

**SCHOOL DISTRICT OF OKALOOSA COUNTY**  
**Purchasing Department**



**NOTICE OF INTENT TO PURCHASE SOLE SOURCE**

**FILE REFERENCE #:** SS 23-22 Tierone Billboard Locations  
**DATE/TIME OF INITIAL POSTING:** 4/20/23, 3:30PM CT  
**DATE/TIME POSTING REMOVED:** 5/01/23, 3:30PM CT

The products and/or services listed on the attached page(s) are believed to be of a unique or proprietary nature and therefore only available from one source. If you believe you have a "like" product or service to offer, please submit your complete cost proposal including descriptive literature and detailed technical specifications by email to the attention of the buyer listed below. If you prefer you may mail your proposal to the buyer at:

Okaloosa County School District  
Attn: Purchasing Department  
120 Lowery Place SE  
Fort Walton Beach, FL 32548  
Buyer: Vince Windham  
Buyer's Email: [windhamv@okaloosaschools.com](mailto:windhamv@okaloosaschools.com)  
Phone: (850) 833-7668

**Justification for Sole Source Acquisition:**

- Vendor is the exclusive distributor of commodity or sole provider of services.
- Vendor holds the production and copyrights to the commodity.
- Compatibility with existing equipment, inventory, systems, programs or services.
- Purchase of a used item that is immediately available.
- Purchase of a particular product for a pilot program, trial or testing.
- Vendor is the sole provider of the commodity or service for which the Board has established a standard.
- Commodity or service is a continuation of a major project previously purchased.
- Other (include an attached justification letter)

This notice was posted on April 20, 2023. All proposals must be received by the buyer no later than 3:30 PM CT on May 1, 2023. Proposals received after this deadline will not be considered.

Thank you for your interest in Okaloosa County Schools.



## Okaloosa County School District

Catherine Card

202 A Hwy 85N, Niceville, FL 32578  
Catherine.Card@okaloosaschools.com

4-10-23

---

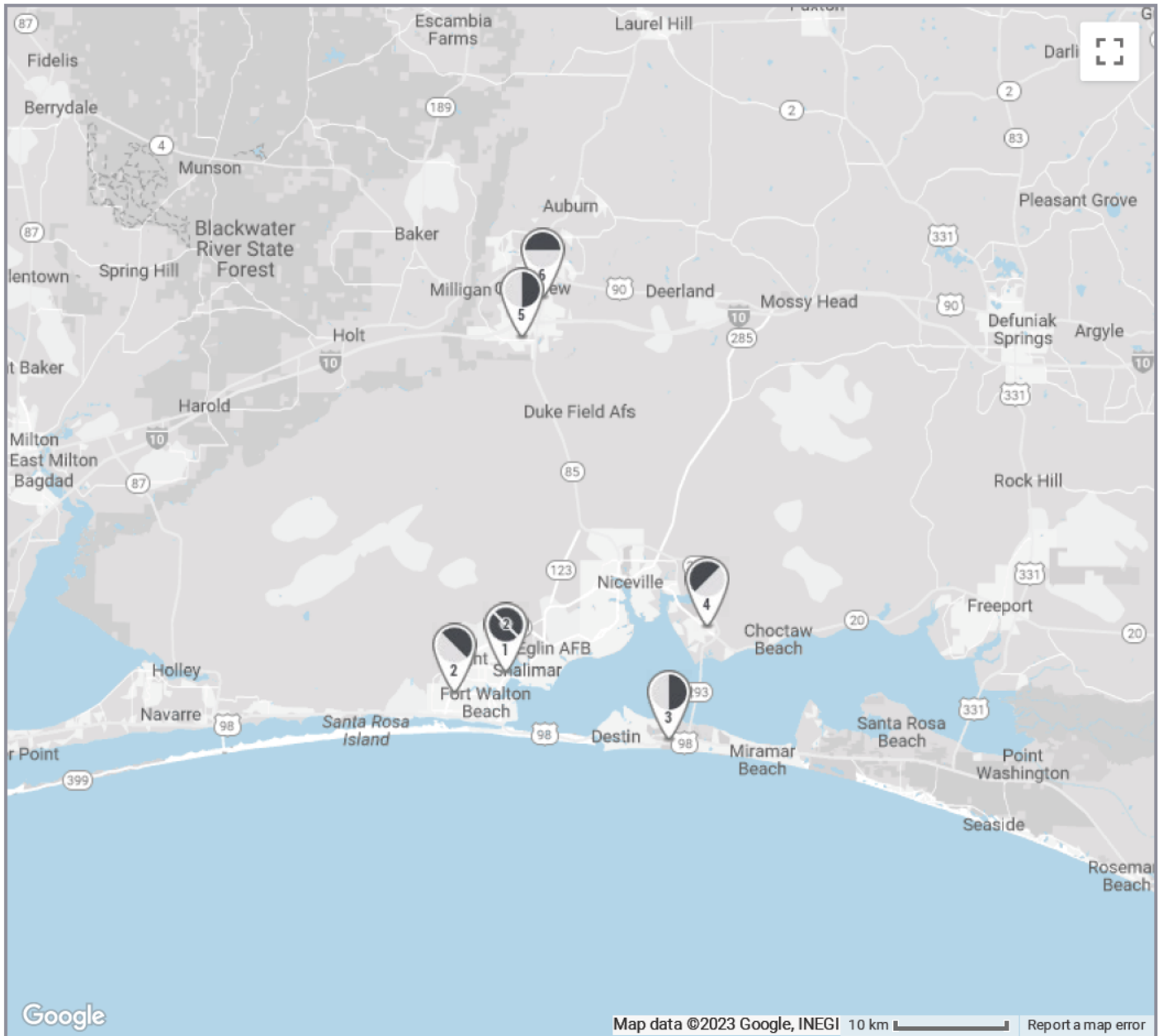
Our billboards will reach most of Okaloosa County and see by thousands per day.

