DEPARTMENT OF PURCHASING AND CONTRACTS

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AMENDMENT NO. ONE (1)

TO
CONTRACT NO. 23-RFP00375/TPR
FOR
DIGITAL EXPERIENCE PLATFORM

The following changes, additions and/or deletions are hereby made a part of the Contract Documents for the **CONTRACT NO. 23-RFP00375/TPR – DIGITAL EXPERIENCE PLATFORM with ITI Digital, LLC**, located in Hernando County, as fully and completely as if the same were fully set forth therein:

1. **SECTION 2. TERM AND PERFORMANCE is hereby amended as follows (shown in blue font):**

2.3.1 Renewal Option(s) Compensation Adjustment: A written request for renewal year(s) fee or compensation adjustments may be made no less than thirty (30) days prior to each renewal period effective date. The written request for increased compensation or fee must be accompanied by written justification attesting that the request is a bona fide cost increase to the Vendor/Contractor.

The base period for an adjustment request effective the first renewal period shall be the beginning of the third year of the initial three-year contract term. The base period for an adjustment request effective the second renewal period shall be the beginning of the first renewal period.

All requests for price adjustments shall be supported by Consumer Price Index and/or Producer Price Index documentation. In the event the United States Department of Labor has not yet released data for the base period, then the most available data preceding the base period may be used. The maximum allowable annual compensation or fee increase shall not exceed four percent (4%). The County may, after examination, grant or decline any request for escalation or de-escalation with or without cause or request additional documentation justifying any requested increase. Any price adjustments approved by the County shall be applied by written amendment to this Agreement.

2. **Exhibit A – Scope of Work is hereby amended as follows:**

10. Additional Services – Upon Request:

Contractor may provide the following Additional Services to be performed on as-needed basis and as approved by Hernando County:

A. **Additional DXP Modules -** Create or incorporate additional DXP module(s) and provide requisite set-up, hosting, management and licensing.
B. **Future Projects** - Perform new projects that arise such as website refresh, addition of new pages, navigation; provide requisite hosting, management, and licensing; and preparation of new content to include content importing, formatting, editing, and publishing. New projects may be required to respond to market trends, content development strategies, or to keep up with evolving technology.
C. **Collaboration -** Collaborate in a positive and professional manner with County vendors.

11. Yearly Annual Support and Licensing for Add-On Services to existing Module:

Places & Events PLUS Feature

SCOPE OF WORK

Our groundbreaking technology connects Events and Places, transforming the way users interact with your brand. This means that users visiting the Events page can effortlessly explore nearby hotels , shops and restaurants within a fifteen-mile radius. Similarly, when users browse through Places (business listings), they can easily discover "nearby events" associated with a specific location.ITI Digital will setup the upgraded feature accordingly:

- Enable Nearby Places on your Events Calendar widget
- Enable Nearby Events on your Places widget

Key user features:

- See nearby places in 2 mile radius
- See nearby events in 2 mile radius as default
- Update miles range to expand list of events or places
- Filter nearby events by date - by default they are organized chronologically

Filter by Location Feature

SCOPE OF WORK

Automatically categories events and places per City based on their address, displaying a new dropdown function to users on the website. Embed location-specific content on the destination website as new category widgets.

Key user features:

- Create custom Location categories such as "Downtown" or " Hernando Beaches"
- Determine the cities that each location category feeds from to populate content accordingly
- System automatically distributes the places and events content based on address field
- Filter by Location appear in every Places and Events widget embedded on the website accordingly
- Available embed widget codes per Location, as needed

DXP Software Maintenance & Support

Digital Experience Platform (DXP) Hosting, Tech Support & Management.

- Apply software feature upgrades as they become available
- SaaS deployment and day-to-day maintenance of the application, which includes:
  - testing and installing patches
  - managing upgrades
  - monitoring performance, ensuring high availability
  - Hosting of the database on a scalable cloud-based server. Hosting includes space for files, images, and content of the software widgets.
- Monitor and manage all third-party systems and API statuses. As an approved application Developer through verified API access, we ensure you have a functioning end-user application with the latest upgrades available on each third-party API. (E.g. If an existing parameter is revised in the third-party API that affects our content delivery, our team will proactively update as soon as possible).
- Training. Ongoing DXP Dashboard training as requested and as needed.

