

DEPARTMENT OF CULTURE, RECREATION, AND TOURISM
Office of Management and Finance

OMF-PPM - Work Orders
Effective Date: August 1, 2019
Revision Date:

WORK ORDERS

PURPOSE

The purpose of this policy is to define the roles and approval process for advertising, marketing and public relations projects through the Office of Tourism's (LOT) contracted agencies for marketing/advertising/branding/digital/social media/internet and public relations. Each OLG/DCRT agency that uses the advertising contracts will use the work order process.

RESPONSIBILITIES

Office of Tourism

1. Responsible for awarding contract(s) through the RFP process for marketing, advertising, branding, social media, internet, digital marketing and public relations services.
2. Management of the contract accounting and work order tracking for approvals, amendments and expenditures for all OLG/CRT agencies.

OLG/CRT agencies

1. Develop draft annual marketing and PR plan and budget
2. Lt. Gov. approves the concept/proposal of the marketing plan that includes the generalized scope of work and the budget.
3. The agency works with the contractor to develop the specific details in the work order which are in alignment of what was approved in the marketing plan.

Contractor

1. Develop components of work order to include
 - a) Project name
 - b) Contractor point of contact
 - c) OLG/CRT point of contact
 - d) Overview/project description
 - e) Timeline
 - f) Budget broken down by billable hours, media, third party contracts, etc.
 - g) Commissions
 - h) Deliverables
 - i) Approvals/signatures
 - Work Order approvals will include agency appointing authority, points of contact for OLG/CRT and contractor, Deputy Secretary/Undersecretary or Chief of Staff.
 - LOT staff will be responsible for obtaining all approval signatures and providing a signed copy to the contractor

Amendments/Changes in Scope – an amendment should be executed in circumstances where there are changes in scope, project or deliverables timeline or when budget will exceed 5% of original work order. Amendments will go through the same approval process as the original work order.

- Hand written changes to work orders will not be authorized