



# SANTA ROSA COUNTY TOURIST DEVELOPMENT OFFICE

JULIE MORGAN  
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8543 Navarre Parkway | Navarre, Florida 32566

**TO:** Board of County Commissioners

**FROM:** Julie Morgan, Tourist Development Director

**DATE:** May 23, 2016

**SUBJECT:** Discussion of TDC Board of Directors selection of DMOProz to conduct a Strategic Planning Facilitation.

## **RECOMMENDATION**

That the Board of County Commissioners considers approval for the agreement with DMOProz, as recommended by the Tourist Development Council Board of Directors to provide strategic planning services to the TDC Board and Tourist Development Office.

DMOProz agrees to provide the Strategic Planning Services for Santa Rosa County TDC/TDO for \$13,500 plus travel expenses. An estimated travel expense for 1 trip to Santa Rosa County was \$1,500 as of March 2016, thus the total cost of the Strategic Planning Services is \$15,000. This service will be schedule for the beginning of fiscal year 2017, and come from TDO budget line item "other contracted services" line # 534001. To secure the services of DMOProz, a 25% down payment is required and will come out of this fiscal budget payable out of "other contracted services" line #534001 in the amount of \$3,375.

## **BACKGROUND**

DMOProz (aka Zeitgeist Consulting, Inc.) is dedicated to increasing the effectiveness and impact of Destination Marketing Organizations (DMOs) across North America. For over 20 years, their experience in destination development, community leadership and marketing has allowed them to provide their clients with a reality-based view giving them the ability to suggest actionable steps to enhance Destination Marketing Organizations governance, management and marketing initiatives through Strategic Planning and Destination Development.

Scope of Services:

- Review Background Documentation
- Preliminary Survey
- Discussions with Leadership
- Focus Groups
- Planning Session

On May 5, 2016 the Tourist Development Council Board of Directors voted and selected DMOProz to conduct a Strategic Planning Facilitation with the outcome of a strategic plan to be presented to the SRC TDO.



**ZEITGEIST SERVICE AGREEMENT**

801 Woodward Drive, Madison WI 53704  
608.819.6110 | DMOproz.com

The Organization: **Santa Rosa County Tourist Development Office  
8543 Navarre Parkway  
Navarre, FL 32566**

(hereinafter referred to as "the Client") and Zeitgeist Consulting, Inc (hereinafter referred to as "Zeitgeist DMOproz") make the following agreement for professional consulting services.

**Zeitgeist DMOproz** agrees to provide the following consulting services in conjunction with the **Strategic Planning**:

- **Preliminary scoping discussions with Management.**
- **Perform Review of background documentation.**
- **Create and Analyze an Online Survey of the TDC Board.**
- **Facilitate Stakeholder Discussions in (2)Focus Groups; one in the North end and one in the South End.**
- **Facilitate the Planning Session with the Board of Directors.**
- **Development of a Final Report with a complete set of Organizational and Destinational Recommendations and a complete 3-year Strategic Plan to guide Board and Staff Work.**
- **Virtual presentation of the proposed Plan via Skype.**

**The Client** agrees to provide the following to Zeitgeist DMOproz:

- **Provide all Background Materials.**
- **Distribute survey and focus group invitation/communications with all Participants.**
- **Schedule and coordinate Focus Group and TDC meetings.**
- **Secure meeting space and a/v needs as requested.**
- **\$13,500. See terms below.**

**Fees and deposits:** To confirm the date/s and services, sign and return with a 25% deposit (\$3375) to Zeitgeist Consulting DMOproz, 801 Woodward Drive, Madison WI 53704. The remaining fee plus \*travel expenses will be invoiced and due upon receipt at the completion of the project. Federal ID #45-4216965.  
\*Travel Expenses are not to exceed \$1500.

**Cancellations:** A cancellation of an engagement causes a loss of income that cannot be recaptured. Therefore, if this project is cancelled by the client (and not rescheduled), a percentage of the fee will remain due and payable to Zeitgeist Consulting. From the date written notice of cancellation is received at our office, the following percentage of the fee will be due and payable:

- 30 days or less before the engagement, 100%
- 31-90 days prior to the engagement, 50%

**Audio/ Visual:** A Zeitgeist DMOproz Focus Group generally requires the use of a sturdy easel and a full easel size pad of poster paper. Recommended room set up is an open hollow square or U shape depending on the number of participants.

In the event of cancellation of this agreement by Zeitgeist DMOproz, due to illness or an unforeseen emergency, Zeitgeist will promptly refund Client's deposit. Zeitgeist DMOproz will also attempt to find an alternate date or assist the Client on the location of another facilitator comparable and acceptable to Client.

**ZEITGEIST DMOproz by:**

Bill Geist, President

Dated

**BOARD OF COUNTY COMMISSIONERS  
SANTA ROSA COUNTY, FLORIDA by:**

**ATTEST by:**

Lane Lynchard, Chairman

Donald C Spencer, Clerk of Court