

CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 07/20/2023

Contract/Lease Control #: C20-2938-TDD

Procurement#: SINGLE SOURCE

Contract/Lease Type: CONTRACT- AMENDMENT #1

Award To/Lessee: VRMARKET DATA, LLC (DBA KEY DATA)

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 06/16/2020

Expiration Date: 06/15/2025

Description of: VACATION RENTAL RFSERVATION BOOKINGS DATA SERVICE

Department: TDD

Department Monitor: ADAMS

Monitor's Telephone #: 850-651-7131

Monitor's FAX # or E-mail: JADAMS@MYOKALOOSA.COM

Closed: _____

CC: BCC RECORDS

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

Procurement/Contract/Lease Number: C20-2938-TDD Tracking Number: 495923
Procurement/Contractor/Lessee Name: VRMarket Data DBA Key Data Grant Funded: YES ___ NO X
Purpose: Amendment # 1
Date/Term: 6-15-2025 1. GREATER THAN \$100,000
Department #: 1410 2. GREATER THAN \$50,000
Account #: 548041 3. \$50,000 OR LESS
Amount: \$149,000 - 2 yrs
Department: TDD Dept. Monitor Name: Adams

Purchasing Review

Procurement or Contract/Lease requirements are met: [Signature] Date: 6-13-23
Purchasing Manager or designee: DeRita Mason, Erin Poole, Amber Hammonds

2CFR Compliance Review (if required)

Approved as written: no federal funds Grant Name: _____ Date: _____
Grants Coordinator: Suzanne Ulloa

Risk Management Review

Approved as written: see email att attached Date: 6-13-23
Risk Manager or designee: Lydia Garcia

County Attorney Review

Approved as written: see email attached Date: 6-13-23
County Attorney: Lynn Hoshihara, Kerry Parsons or Designee

Department Funding Review

Approved as written: _____ Date: _____

IT Review (if applicable)

Approved as written: _____

C20-2938-TDD
VRMARKET DATA, LLC (DBA KEY DATA)
Vacation Rental Reservation Bookings Data Service
EXPIRES: 06/15/2025

DeRita Mason

From: Odessa Cooper-Pool
Sent: Tuesday, June 13, 2023 12:01 PM
To: DeRita Mason; Lynn Hoshihara; 'Parsons, Kerry'
Cc: Jacqueline Matichuk
Subject: RE: Key Data amend 1-C20-2938-TDD
Attachments: Key Data Amend 1.docx

Hello DeRita,

The attached amendment for VRMarket Data LLC has been reviewed and is approved by Risk Management for insurance purposes. There were no proposed insurance element added.

From: DeRita Mason <dmason@myokaloosa.com>
Sent: Tuesday, June 13, 2023 11:42 AM
To: Lynn Hoshihara <lhoshihara@myokaloosa.com>; 'Parsons, Kerry' <KParsons@ngn-tally.com>
Cc: Odessa Cooper-Pool <ocooperpool@myokaloosa.com>; Jacqueline Matichuk <jmatichuk@myokaloosa.com>
Subject: FW: Key Data amend 1-C20-2938-TDD

Good morning,
Please review and approve the attached.
Thank you,

DeRita Mason



DeRita Mason, CPPO, CFPB, NIGP-CPP
Purchasing Manager
Okaloosa County Purchasing Department
5479A Old Bethel Road
Crestview, Florida 32536
Office: (850) 689-5960 Ext. 6966
Cell: (850) 826-8010
dmason@myokaloosa.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."

DeRita Mason

From: Lynn Hoshihara
Sent: Tuesday, June 13, 2023 3:52 PM
To: DeRita Mason; 'Parsons, Kerry'
Cc: Odessa Cooper-Pool; Jacqueline Matichuk
Subject: Re: Key Data amend 1-C20-2938-TDD
Attachments: Key Data Amend 1 6.13.23.docx

DeRita,

With the attached changes, this is approved.

