



DDB

MEETING NOTICE

Orlando City Hall, Veterans Conference Room, 2nd Floor at 3:00PM

Welcome,

We are glad you have joined us for the July 27, 2022 Downtown Development Board meeting. If you are not on the agenda and would like to speak at the meeting and address the Board, please fill out an appearance request form and hand it to the Board Secretary. The Board is pleased to hear all non-repetitive public comment. Large groups are requested to name a spokesperson. When you are recognized, state your name and address, direct all your remarks to the Board and limit your comments to 3 minutes per item or as set during the meeting.

Written public comment must include your name, address, phone number, and topic. Comments are limited to a maximum of 700 words per item. To submit written public comment, select one of the following options: (1) complete an online comment form on orlando.gov/publiccomments, (2) email to publiccomments@orlando.gov, (3) mail to City Clerk, Public Comment 400 South Orange Avenue, Orlando, FL, 32801, or (4) drop off to the 1st floor Security Station at City Hall. Written public comments received 24 hours in advance of the meeting are distributed to the Board and attached to the related agenda item for public viewing.

Note: Comments that do not include the required information will not be distributed or attached to the agenda. All comments received are public record.

AGENDA

1. Call Meeting to Order
2. Roll Call
3. Election of Officers
4. Approval of Minutes
 - a. Approval of June 22, 2022 – Downtown Development Board Meeting
5. Executive Director's Report – Thomas C. Chatmon Jr., Executive Director
6. Public Comment
7. New Business
 - a. Marketing Task Order, Kelly Allen, Marketing and Communications Manager
8. Date of Next Meeting
9. Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 24 hours in advance of the meeting at 407-246-2251.

MEMORANDUM

TO: Jamie Barati, Chair
Monica McCown, Vice Chair
Eugene Jones
Kimberly Stewart

FROM: Thomas C. Chatmon Jr., Executive Director of the Downtown Development Board/Community Redevelopment Agency

DATE: July 27, 2022

SUBJECT: Agenda items to be considered at the Downtown Development Board Meeting for July 27, 2022.

Election of Officers:**Approval of Minutes:**

Staff will be available to answer any questions prior to Board consideration of approving the minutes of the June 22, 2022 Community Redevelopment Agency Advisory Board Meeting.

Executive Director's Report – Thomas C. Chatmon Jr., Executive Director**Public Comment:****New Business:****a. Marketing Task Order, Kelly Allen, Marketing and Communications Manager**

Last year, the Downtown Development Board (DDB) issued a Request for Proposals (RFP) to obtain proposals for marketing and creative services from proposers interested in performing the services. The RFP allowed the DDB to select one or more firms to provide the services as necessary to meet DDB's anticipated marketing needs. At its January 19th meeting, the DDB approved the Selection Committee's rankings and authorized the City's Chief Procurement Officer to negotiate and execute contracts with Chatter Buzz Media, LCC (Chatter Buzz) and Foresight Design Group, Inc., d/b/a PRISMATIC. Contracts were executed with both agencies and the contracts provide for issuance of Task Orders to set forth a particular scope of work for particular services.

The DDB staff is now ready to enter into the first Task Order with Chatter Buzz to perform the following services for not to exceed costs of \$119,120:

Situational Analysis & Planning**Campaign Implementation Services****Developing a summer/fall campaign along with implementation**

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DDB

Staff requests that the DDB approve the attached Task Order One with Chatter Buzz and authorize the Chief Procurement Officer to negotiate and execute Task Order One and future Task Orders under the Chatter Buzz and Prismatic contracts, subject to review and approval of the City Attorney's Office, in amounts which are collectively within DDB's budgeted amount for Marketing.

Date of Next Meeting:

- a. A workshop of the Downtown Development Board and Community Redevelopment Agency Advisory Board will be held on Wednesday, August 17, 2022 at 12:00PM.
- b. The next Downtown Development Board Meeting will be held Wednesday, August 24, 2022 at 3:00PM in the Veterans Conference Room.

Adjournment

Persons wishing to appeal any decision made with respect to any matter considered at the Downtown Development Board meeting, will need a record of the proceedings; for this purpose, such person may need to ensure that a verbatim record of the proceedings is made to include the testimony and evidence upon which the appeal is to be based. Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office 24 hours in advance of the meeting at 407-246-2251.