Your teachers and students will see your ads and will greatly appreciate them.

With this signed contract, I will give you our indoor networks at no charge until the end of your campaign.

Kevin ORourke | Account Executive

kevin@tieronebillboards.com | 954 304 2156



Kevin ORourke | Account Executive  
kevin@tieronebillboards.com | 954.304.2156

 TierOne Media  
www.TierOneBillboards.com

	Face ID	Market	Facing	Read	Size	Illum	Weekly	Rate	Start	End	Icon
1	100 (Digital)	Mobile AL-Pensacola (Northeast)	RR		10' x 30'	Yes	259.0K†		04/17/23	04/14/24	
	(Digital) Eglin Pkwy @ Racetrack Road, Fort Walton Beach, NE/F, .5 Slot [Geopath#: 30990587]										
1	101 (Digital)	Mobile AL-Pensacola (West)	CR		10' x 30'	Yes	76.7K†		05/22/23	05/19/24	
	(Digital) Racetrack @ Eglin, Fort Walton Beach, W/F, .5 Slot [Geopath#: 30990586]										
2	111 (Digital)	Mobile AL-Pensacola (Southwest)	CR		10' x 36'	Yes	262.9K†		04/17/23	04/14/24	
	(Digital) Mary Esther CTO @ Sun Plaza, Fort Walton Beach, SW/F, 1 Slot [Geopath#: 30990596]										
3	113 (Digital)	Mobile AL-Pensacola (West)	CR		10' x 36'	Yes	76.1K†		04/17/23	04/14/24	
	(Digital) Hwy 98 @ Fudpucker's, Destin, FL, W/F, .5 Slot [Geopath#: 30990598]										
4	115 (Digital)	Mobile AL-Pensacola (Southeast)	CR		10' x 30'	Yes	22.3K†		04/17/23	04/14/24	
	(Digital) Hwy 20E, Niceville, FL, SE/F, 1 Slot [Geopath#: 30990600]										
5	116 (Digital)	Mobile AL-Pensacola (West)	RR		10' x 30'	Yes	25.2K†		04/17/23	04/14/24	
	(Digital) PJ Adams Parkway, Crestview, W/F, 1 Slot [Geopath#: 31058025]										
6	119 (Digital)	Mobile AL-Pensacola (South)	CR		10' x 30'	Yes	75.7K†		04/17/23	04/14/24	
	(Digital) South Ferdon Blvd @ Duggan Ave, Crestview, S/F, 1 Slot [Geopath#: 30990585]										

TERMS

NOTES
† Weekly impressions for individuals 18+ years old according to Geopath. The Geopath Audience Location Measurement <sup>SM</sup> data is provided by GeoPath, Inc. New York, New York. ©Copyright 2023, All Rights Reserved.



Kevin ORourke | Account Executive  
 kevin@tieronebillboards.com | 954 304 2156





### Description

1

Enormous viewership is the result of a long read from eight lanes of traffic stopped at a slow traffic light. Busy intersection reaches people headed to largest employer - Eglin Air Force Base, as well as Destin Airport, Walmart, boating/golfing/beach paradise of Shalimar, Fort Walton and Destin.

