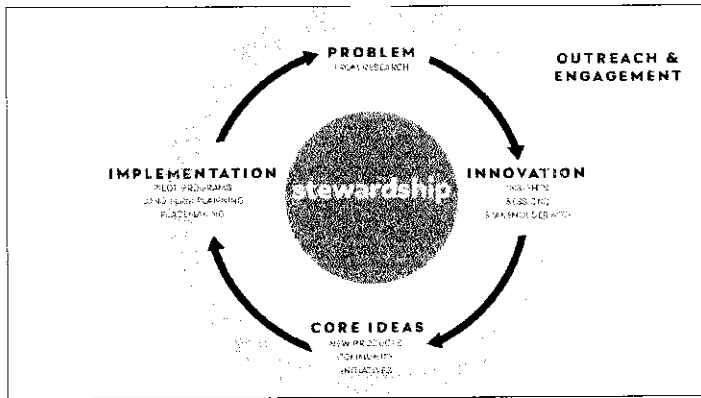


CONTRACT: C19-2752-TDD
BOONE OAKLEY
MARKETING, ADVERTISING AND PR FOR TDD
EXPIRES: 11/05/2023





Design Focus

CORE CHALLENGES



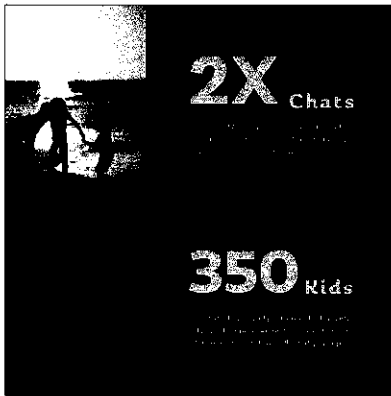
GET KIDS OUT ON
THE WATER



ADDRESS
MOBILITY ISSUES



IGNITE PRIDE IN
PLACE



2X Chats

350 Kids

2019
RESULTS
2020

Built Pack diversity from four to 11
Featured custom content for all

Increased customer service. Added Online
Guides and leads to lodging.
Tested FB Messenger to expand

Created on-demand with advertising

Launched new Wayfinder pilot. New
partnerships.

Began to integrate Packs and Pop Ups to
introduce new adventures in new places.

Insights

1 Bigger Mission, Better Customer

Summer participants want to share photos

2 Resources down but volume was up

33% down in staff for 2020 but more done

3 Integration Works

Open the dig in better way to expand our business

4 Cohesive team communication

Use new types of tools to do a lot of things

5 Redemption Slippage

Market adjustments cause problems with selling





Goals

Integrate all Little Adventures experiences (website, packs, classes) to make it seamless for mom to connect with, plan, book and take bite-sized adventures with kids

Optimize and expand products using technology where possible to compensate for lack of industry workforce



Objectives

Increase Pack redemption rate from 26% to 70% Make monthly redeem 350 out of 500.

Expand Pin Ups to include a second Outpost and a new version of an Outpost using the virtual tool to expand the experience from 350 to 3500 kits.

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

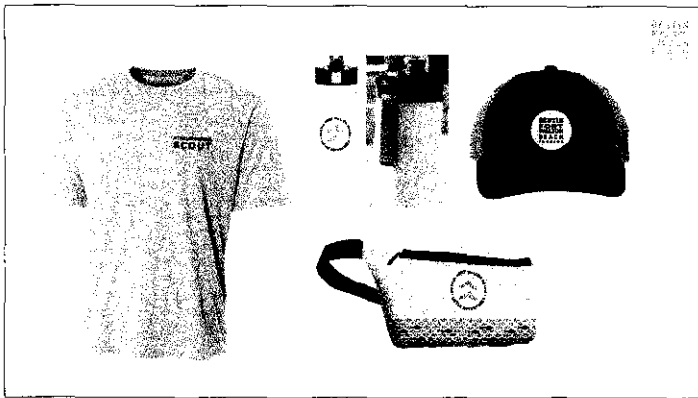


Scouts



Recommendation

- Integrate Little Adventures team. Create clear and "evergreen" recruitment tools.
- Expand Scouts from 13 to 40.
- Create Lodging Scout Role for up to 75.
- Integrate training. Expand the mission. Cross-sell.
- Develop toolkit.
- Extend the virtual tool to encompass communication and Scout training.

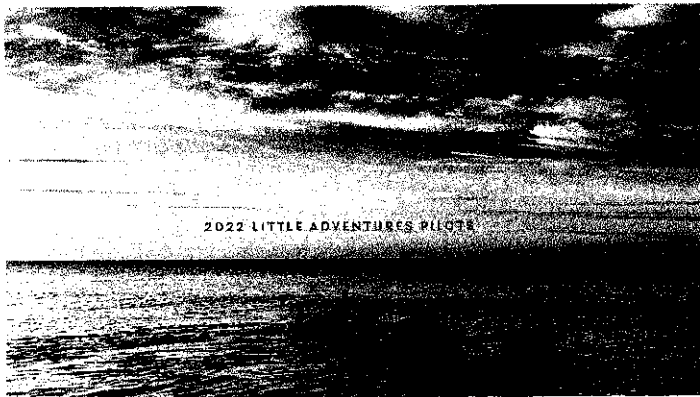


LITTLE ADVENTURES

5 adventures you can do right now!