Lynn

Lynn M. Hoshihara
County Attorney
Okaloosa County, Florida

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From: DeRita Mason
Sent: Tuesday, June 13, 2023 12:42:25 PM
To: Lynn Hoshihara; 'Parsons, Kerry'
Cc: Odessa Cooper-Pool; Jacqueline Matichuk
Subject: FW: Key Data amend 1-C20-2938-TDD

Good morning,
Please review and approve the attached.
Thank you,

DeRita Mason



DeRita Mason, CPPO, CPPB, NIGP-CPP
Purchasing Manager
Okaloosa County Purchasing Department
5479A Old Bethel Road
Crestview, Florida 32536
Office:(850) 689-5960 Ext. 6966
Cell: (850) 826-8010

**RENEWAL AND AMENDMENT NO. 1 TO
AGREEMENT BETWEEN OKALOOSA COUNTY, FLORIDA
AND VRMARKET DATA, LLC d/b/a KEY DATA**

CONTRACT # C20-2938-TDD

This Renewal and Amendment No. 1 hereby amends the Agreement, dated June 16, 2020, by and between Okaloosa County, Florida (“County”) and VRMarket Data LLC d/b/a Key Data (“Contractor”), for Vacation Rental Reservation Booking Data (“Contract”), also known as County Contract No. C20-2938-TDD.

WITNESSETH:

WHEREAS, the initial term of the Contract expired on June 15, 2023, and provides for one, two-year renewal option; and

WHEREAS, both parties desire to exercise the renewal option through June 15, 2025; and

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

NOW THEREFORE, in consideration of the mutual covenants herein and other good and valuable consideration, the parties hereby agree to amend the Contract as follows:

1. Section 2. Services shall be amended as follows: “hotel and vacation rental reservation bookings data”
2. Section 4. Compensation shall be amended as follows: “~~ONE HUNDRED SIXTY SEVEN THOUSAND DOLLARS (\$167,000)~~ ONE HUNDRED FORTY-NINE THOUSAND (\$149,000)”
3. Exhibit A shall be amended as included herein.
4. This Amendment No. 1 shall be effective upon execution by the County, and retroactive to June 16, 2023.
5. All other provisions of Contract # C20-2938-TDD shall remain in full force.

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

VRMarket Data LLC d/b/a Key Data

DocuSigned by
Scott McLeod
CC3E9410C37488

Scott McLeod, Chief Operating Officer

6/14/2023

Date: _____

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

[Signature]

Robert A. “Trey” Goodwin III, Chairman

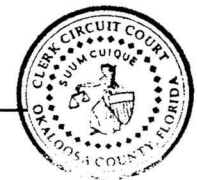
Date: 7/18/2023



ATTEST:

[Signature]

J.D. Peacock II, Clerk of Circuit Court



C20-2938-TDD

VRMARKET DATA, LLC (DBA KEY DATA)
Vacation Rental Reservation Bookings Data Service
EXPIRES: 06/15/2025

EXHIBIT A

PAYMENT AND ADDITIONAL TERMS

Customer will pay the following fees on the following terms pursuant to the Data License and Service Agreement:

Implementation and Setup Fees: \$ 0.00
 Onboarding service includes training and assistance

Key Data Service Total Annual License and Subscription Fee: \$ 72,000
 Access to the Key Data Services and following KD Data Set(s):

Okaloosa County

Direct Source Short Term Vacation Rental Data Dashboard \$ 42,500

OTA (Scraped) Source Short Term Vacation Rental Data Dashboard (Airbnb & VRBO) \$ Waived

Hotel Data Dashboard \$ 22,000 *

- Performance Reports Module
- Booking Reports Module
- Feeder Market Reports Module

Additional Markets

Access to the Key Data Services and following KD Data Set(s):
 Year one subscription fee includes Customer's market and five (5) competitive market data sets. Competitive market data sets can be purchased upon conclusion of year one.