TASK ORDER #1 – Creative & Advertising Services (Leisure)

THIS TASK ORDER (“Task Order”), effective the ____ day of _____, 2022 (“Effective Date”) is made and entered by and between the **Downtown Development Board**, a body corporate and an agency of the City of Orlando, created by Special Act of the Florida Legislature, Chapter 71-810, Laws of Florida, codified in Chapter 18 of the Charter of the City of Orlando (“Act”), hereinafter referred to as the “DDB” and **Chatter Buzz Media LLC**, a Florida limited liability company, hereinafter referred to as the "Contractor", as follows:

WITNESSETH

WHEREAS, the DDB and the Contractor previously entered into that certain Annual Agreement for Downtown Marketing Services effective March 10, 2022 (“Agreement”); and

WHEREAS, the Agreement provides for the issuance of Task Orders to set forth a particular scope of work for Contractor to perform downtown marketing and related services for the DDB; and

WHEREAS, the DDB and Contractor desire to enter into this Task Order to provide for work to be performed by Contractor as more fully set forth herein below;

NOW, THEREFORE, in consideration of the mutual promises and covenants contained herein and given one to the other, the sufficiency of which is hereby acknowledged, the parties agree as follows:

I. SCOPE OF WORK.

Contractor shall perform the services set forth in the Scope of Work attached hereto and incorporated herein by reference as Exhibit “A” (“Scope of Work”). Contractor acknowledges and understands that no work shall be done for anticipated future tasks without prior written authorization by the DDB. Contractor further acknowledges and agrees that the DDB is under no obligation to authorize any future tasks and that any future work shall be assigned by the DDB in its sole discretion.

II. FEES AND COSTS.

Payment for all work performed shall be invoiced to the DDB not more frequently than every thirty (30) days in an amount not to exceed Ninety Nine Thousand One Hundred Twenty Dollars (\$99,120.00) in the aggregate for all work set forth on the attached Scope of Work, plus an allowance for advertisement spends in an amount not to exceed Twenty Thousand Dollars (\$20,000). Advertisement spends shall require the approval of the DDB’s Marketing and Communications Manager prior to placement by Contractor. Hours and fees for individual tasks shown on

Exhibit "A" are estimates only and Contractor shall bill hours worked at the rates provided in the Agreement. Contractor agrees that such amount is in full and complete satisfaction for all materials, services, deliverables, reimbursable expenses, sub-contractor fees and costs, and other items to be performed or provided in relation to such task assignment. Contractor acknowledges and agrees that all professional time, costs, and other expenses incurred by Contractor for work outside the Scope of Work or for work in excess of the not to exceed figure set forth above shall be incurred at Contractor's or its sub-contractor's own risk if the prior written authorization of the DDB is not obtained. Reimbursable costs shall be charged to the DDB at actual cost without mark-up.

III. TERM.

This Task Order commences on the Effective Date and shall be performed in accordance with the schedule shown on the attached Scope of Work, if any, provided however, that all work performed under this Task Order shall be completed by December 31, 2022, unless such time is extended in writing by the DDB's Marketing and Communications Manager or her designee.

IV. AGREEMENT.

This Task Order is hereby made a part of the Agreement as if attached thereto and fully set forth therein. Except as expressly set forth herein, all work performed by the Contractor in relation to this Task Order and the Scope of Work contained herein shall be performed in compliance with and subject to the terms and conditions of the Agreement. No additions, alterations, or variations to the terms of this Task Order shall be valid, nor can the provisions of this Task Order be waived by either party, unless such additions, alterations, or waivers are expressly set forth in writing in a document duly executed by the parties.

IN WITNESS WHEREOF, the parties hereto have hereunto set their hands on the date first written above.

Signatures on the following pages

Chatter Buzz Media LLC, a Florida limited liability company,

By: _____
Signature

Name & Title, Typed or Printed

Date: _____, 2022

STATE OF FLORIDA }

COUNTY OF _____ }

The foregoing instrument was acknowledged before me by means of ☐ physical presence or ☐ online notarization, this _____ day of _____, 20____, by _____ (name of person) as _____ (type of authority, (e.g., officer, trustee, attorney in fact, etc.) for _____ (name of entity/party on behalf of whom instrument was executed).