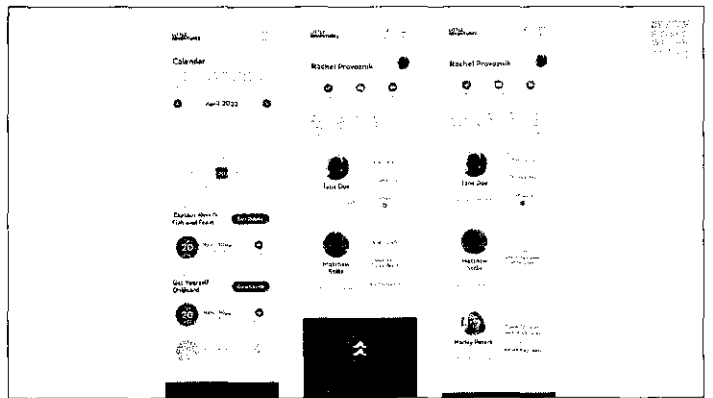
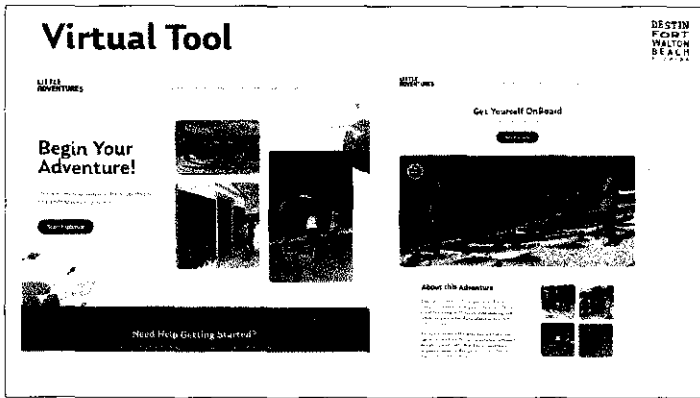
1. **Build a Pack of 50** - Assemble a pack of 50 Little Adventures right in your store. We have everything you need to get you started. [Learn more!](#)
2. **Do an Adventure** - Assemble a pack of 50 Little Adventures right in your store. We have everything you need to get you started. [Learn more!](#)
3. **Send an Adventure** - We can even ship your pack of 50 Little Adventures to your store. [Learn more!](#)
4. **Send a Pack of 50** - We can even ship your pack of 50 Little Adventures to your store. [Learn more!](#)
5. **Send a Pack of 50** - We can even ship your pack of 50 Little Adventures to your store. [Learn more!](#)

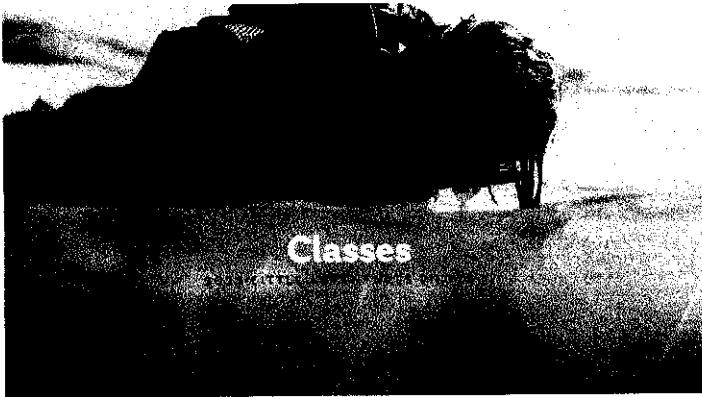
Look for even more great adventures!



Recommendation

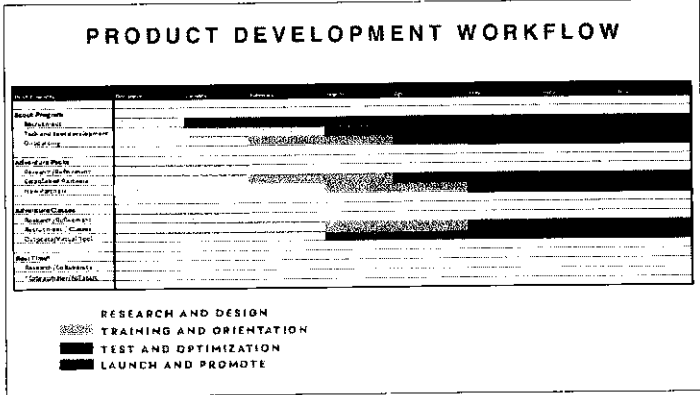
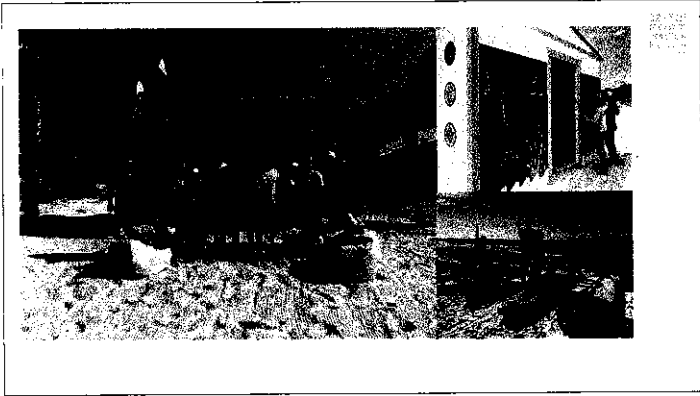
- Optimize 2021 Packs and add 2-3 new Packs for diversity.
- Create custom content and promote.
- Solve for redemption rate - even with manual bookings.
- Bridge Website Chat Tool and Virtual Tool. Expand calendar function.
- Launch April 1. Give families one "big adventure to book."