SCOPE OF WORK - Continued

Software Maintenance Overview

- Software engineering is the modification of a software product after delivery to correct faults to improve performance or other attributes.
- A common perception of maintenance is that it merely involves fixing defects. However, over 80% of maintenance effort is used for non-corrective actions. This perception is perpetuated by users submitting problem reports that are functionality enhancements to the system. There are several reasons why modifications are required. The following is a listing of a few that our software engineers manage:
- Market conditions.
- Algorithm and API changes
- Client requirements
- Host modifications - If any of the hardware and/or platform (such as the operating system) of the target host changes, software changes are needed to keep adaptability.

Types of Maintenance

The software lifetime or type of maintenance may vary based on its nature. It may be a routine maintenance task or it may be a large event based on maintenance nature. The following are some types of maintenance based on their characteristics:

- Corrective Maintenance - Includes modifications and updates done to correct or fix problems, which are either discovered by users or concluded from user error reports.
- Adaptive Maintenance - Includes modifications and updates applied to keep the software product up-to-date and tuned to the ever-changing world of technology and business environment.
- Perfective Maintenance - Includes modifications and updates done in order to keep the software usable over a long period of time. It includes new features, new user requirements for refining the software and improve its reliability and performance.
- Preventive Maintenance - Includes modifications and updates to prevent future problems of the software. It aims to manage problems which are not significant at this moment but may cause serious issues in the future.

The afore mentioned maintenance activities go together with each of the following phases:

- Identification & Tracing - Involves activities pertaining to the identification of requirement of modification or maintenance.
- Analysis – Involves analyzing the modification for its impact on the system including safety and security implications. If the probable impact is severe, we will attempt to find an alternative solution. A set of required modifications is then materialized into requirement specifications. The cost of modification/maintenance is analyzed and estimation is concluded.
- Design - New modules, which need to be replaced or modified, are designed against requirement specifications set in the previous stage. Test cases are created for validation and verification.
- Implementation - The new modules are coded with the help of a structured design created in the design step. Every programmer is expected to do unit testing in parallel.
- System Testing - Integration testing is done among newly created modules. Integration testing is also carried out between new modules and the system. Finally, the system is regularly tested following regressive testing procedures.

SCOPE OF WORK - Continued

Ongoing Customer Support. With access to our Client Portal, you can submit your requests for assistance and follow up on the status of your ticket. The system allows the project manager to monitor the progress of a ticket and communicate with you and our development team.
Our standard communication process:

- We recognize and respond to the ticket within the business day that it is submitted.
- If possible, we correct within two working days or reach out to your team for further directions/clarification needed to solve the problem
- Bugs and technical issues that may need to be escalated will be submitted to our development team and provided a detailed estimated delivery date.
- At all times we will keep the client informed and of the timelines.

Investment	Annual Licensing
Access to two Premium Events and Places Marketing Features: • Marketing: Connecting Events and Places (PEP) • Filter by Location Add-On to Places/Events SaaS content widgets	$8,000

AI TravelBuddy - SaaS

The ITI Digital **AI TravelBuddy** is designed to enhance the DMO audience's travel experience with a personalized, AI-driven assistant. This intelligent companion provides real-time information, seamless itinerary management, personalized recommendations, and engaging interaction throughout the travel decision journey. This proposal details the key deliverables, timelines, and responsibilities of both ITI Digital and the Destination Marketing Organization.

Why use the AI TravelBuddy on your website?

- Provide travelers with personalized recommendations and real-time updates, available 24/7.
- Boost user engagement and satisfaction through an intuitive chatbot design and interactive features.
- Offer potential travelers a seamless AI-driven travel assistant that integrates with ITI Digital's existing DXP modules and database of approved Business Listings - Google Places.

What We Do

We deliver turnkey AI TravelBuddy interface for integration on the destination website, powered by OpenAI/ChatGPT learning model and functionalities. Understandably AI is an evolving technology and may take time learning the best responses for each destination scenario. Be aware that Open AI/ChatGPT may make mistakes and the user is encouraged to verify important information.

