



Baldwin County Commission

Legislation Text

File #: 20-0708, **Version:** 1

Meeting Type: BCC Work Session

Meeting Date: 2/11/2020

Item Status: New

From: Felisha Anderson, Archives Director

Sherry Lea-Botop, PIO Community Engagement Manager

Submitted by: Felisha Anderson, Archives Director

ITEM TITLE

OnCell - Professional Services Agreement for the Baldwin County Historic Driving and Walking Tour App

STAFF RECOMMENDATION

Approve the Professional Services Agreement between the Baldwin County Commission and OnCell for the drone videographer and the development of the Historic Driving and Walking Tour App for Baldwin County. The terms of the agreement will be from February 17, 2020 to February 18, 2021, (12 months), with an option to renew (not exceeding thirty-six (36) months).

BACKGROUND INFORMATION

Previous Commission action/date: N/A

Background: Staff recommends the Commission approve the Professional Services Agreement with OnCell for the drone videographer and app development for the Historic Driving and Walking Tour App for Baldwin County. The effective dates will be from February 17, 2020, to February 18, 2021, (12 months), with an option to renew (not exceeding thirty-six (36) months). On September 20, 2019, the Commission approved the Fiscal Year 2020 Budget (Resolution # 2019-144) approving \$10,000.00 for the Historic Driving and Walking Tour App.

A grant was received from Gulf Coast Resource Conservation & Development for \$5,000.00.

OnCell connects people, places and stories and is the leading digital story telling platform for cultural destinations and other visitor attractions. Since its inception in 2006, the OnCell team has worked on thousands of projects both in the U.S. and internationally. The Tour Guide App delivers location-aware information that visitors want in an intuitive and user-friendly format. OnCell has an App Builder Platform that offers a cost-effective product that allows clients their own iPhone and Android apps for audio tours or city/museum/festival guides through an easy-to-use web interface. The App features include custom branding, stop images, audio, GPS or custom image maps, website and video links and more.

The Archives and History Department is pleased to be able to assist in these endeavors. It is staff's mission to tell the story of Baldwin County through its people and places.

Sherry Lea-Botop is working directly with representatives on the development of the app and will be available at the work session to answer any questions.

FINANCIAL IMPACT

Total cost of recommendation: \$6,309.00

Budget line item(s) to be used: 51906-5150

If this is not a budgeted expenditure, does the recommendation create a need for funding?
N/A

LEGAL IMPACT

Is legal review necessary for this staff recommendation and related documents?
Yes.

Reviewed/approved by: N/A

Additional comments: N/A

ADVERTISING REQUIREMENTS

Is advertising required for this recommendation? N/A

If the proof of publication affidavit is not attached, list the reason: N/A

FOLLOW UP IMPLEMENTATION

For time-sensitive follow up, select deadline date for follow up: N/A

Individual(s) responsible for follow up: Administration

Action required (list contact persons/addresses if documents are to be mailed or emailed):
Send correspondence (with 2 original Agreements) to:

OnCell Systems, Inc.
1160D, Pittsford-Victor Road
Pittsford, New York 14534

Additional instructions/notes: N/A