Additional KD Data Set(s) may be purchased at a cost of \$2,500 per county per year. Any additionally purchased KD Data Set(s) are strictly for internal use only and may not be republished or distributed outside of Customer's organization. Additional KD Data Set(s):

Bay County, Walton County, Escambia County \$ 7,500

Payment Terms

*Second Year Service Annual License Fee for Hotel Dashboard will increase to \$27,000.

	Year One		Year Two
June 2023	\$18,000	June 2024	\$19,250
October 2023	\$18,000	October 2024	\$19,250
January 2024	\$18,000	January 2025	\$19,250
April 2024	\$18,000	April 2025	\$19,250

Access to the Key Data Services and KD Data Set will be provided upon the processing of payment hereunder. If Customer fails to pay any charges when due, Key Data may charge interest at 1.5% per month on any outstanding balance.


Key Data Obligations: Key Data agrees to maintain a minimum 20% market share of professionally managed units paying bed tax dollars to the county. If this minimum market share is not maintained for a period of two months, Customer may terminate this Agreement with twenty (20) days' written notice to Key Data.


Co-Marketing: Customer will assist Key Data in marketing its services throughout the term of this Agreement. Marketing efforts include, but are not limited to an email to property managers in the County approved by both parties announcing the partnership, and at least one joint industry webinar with property managers in the Customer's market annually.

Distribution of Data Sources: Key Data will ensure that its data from property managers in Okaloosa County continues to reflect a representative balance of data countywide to ensure that the aggregated data is reflective of the County's mix of property providers.

Historical Data: Key Data will provide at least twenty-four (24) months of historical data for each market at no additional cost.

Archiving Data: Notwithstanding any other provisions herein, Customer shall be entitled to archive and store any historical performance data, provided that Customer does not distribute or share such data in a way that violates the terms herein, or the terms of the attached Republication exhibit.

Customer Initials: 

Key Data Initials: 



BOARD OF COUNTY COMMISSIONERS AGENDA REQUEST

DATE: July 18, 2023
TO: Honorable Chairman and Distinguished Members of the Board
FROM: Jennifer Adams
SUBJECT: Key Data contract renewal (2 year renewal)
DEPARTMENT: Tourist Development Department
BCC DISTRICT: All

STATEMENT OF ISSUE: Request approval to exercise the two-year renewal option for the Key Data contract in an amount not to exceed \$149,000 in total.

BACKGROUND: In 2020, the County entered into a contract with Key Data for vacation rental reservation bookings data. The initial three-year contract period expired June 15, 2023, but the contract provides for one, two-year renewal option.

Key Data is the only platform that well represents short term rentals and provides future booking data using two sources - direct participation as well as data scrubs from AIRBNB and VRBO. Since short term rentals represent 60-70% of overall lodging in the destination, it remains an accurate reflection of stays overall - even including the expansion area. The platform also provides comparison data for our neighboring counties.

Key Data has grown its hotel inventory dramatically since 2020 and recently launched a product that may allow us to replace Smith Travel Research and better forecast future trends for both vacation rental and hotel inventory. Inclusion of this functionality raises the annual cost from \$50,000 to \$72,000 in year one and \$77,000 in year two of the renewal. The agency's due diligence with regard to this new feature resulted in a minor lapse in the timing of the renewal.

FUNDING SOURCE:

Department # 1410

Account # 548041

Amount \$149,000 (\$72,000 - 23/24 \$77,000 - 24/25)


OPTIONS: Approve, Disapprove, or Postpone

RECOMMENDATION: Approve exercising two-year renewal option, retroactively to June 16, 2023 through June 15, 2025, for Key Data contract in an amount not to exceed \$149,000, and authorize the Chairman to sign.


Jennifer Adams, Director, Tourist Development Department

6/28/2023

RECOMMENDED BY:



John Hofstad, County Administrator

7/12/2023

APPROVED BY: