

ADDENDUM 2

ITQ TDD 86-16 – Public Relation Services

The mission of the Okaloosa County Tourist Development Department is to promote the special taxing district represented by Destin, Fort Walton Beach, Okaloosa Island, Mary Esther and Cinco Bayou, Florida as the primary tourist destination on the northern Gulf Coast. The primary goal of the Tourist Development Department is to increase the lodging occupancy of the taxing district for the continual economic benefit of the community and all tourism stakeholders. For marketing purposes, the taxing district is known as “*The Heart of the Emerald Coast*”. Target audiences include leisure travelers, groups, and meeting/convention planners. The primary website is <http://www.emeraldcoastfl.com/>.

The estimated time frame for social media services is October 12 – December 31, 2016 while the County transitions between advertising agencies. An hourly rate is requested based on 40 hours per month.

PUBLIC RELATIONS

Includes, but is not limited to, development of public relations strategy, media and community outreach and relations, and message development.

1. Media and Community Outreach and Relations
 - a. Local community & stakeholders
 - b. Overnight visitor target audience

2. Event Planning and Announcement Management
 - a. Familiarization Tours

3. Development of Public Relations Strategies
 - a. Monitor national media

4. Message Development and Spokesperson Training

5. Monthly reporting