Key Features Visitors LOVE!

- User-friendly travel assistant powered by OpenAI/Chat GPT interface for both web and mobile platforms.
- Login with Google, Facebook or email to save conversations across browsers. Or chat anonymously if preferred.
- Questions & Answers Interface. Pre-made questions to suggest readers where to get started with the AI TravelBuddy or open field for custom questions.
- Responses may include:
  - Images
  - Links to more information redirecting back to Destination website (if available)
  - Interactive Mapping
  - Conversation Prompts such as "Learn More" to encourage continued interaction
- Multi-language support - chat in any other language and the AI TravelBuddy responds accordingly.

Content Management - Features our Clients LOVE!

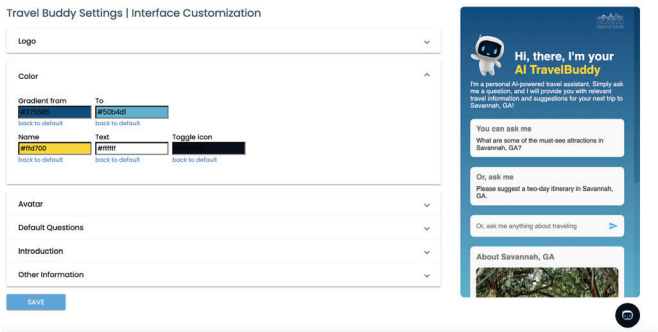
From the DXP edit and manage the AI TravelBuddy interface customization and Knowledge Bank.

- Customize the **AI TravelBuddy interface** according to Brand Specifications, including:
  - Brand logo
  - AI TravelBuddy avatar icon
  - Brand colors
  - Intro paragraph
  - Two default intro pre-made questions
  - Brand Privacy Policy URL
- **Knowledge Bank:**
  - Add unlimited URLs or files to keep building your brand knowledge and resources that the AI TravelBuddy can search responses from.
  - Automatically, the approved list of Business Listings (Places) and approved Events (for those that subscribe) is included in the AI TravelBuddy knowledge bank.

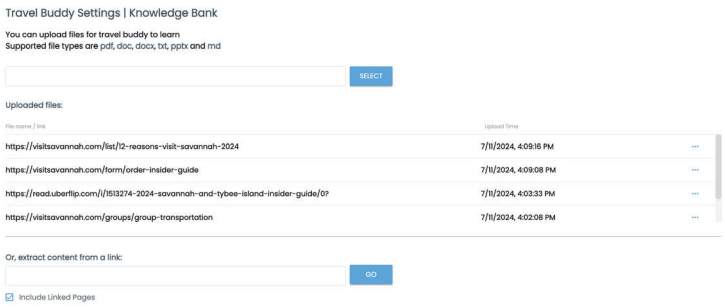
AI TravelBuddy - SaaS

SCOPE OF WORK

Interface Customization



Knowledge Bank



DXP Development & Customization

- Setup OpenAI API security key and account
- Apply default settings for customer-specific OpenAI project e.g. determining the database of Places & Events to source data from.
- Apply branding customizations to the customer parameters.
- Quality-Assurance & Testing - verify the AI TravelBuddy is properly working and displaying in key browser versions, utilizing a live preview link. Provide the preview link to customer prior to launching on Destination website.
- Onboarding and Training
- Technical Support as needed available through our Customer Portal and key support team members.

Delivering the Frontend Widget

Provide your webmaster with the DIV JS <script> widget embed code and integration directions or immediately publish into your existing modules. Widget code is available in case the organization wishes to publish the AI TravelBuddy to the website homepage. DIV widgets are responsive to mobile screens, tested on PC and mobile upon client launch. ITI Digital development team will assist with any questions during the code implementation and recommendations for best display.