TierOne sells a maximum of eight :08 ads, so your ad appears once per minute 24/7.

### Illuminated Digital

City: Fort Walton, FL 32547

Face ID: 100

Facing: Northeast (RR)

Digital Face Size: 10' x 30' Pixel Size 144 H x 464 W

Face ID#: 30990587 Geopath Weekly Impressions 18+: 258,955

Rate / 4 week Period (Rate is based on 13 4-week periods.)

Kevin ORourke | Account Executive  
 kevin@tieronebillboards.com | 954 304 2156







### Description

1

This face is at the busiest traffic light/intersection in the area, in fact it's one of the few intersections where three lanes in one direction intersect with four lanes. Traffic is either headed north to Eglin Air Force Base, or south towards Fort Walton and Destin. Area is dense w/ shopping and sign is well read from CVS and Publix parking lots.

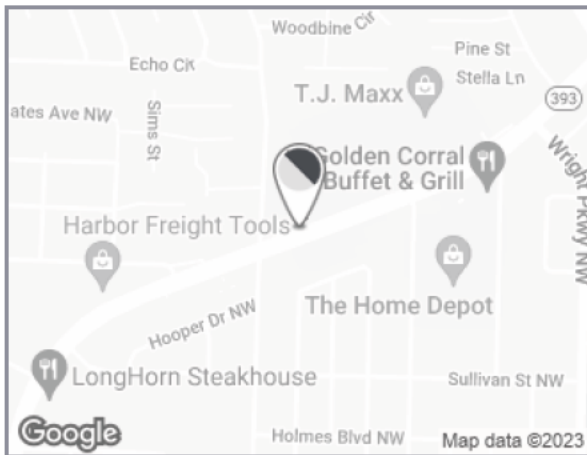
TierOne sells a maximum of eight :08 ads, so your ad appears once per minute 24/7.

### Illuminated Digital

City: Fort Walton, FL 32547  
 Face ID: 101  
 Facing: West (CR)  
 Digital Face Size: 10' x 30' Pixel Size 144 H x 464 W  
 Ad ID#: 30990586 Geopath Weekly Impressions 18+: 76,698  
 / 4 week Period (Rate is based on 13 4-week periods.)

Kevin ORourke | Account Executive  
 kevin@tieronebillboards.com | 954 304 2156





### Description

2

Digital reads to a long traffic light, reaches a high concentration of retail shoppers, and sits at the edge of Sun Plaza which includes Regal Cinema, Office Depot, Publix, Bealls Outlet, TJ Maxx, and Petland, with a Home Dept and Walgreens directly across the street. Just ahead is Beal Parkway leading to Okaloosa Island, Fort Walton Beach Medical Center, and Airport.

TierOne sells a maximum of eight :08 ads, so your ad appears once per minute 24/7.