Signature of Notary Public – State of Florida
Print, Type, or Stamp Notary Name: _____

(Affix Notary Stamp or Seal Above)

___ Personally Known or ___ Produced Identification

Type of Identification Produced _____:

CHIEF PROCUREMENT OFFICER OF THE
CITY OF ORLANDO, FLORIDA AS
AGENT FOR THE CITY OF ORLANDO'S
DOWNTOWN DEVELOPMENT BOARD

By: _____
Chief Procurement Officer

Name, Typed or Printed

Date: _____, 2022

APPROVED AS TO FORM AND LEGALITY
for the use and reliance of the DDB and
City of Orlando, Florida, only.

Date: _____, 2022

ASSISTANT CITY ATTORNEY
ORLANDO, FLORIDA

Exhibit “A”

SCOPE OF WORK



Client: Downtown Development Board

RFP: RFP21-0353-1

Project: Creative & Advertising Services (Leisure)

Task Number: Order #1

Initial Request Date: 06-07-2022

Version: #5 (July 6, 2022)

Partner MBE: RTW Photography

Partner WBE: The Valerin Group

Campaigns	Total Hours	Investment	Description	Schedule	Marketing Channel	Team (Staff / Hours)
Situational Analysis & Planning	48	\$6,200				
Literature Review	7	\$800.00	Gather and review internal and external documents as supplied by the client and as researched by Chatter Buzz, RTW and Valerin. Including the current line-up of advertising vehicles used by DDB, including the web, advertising social media, creatives, campaign messages, digital ads, print, email, and online / offline integration.	Jul - Aug 2022	Planning & Research	Creative/Brand Director (3 hrs), Sr Consultant (2 hrs), Account Manager & Coordinator (2 hrs)
Goals and Audiences	3	\$360.00	Chatter Buzz to develop a prioritized list of goals and objectives and key audiences for the marketing communication program.	Jul - Aug 2022	Planning & Research	Creative/Brand Director (1 hr), Sr Consultant (2 hrs)
Digital Baseline Metrics	4	\$480.00	Chatter Buzz to review Google Analytics and create a baseline report up to 12 months back on current site traffic, demographics, events, and goals if present. Deliverable - Excel sheet.	Jul 2022	Analytics	Data Analyst (2 hrs), Sr Consultant(2 hrs)
Detailed Action Plan & Presentation Development	20	\$2,280.00	"Drawing from the external kick-off meeting with the client, literature review and goals, prepare a detailed action plan that includes tactics and specific strategies for advertising. Includes preparing a preliminary detailed timeline and budget for proposed channels and creative effort. This includes the presentation development. (Vendor: Chatter Buzz)	Jul - 2022	Strategy	Brand Director (8 hrs), 2 Sr Consultants (6 hrs), Account Manager & Coordinator (6 hrs)
Collaborative Strategy Workshop (Presentation)	14	\$1,600.00	Undertake a blend of face-to-face meetings, teleconferences, or web-based collaboration between Chatter Buzz, Valerin, RTW and DDB in the validation of the goals, audiences, action plan and strategic directions. Minimum of 1 meeting consisting of Chatter Buzz and its partners.	Jul - Aug 2022	Strategy	Brand Director (2 hrs), 4 Sr Consultants (8 hrs), Account Manager & Coordinator (4 hrs)
Evaluation Framework	6	\$680.00	Chatter Buzz to prepare list of the measures to gather to evaluate each tactic, along with methods to gather and optimal timelines.	Aug 2022	Paid Media	2 Sr Consultant (4 hrs), Account Manager & Coordinator (2 hrs)

