



*Florida's*  
**ADVENTURE COAST**  
BROOKSVILLE ❖ WEEKI WACHEE

**MEMORANDUM**

TO: Erin Kluis Briggs, Procurement Coordinator – Special Projects  
FROM: Tammy Heon, Tourism Development Manager  
DATE: March 1, 2024

**SUBJECT: 23-RFP00375/TPR Digital Experience Platform - Automated feeds for Places (company listings), Events, Itineraries, and UGC, with Wordpress and DXP Hosting and maintenance.**

The Peer Review Committee (PRC) met on March 1, 2024, to review proposals from two (2) proposing firms and has completed ranking of the respondent's proposals for RFP 23-RFP00375/TPR Digital Experience Platform - Automated feeds for Places (company listings), Events, Itineraries, and UGC, with Wordpress and DXP Hosting and maintenance.

The Committee consisted of:

Tammy Heon, Tourism Development Manager  
Shannon Werner, Tourism Development Multimedia Communication Specialist  
Kimberly Poppe, Economic Development Marketing Coordinator

The firms were ranked in order as follows:

	Points (maximum score 100):
1. ITI Digital	99.00
2. Blue Assent Consultant LLC	59.17

Staff requests the Procurement Department move forward with the above top ranked firm.