The ITI AI TravelBuddy is designed to deliver a seamless, real-time experience for visitors exploring your destination. Using ChatGPT as its core AI engine, TravelBuddy offers two flexible response options tailored to meet varying content needs and enhance user engagement:

1. **Comprehensive Chat Integration**: This option utilizes both the internet and your website's knowledge base, creating an interactive experience that combines the latest, real-time information about your destination with curated, localized content. This solution allows TravelBuddy to respond accurately to user questions, pulling from trusted online sources and your own website, ensuring visitors receive a well-rounded, enriched experience that stays current.
2. **Knowledge Base–Only Chat**: With this option, TravelBuddy provides answers exclusively from your website's knowledge base, offering a focused, brand-consistent experience. By limiting responses to content you control, this setup allows for a streamlined visitor experience that highlights your specific offerings and information.

Whether you prefer a broad-based approach that includes online data or a more controlled, site-specific strategy, ITI AI TravelBuddy ensures that your visitors will always have easy access to relevant, accurate information that enhances their journey through your destination.

DXP Software Maintenance & Support

Digital Experience Platform (DXP) Hosting, Tech Support & Management.

- Apply software feature upgrades as they become available
- SaaS deployment and day-to-day maintenance of the application, which includes:
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- Monitor and manage all third-party systems and API statuses. As an approved application Developer through verified API access, we ensure you have a functioning end-user application with the latest upgrades available on each third-party API. (E.g. If an existing parameter is revised in the third-party API that affects our content delivery, our team will proactively update as soon as possible).
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ITI Digital, Inc. Mailing Address: 1606 Reynolds St. Brunswick, GA 31520 Contact: (912) 250-2689 or iti-digital.com

DXP Software Maintenance & Support - Continued

These activities go together with each of the following phases:

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- Bugs and technical issues that may need to be escalated will be submitted to our development team and provided a detailed estimated delivery date.
- At all times we will keep the client informed and of the timelines.

AI TravelBuddy Fees

ITI Digital DXP - SaaS Modules	Annual Fees
AI TravelBuddy SaaS Module (Annual Licensing) - Tier 1 Comprehensive Chat Integration. Internet and Destination content and resources	$8,000.00
(One-Time Fee) Setup: Development & Onboarding Account setup & customization, incl	$4,000.00

The published rates are valid through January 2026, for rates beyond this date, kindly contact ITI Digital for verification.

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13. Advanced SEO Services

Contractor will provide Advanced Search Engine Optimization Services to optimize performance of the website, including:

1. Audit and correct technical issues including Site crawling to assess indexing status and other technical errors. Organize and correct items in the following categories: Critical (high SEO impact), Warnings (moderate SEO impact) and Recommendations (low SEO impact).
2. Create redirects and SEO-Friendly URLs including identify and setup 301 redirects as needed, as well as update URL structure to be SEO friendly if and when flagged by Google indexing.
3. Keyword research and analysis including monthly list of top SEO keywords that may be incorporated into content development and marketing strategies.
4. Every fourteen (14) day site crawl indexing status for continuous assessment.
5. Optimization of Robots.txt
6. Custom 404 page setup, if applicable
7. Identify and correct Crawl errors
8. Spell-check scan and recommendations
9. Broken link scan and correction
10. Content audit and consultation
11. Google Analytics and Google Tag Manager setup-related tasks, if required

Quarterly:

1. Meta Tag creation and implementation (up to ten (10) pages per quarter)
2. Backlink analysis and reporting
3. Duplicate content analysis and canonical tag implementation
4. Website reporting and strategic call to review status and recommendations.

14. One-Time Website Refresh

Scope of Work Summary for Website Refresh and Redesign Project for Florida's Adventure Coast

The objective of this website refresh and redesign project is to enhance the user experience and visual appeal of the Florida's Adventure Coast WordPress site. The project will involve updating the site's navigation, improving content access, and modernizing the overall design to align with current web standards and user expectations. This includes a complete overhaul of the navigation menu and footer, adjustments to fonts and homepage elements, and the introduction of new sections to better serve the website's audience.

Additionally, the navigation menu will be revised to reduce clutter and improve usability, with additional features such as a weather icon to enhance functionality. The homepage will be updated to feature more prominent and seasonally appropriate imagery, as well as optimized text placement to avoid obscuring the visuals.