Campaigns	Total Hours	Investment	Description	Schedule	Marketing Channel	Team
Phase 1 - "Turn Up" Campaign Implementation Services	65	\$27,600				
Orlando Weekly Display Banner Ads	11	\$ 1,280.00	Using the current "Turn Up" assets provided by the client. Chatter Buzz is to create digital banner ads for the Orlando Weekly online distribution. (Ideally swap out the print to digital) . Create multiple ad sizes (up to 7). DDB Marketing & Communications Manager to negotiate with Orlando Weekly	July - Aug 2022	Creative	Creative Director (2 hrs) / Senior Designer (7 hrs) Account Manager & Coordinator (2 hrs)
Social Media Ads (Copy & Visuals)	18	\$ 2,080.00	Using the current "Turn Up" assets provided by the client. Chatter Buzz is to create a set of social media ads (FB and IG). 4 total Facebook Ad Copy variations and 4 custom-designed images / animated GIF to use for our digital awareness campaign. (one campaign, one audience).	July - Aug 2022	Creative	Creative Director (2 hrs), Copywriter (4 hrs), Art Designer (8 hrs), Account Manager (4 hrs)
Facebook & IG Ads Setup & Monthly Optimization	33	\$3,900	Chatter Buzz is to setup the campaigns, ad sets, ads, targeting, pixels, audiences, reporting. Setup & monthly management and delivered reports.	Aug - Sept 2022	Paid Media	Sr Ad Specialists (30 hrs), Account Manager & Coordinator (3 hrs)
Digital Campaign Dashboard Setup	3	\$ 340.00	Chatter Buzz to set-up an online dashboard reporting displaying the key metrics for the ad campaigns.	Aug 2022	Analytics	Sr Ad Specialist (2 hrs), Account Manager & Coordinator (1 hr)
Digital Advertising Ad Spend		\$20,000	Chatter Buzz to launch creative 1 "turn up" digital creative assets through various digital channels (channels to be determine after the situation analysis) to increase DDB awareness and drive traffic to the website. Recommended budget is \$20,000. Spend & channel; distribution to be approved by Marketing & Communications Manager prior to purchase.	Aug - Sept 2022	Paid Media	

Campaigns	Total Hours	Investment	Description	Schedule	Marketing Channel	Team
Phase 2 - New Campaign "Summer /Fall" Implementation						
Key Messages for the New Campaign	12	\$1,400.00	Chatter Buzz to develop a series of English-language new overall key messages which will serve as the new campaign in 2022; task includes research, copywriting, internal team collaboration, slide deck development and presentation to the DDB team for approval.	July 2022	Creative	Creative & Brand Directors (6 hrs), Senior Consultant (4 hrs), Account Manager (2 hrs)
Campaign Theme / Ideation	20	\$2,320.00	After approval of the new key message, Chatter Buzz (CBM) is to expand the messaging into a full campaign into multiple channels and purpose based on the approved media plan and tactics; Includes review by the DDB team, CBM revisions and approvals	July - Aug 2022	Creative	Creative Director (8 hrs), Copywriter & Senior Consultant (8 hrs), Account Manager & Coordinator (4 hrs)
Media Plan Development	18	\$2,040.00	Chatter Buzz team to develop a media plan to determine determine how, when and where an audience is given the selected advertising message. Task includes research, meeting with multiple vendors, internal collaboration, plan development to be presented and approved by DDB's Marketing & Communications Manager. The goal is to develop for the full year of 2022 (July till end of year) with the associated budget provide by DDB team.	June - July 2022	Creative	Sr Consultant (4 hrs), Media Buyer (8 hrs), Account Manager (6 hrs)

Campaigns	Total Hours	Investment	Description	Schedule	Marketing Channel	Team
Phase 2 - New Campaign "Summer /Fall" Implementation						
Campaign Photoshoot	160	\$31,300.00	<p>Chatter Buzz and RTW to research, plan and outline the campaign photography to support the new ad campaign. This is a not to exceed (NTE) estimate of hours and investment considering we have not yet completed situational analysis for this effort and negotiated pricing with the talents and other vendors. This estimated effort includes multiple sets of photoshoots to capture Downtown Orlando as an amazing destination. Effort includes creating a finalized shot list for approval by the DDB Marketing and Communications Manager before going into production, securing locations and permits from the film commission, release forms, finding and negotiating talents, hiring off duty cop at each location, renting additional equipment (as needed), make-up / hair artists (duration of this shoot is up to 4 days with all crew & talent availability). This effort also include labor hours for multiple RTW photographers everyday along with the Chatter Buzz account manager and director (crew). Include photo editing and 1 revision.</p> <p>This estimate is based on a plan is to capture one or two locations in each neighborhood. 1. Ivanhoe area (2 people) - 2. North Quarter Outdoor Dining (3 people) - 3. Business District Lunch break (4 people) - 4. Business District Dr Phillips (2 people)- 5. Church Street - Under Sign w/ train (2 people)- 6. Parramore Historic District (3 people)- 7. Parramore Amway (3 people)- 8. Eola District Lake Eola Yoga (4 people)- 9. Thornton Park Bike Riding (1 person) 10. Creative Village College Students (4 people) - 27 people.</p> <p>All other third-party costs such as models/talents, an off-duty cop (if needed), and hair and make-up artists are already part of this investment estimate. No OVERHEAD cost was added to the best estimate below (pass-thru cost).</p> <p>27 people @ \$300 day rate = \$8,100 Off-duty copy (each 10 locations) = \$1,500 Make-up / hair artist (2 people) = \$2,500 RTW (multiple RTW staff, planning, setup, shooting, editing) = ~ 120 hours @ \$120 per hour Chatter Buzz (Account manager and Director) = 40 hours</p>	July - Aug 2022	Creative	RTW and Chatter Buzz