Recommendation

- Expand Outpost locations to include Crystal Beach and Okaloosa Island.
- Design new pop-up Outpost to incorporate more "waters-edge" classes.
- Duplicate successful classes. Create 1-2 new classes.
- Roll out Virtual Tool. Expand mapping function. Begin to build loyalty database.
- Launch in May. Expand class schedule from eight weeks to 20 weeks.



Task Order TD2251 – Little Adventures Pilot Programs

As a continuation of Destination Stewardship, this task order represents the Little Adventures pilot plan for 2022 including: Adventure Scout Program, Adventure Packs and Adventure Classes.

Adventure Scout Program

- Redefine criteria/language and roles and responsibilities to simplify and expand Scouts to include online, on beach and at lodging point of intercept. Create new, clear and evergreen recruitment tools like web pages to aid in recruitment efforts.
- Expand online and beach Scouts to up to a team of 40 and define new roles for experienced Scouts to take on additional management of Packs and Classes.
- Create a lodging Scout role and design and produce a “toolkit” for partners to point families in the direction of Little Adventures.
- Adapt the 2021 custom virtual tool to encompass intra-team communication and Scout training. Design, develop and test new Scout “backend” technology.
- Cross train and integrate teams to expand the mission and cross-sell all products. Develop training program including materials and sessions (both online and in person) to teach new Scout teams.

Adventure Packs

- Optimize 2021 Packs; conduct new “pack creation sessions” with partners; and create new Packs for continued product diversity.
- Create custom content by editing existing content or shooting/developing new for every promoted Pack. Task order includes content for up to 12 Packs in 2022.
- Optimize 2021 Pack web pages. Update and enhance user experience based on learnings in 2021.
- Create redemption rate solution for manual Pack bookings. This could include expanded mobile messaging, and more in-depth Facebook messaging, automated technology and new training to increase redemption rate.
- Develop custom interface to integrate online chat tool with new virtual tool so data is shared and easy for Scouts and staff to access and use.
- Expand existing class calendar to include Pack availability and inventory notes for Scouts.
- Train all Pack partners on updated Little Adventures program and technology.

Adventure Classes

- Improve current Outpost building design based on 2021 optimizations.
- Update existing building and restock class supplies, as needed.
- Design, build, stock and install new Outpost building for class roll out on Okaloosa Island during summer season.
- Design and build a modular, pop-up Outpost to incorporate additional waters-edge class locations. Produce up to three pop-up Outposts to house classes.
- Model successful classes with additional partners. Create up to three new classes pending partner collaboration and stock Outposts accordingly.
- Test and roll out Virtual Mobile Tool created in 2021. Expand content, SMS notifications and mapping function to include all new classes.

- Begin to build 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 Little Adventures program and technology.

Payment Schedule:

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

\$665,000	Agency Time	To be invoiced monthly based on percentage complete Includes all services for ongoing optimization, implementation, design, development, new product development, production management and training
\$490,000	Contract Labor & Reimbursements	To be invoiced monthly based on actual costs Includes all partner reimbursement for packs and classes as well as all contract human resource costs Vendors include Landrum and local industry partners.
\$420,000	Production	To be invoiced monthly based on actual costs Includes all photography and video content creation, printing, branded Scout gear, class gear, construction and materials, web development and technology costs Vendors include Ekko, Fast Signs, Jen Von Nida, Lavish, SouthLeft, Vxel Media, Wondersmith, Double Truck Inc, Moo, Galaxy Design Squad as well as others not meeting the competitive procurement threshold

\$1,575,000 NTE

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.

Offered by:



Katy Spiechta, BooneOakley

Accepted by:

Jennifer Adams
 Digitally signed by Jennifer Adams
 Date: 2022.02.07 10:31:19 -06'00'

Jennifer Adams, TDD Director
 Digitally signed by Jeffrey A Hyde
 Date: 2022.02.07 10:54:32 -06'00'

Jeff Hyde, Purchasing Manager
 Digitally signed by Faye Douglas
 Date: 2022.02.09 09:51:55 -06'00'

Faye Douglas, OMB Director
 Digitally signed by John Hofstad
 Date: 2022.02.09 13:26:45 -06'00'

John Hofstad, County Administrator



Mel Ponder, Chairman