The project also aims to enhance the blog section, making it more user-friendly and visually cohesive, particularly on mobile devices. Additionally, new sections will be added to provide comprehensive traveler information and highlight the distinct neighborhoods within the region. Overall, this redesign will position the website as a more effective tool for engaging visitors and promoting the unique attractions of Florida's Adventure Coast.

	Tasks
1	Navigation Menu - Revise design layout for top bar, for example https://www.visitfortmyers.com/
2	Navigation Menu - Revise dropdown menu layout so it's not so long
3	Navigation Menu - Revise menu options, add or remove pages
4	Navigation Menu - Include weather icon
5	Navigation Footer - "For Visitors/For Businesses" for example https://www.visitfortmyers.com/
6	Fonts - Universal edits on H1, H2, and H3 on website defaults. Remove script font
7	Homepage Hero Images - Reduce the font size to smaller and off to one side, not hiding the images
8	Homepage - "Upcoming Events" section on Homepage. Replace with ITI Digital turnkey scrolling widget of the events calendar.
9	Homepage - Blog Stories slideshow on home page - display 3 most recent stories

Scope of Work - Continued

	Tasks
10	Homepage - Mermaid Tale Trail should be more prominent; perhaps swap home page mermaid icon to link to the Tale Trail. Change Tale Trail video link to a different image.
11	Homepage Photo updates - FAC Team will identify photos to update throughout the site; will create a gallery with pics for each page so that ITI Digital can replace data in CMS.
12	Itineraries Page - Multiple Adjustments (example: https://www.visitcos.com/blog/local-ambassador-baeh-gills-accessible-itinerary/)
13	Landing Pages Overall - Cleanness of the words on top of the story boxes. https://www.ameliaisland.com/island-thing
14	Main Navigation Landing Pages - Like wavelike movement; standard size but keep the waves? (look at Water Adventures hover effect and adjust animation)
15	Blogs - The date and keywords are double spaced; takes up too much space
16	Blogs - Date should be at the top; keywords at the bottom of the article
17	Blogs - Can the keyword listings be in the blue color, would be more attractive; also tighten up the leading, takes up too much space (especially on mobile)
18	Blogs - Mobile page includes too much white space between stories and keyword listings
19	Blogs - "Latest" Posts section on stories page is showing October 2021; Update to most recent and check blog settings
20	Blogs - Share button in the story / Share Email button
21	New Section Addition - Traveler Info Page/section (2 sub-pages)
22	New Section Addition - Explore our Neighborhoods (7 sub-pages)
23	Incorporate Pine Island web cam, WWSSP web cam (if feeds are available)

Scope of Work - Continued

Quality Assurance Procedures for Website Refresh Launch

- **Comprehensive Testing:** Upon completion of development, a thorough quality assurance (QA) process will be conducted to ensure the website meets all functional, design, and performance standards. ITI Digital has dedicated QA team members, and we manage our testing process using a platform named TestRail. TestRail provides test cases reports and directly connects to our development queue for necessary adjustments.
- **Device and Browser Compatibility**: Testing will be carried out across multiple devices and browsers to confirm compatibility and responsiveness.
- **Key Area Focus**: Special attention will be given to testing navigation, page loading speed, forms, and interactive elements to identify and resolve any issues.
- **Content Review:** Content accuracy and alignment with project objectives will be reviewed to ensure an optimal user experience.
- **Bug Resolution**: Any bugs or inconsistencies discovered during testing will be promptly addressed before the final re-launch.

Client Revisions and Final Approval

- **Test URL for Final Client Approval**: Upon completion of QA round, the FAC team will receive a test working URL for review of all updates, and final approval. Upon approval, the new site refresh version will be published live.
- **Rounds of Revisions:** This project will include two rounds of approval for edits, ensuring that all revisions align with the client's expectations and project objectives. After the initial development and the first round of feedback, the development team will implement the necessary changes and submit them for a second round of review. Beyond the two rounds, if any additional requests or modifications outside the defined project scope, they will be quoted separately on an hourly basis, with a detailed estimate provided for client approval before proceeding. This approach ensures clarity, transparency, and alignment throughout the project for both teams.