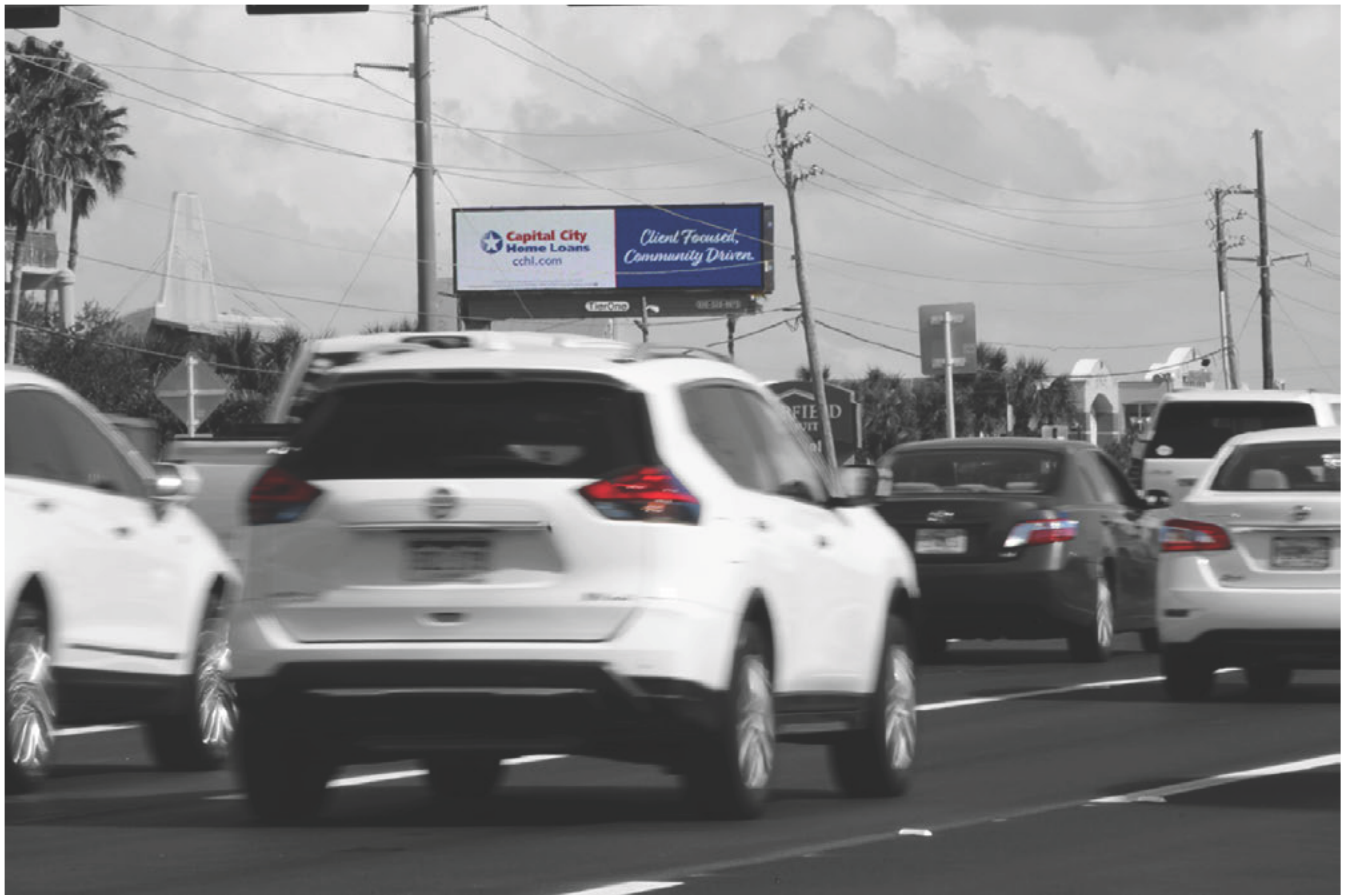
### Illuminated Digital

City: Fort Walton Beach, FL 32548  
 Face ID: 111  
 Facing: Southwest (CR)  
 [Redacted] Face Size: 10' x 36' Pixel Size 144 H x 560 W  
 [Redacted] ID#: 30990596 Geopath Weekly Impressions 18+: 262,877  
 [Redacted] / 4 week Period (Rate is based on 13 4-week periods.)

Kevin ORourke | Account Executive  
 kevin@tieronebillboards.com | 954 304 2156







3

### Description

In the heart of fun Destin, immediately across 98 from Henderson Beach this is the only Destin digital to deliver East Bound Traffic. Few digital options in Destin, and traffic has increased 8% over the past three years.

TierOne sells a maximum of nine :07 ads, so your ad appears once per minute 24/7 and rates are kept as low as possible.

### Illuminated Digital

City: Destin, FL 32541

Face ID: 113

Facing: West (CR)

Digital Face Size: 10' x 36' Pixel Size 144 H x 560 W

Geopath ID#: 30990598 Geopath Weekly Impressions 18+: 76,147  
 / 4 week Period (Rate is based on 13 4-week periods.)

Kevin ORourke | Account Executive  
 kevin@tieronebillboards.com | 954 304 2156







### Description

4

Want upscale? More than one third of these impressions earn over \$100K. This sign reaches people traveling to the 3500 homes, playing the 27 holes, boating out of the marinas or visiting the resort at Bluewater Bay. Rapid growth in the area of upscale homes and yacht dealers includes new upscale businesses like design centers, high end eateries, and banks.

TierOne sells a maximum of eight :08 ads, so your ad appears once per minute 24/7.

### Illuminated Digital

City: Niceville, FL 32576

Face ID: 115

Facing: Southeast (CR)

Face Size: 10' x 30' Pixel Size 144 H x 464 W

Ad ID#: 30990600 Geopath Weekly Impressions 18+: 22,272

Rate / 4 week Period (Rate is based on 13 4-week periods.)