Campaigns	Total Hours	Investment	Description	Schedule	Marketing Channel	Team
Phase 2 - New Campaign "Summer /Fall" Implementation		\$48,260				
Video Production		\$26,400.00	Chatter Buzz and RTW to work together in Video Planning & Outline, Video Storyboard, Script Writing, Voice Over Selection, Music & Casting Selection, Talent Cost, Hair and Makeup, Equipment, Recording, Video Production and Camera Shoot, Post Production, Up to 3 Revisions, Resizing of Video to multiple formats. 1 main 30-60 sec video and variations to create 15 second vertical and horizontal formats.	Aug 2022	Creative	RTW and Chatter Buzz
Creative Asset Development for Advertising	85	\$10,000.00	Develop multiple ad creatives formats for all channels -2-3 1080x1080 for social image ads, 1 carousel ads, 1 reel / stories, 1 youtube video ads (pre-roll), geofence banner ads (up to 7 sizes for desktop and mobile), 2 print ads (orlando weekly and travel host). Finalized creative with copy.	Aug - Sep 2022	Creative	Creative Director (15 hrs), Sr. Designer (30 hrs), Video Editor (30 hrs), Account Manager & Coordinator (10 hrs)
Public Relations (Influencer Outreach)	45	\$5,300.00	Outreach campaign to influencers to promote our new campaign / re-share content to their audience. Includes creating a list, pitch messaging, and outreach itself. (Valerin's rate is \$120 per hour)	Sept - Oct 2022	PR	Valerin Sr. Consultants (40 hrs), Chatter Buzz Account Manager (5 hrs)
Media Buying Setup, Optimization and Monitoring	56	\$6,560.00	After the approval & production of all the creatives. Campaigns, ad sets, and ads by personas will need to be setup. UTM tracking, pixels, and new dashboard setup. This effort also includes working with the print ad publishers.	Aug - Nov 2022	Paid Media	Sr. Ad Consultant (40 hrs), Data Analyst (8 hrs), Account Manager and Coordinator (8 hrs)

Investment Summary by Phases

Campaigns	Total Labor Hours from Chatter Buzz, Valerin and RTW	Investment	Timeframe
Situational Analysis & Strategic Marketing Plan	54	\$6,200.00	July - Aug 2022
Phase 1 - "Turn Up" Existing Campaign Implementation Services	65	\$ 7,600.00	July - Sep 2022
Phase 1 - Digital Advertising Ad Spend (Paid directly to the publishers)		\$20,000.00	Aug - Sep 2022
Phase 2 - New Campaign "Summer /Fall" Implementation Services	616	\$85,320.00	July - Nov 2022
TOTAL (NOT TO EXCEED) (Including Ad Spend, paid directly to the publishers)		\$ 119,120.00	

Investment Breakdown by Vendor

Company	Investment %	Investment Total
Chatter Buzz	68.52%	\$67,920.00
RTW (MBE)	26.63%	\$ 26,400.00
Valerin (WBE)	4.84%	\$4,800.00
TOTAL INVESTMENT PAID TO THE VENDORS (Does not include Ad Spend paid directly to the publishers)	100%	\$ 99,120.00

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