Kevin ORourke | Account Executive  
 kevin@tieronebillboards.com | 954 304 2156





### Description

5

Motorists at the Crestview Water Tower traffic light are hostage to this right hand digital read. And as soon as the widening is complete this PJ Adams bypass will be the primary route for Crestview North and Blackwater area people to get to work at Duke, Eglin AFB, Hurlburt, Destin, Fort Walton and Niceville. Ads running when the busy Antioch Elementary School ends at the end of the day will reach more moms than Brad Pitt and Matt Damon combined.

TierOne sells a maximum of eight :08 ads, so your ad appears once per minute 24/7.

### Illuminated Digital

City: Crestview, FL 32536  
 Face ID: 116  
 West (RR)  
 Face Size: 10' x 30' Pixel Size 144 H x 448 W  
 ID#: 31058025 Geopath Weekly Impressions 18+: 25,151  
 / 4 week Period (Rate is based on 13 4-week periods.)

Kevin ORourke | Account Executive  
 kevin@tieronebillboards.com | 954 304 2156







### Description

6

Crestview is one of the fastest growing cities in the area; traffic on this road is up 6% in two years (FDOT). This sought after location is in demand because it reaches people traveling into downtown from I-10, Eglin AFB, Duke Field and 7th Special Forces.

TierOne sells a maximum of eight :08 ads, so your ad appears once per minute 24/7.

### Illuminated Digital

City: Crestview, FL 32536

Face ID: 119

Facing: South (CR)

Digital Face Size: 10' x 30' Pixel Size 144 H x 464 W

Geopath ID#: 30990585 Geopath Weekly Impressions 18+: 75,712

/ 4 week Period (Rate is based on 13 4-week periods.)



Kevin ORourke | Account Executive  
kevin@tieronebillboards.com | 954 304 2156

 TierOne Media  
www.TierOneBillboards.com

**PRICING SUMMARY**  
(NOT A CONTRACT OR OFFER)

Qty	Product Description	Illum	Size	Term in 4-week Periods	Service Dates	Production Rate	Rate Per Period
1	100, Digital, Mobile AL-Pensacola (Ft. Walton Beach) FL, Eglin Pkwy @ Racetrack Road, Fort Walton Beach, NE/F, Regular, 5 Slot	Yes	10' x 30' (144px x 464px)	13	04/17/2023 - 04/14/2024	0.00	██████
1	101, Digital, Mobile AL-Pensacola (Ft. Walton Beach) FL, Racetrack @ Eglin, Fort Walton Beach, W/F, Regular, 5 Slot	Yes	10' x 30' (144px x 464px)	13	05/22/2023 - 05/19/2024	0.00	██████
1	111, Digital, Mobile AL-Pensacola (Ft. Walton Beach) FL, Mary Esther CTO @ Sun Plaza, Fort Walton Beach, SW/F, Regular, 1 Slot	Yes	10' x 36' (144px x 560px)	13	04/17/2023 - 04/14/2024	0.00	██████
1	113, Digital, Mobile AL-Pensacola (Ft. Walton Beach) FL, Hwy 98 @ Fudpucker's, Destin, FI, W/F, Regular, 5 Slot	Yes	10' x 36' (144px x 560px)	13	04/17/2023 - 04/14/2024	0.00	██████
1	115, Digital, Mobile AL-Pensacola (Ft. Walton Beach) FL, Hwy 20E, Niceville, FL, SE/F, Regular, 1 Slot	Yes	10' x 30' (144px x 464px)	13	04/17/2023 - 04/14/2024	0.00	██████
1	116, Digital, Mobile AL-Pensacola (Ft. Walton Beach) FL, PJ Adams Parkway, Crestview, W/F, Regular, 1 Slot	Yes	10' x 30' (144px x 448px)	13	04/17/2023 - 04/14/2024	0.00	██████
1	119, Digital, Mobile AL-Pensacola (Ft. Walton Beach) FL, South Ferdon Blvd @ Duggan Ave, Crestview, S/F, Regular, 1 Slot	Yes	10' x 30' (144px x 464px)	13	04/17/2023 - 04/14/2024	0.00	██████
						<b>Estimated Production (Contract) TOTAL</b>	<b>\$0.00</b>
						<b>Grand Total (Net)</b>	██████

Special Instructions:

NOT A CONTRACT OR OFFER

Kevin ORourke | Account Executive  
 kevin@tieronebillboards.com | 954 304 2156



Justification Letter: Tierone Advertising

These outdoor billboards and indoor network locations are an extension of the same locations included in a previous RFQ.