ITI Digital Project Management and Communication

- **Ongoing Project Management:** ITI Digital will manage the entire website refresh process, ensuring efficient execution of all tasks and adherence to timelines.
- **Regular Updates:** FAC team will receive regular updates on project progress, timelines, and any changes or challenges.
- **Continuous Collaboration:** ITI Digital will maintain continuous communication with the client to align the development with their vision and expectations. This may require Zoom calls and other mutual meetings to align on changes and receive design approval.
- **Seamless Execution**: The focus will be on ensuring a successful and seamless website refresh, from initial planning through to the final launch.

Service	One-Time Fee
Website refresh tasks for *floridasadventurecoast.com* WordPress site, according to the scope of work stated in this proposal.	$29,000

3. Exhibit C – Fee Schedule is hereby amended as follows to :

Annual Fee Schedule Years 2 & 3

Line Item	Service Type and Rates for Additional Services – Upon Request (Exhibit A.10)		
1	Additional DXP module(s)	**Initial Year** Set-Up Fee for **each** new SaaS Module or Add-On services to existing Module. $4,000.00 for **each** module, first year only	**Each Year (initial and consecutive)** Annual Support and Licensing Fee for **each** new SaaS Module (Annual Support and Licensing Fee already included for existing Module(s) and does not apply when Adding-On services to existing Modules.) Up to $9,000.00 Not-to-Exceed for **each** new DXP module per year
2	Future Projects	$150.00 per hour	

	Contract Year	Years **Two and Three** ~~One~~ DXP Content Modules STANDARD Licensing Tier	Fees
3	**Years 2 and 3**	**Yearly Annual Support and Licensing for Add-On Services to existing Module:** Connecting Events and Place and Filter and Events and Places ($8,000 each year) (Exhibit A.11)	$16,000.00
4	**Year 2**	**New Travel Buddy Module**: to include AI, Tier 1 Chat Integration, Internet and Destination Content (Exhibit A.12)	$4,000.00
5	**Years 2 and 3**	**Yearly Annual Support and Licensing for Travel Buddy Module:** to include AI, Tier 1 Chat Integration, Internet and Destination Content ($8,000 each year) (Exhibit A.12)	$16,000.00
6	**Years 2 and 3**	**Yearly Advanced SEO Services** ($24,000 each year) (Exhibit A.13)	$48,000.00
7	**Year 2**	**One-Time Website Refresh** (Exhibit A.14)	$29,000.00

8	Years 2 and 3	Google Places Business Listings Annual Subscription Up to 1,000 Google Places delivered annually.	$7,000.00
9	Years 2 and 3	Automated Events Calendar Annual Subscription 1,500 delivered yearly & 30 Facebook Business Pages for Tracking	$7,000.00
10	Years 2 and 3	Custom Trip Planner Annual Subscription Trip Planner widget including up to 2,000 Google Places	$3,000.00
11	Years 2 and 3	Unlimited Itinerary Library Annual Subscription Create and publish unlimited GPS-enabled Itineraries on the destination website. Embed itinerary library and individual itineraries on multiple pages of the website.	$7,000.00
12	Years 2 and 3	Instagram User-Generated Content & Dashboard Annual Subscription Unlimited user-generated content from Instagram @Accounts and #Hashtags	$4,800.00
		Added Values DXP Content Modules	Fees
13	Years 2 and 3	Client Training & Ongoing Support Online Zoom sessions for CMS and DXP dashboard training as needed. Access to ITI Digital's Client Portal and Knowledge Base Tutorials. Submit tickets or contact our client success team for any inquiries.	$0.00
14	Years 2 and 3	DXP Hosting, Tech Support & Management	$0.00
		Business Concierge, Partner Portal & WordPress Managed Hosting	Fees
15	Years 2 and 3	Business Concierge - Community Relations Development & Annual Subscription (Annual Content Data and Hosting at $6,000)	$6,000.00
16	Years 2 and 3	Partner Portal - Online Travel Industry Partner Engagement Development & Annual Subscription Added to floridasadventurecoast.com ($4,000 Annual Licensing Fee)	$4,000.00
17	Years 2 and 3	Floridasadventurecoast.com WordPress Hosting & Support Annual Subscription Managed and secure hosting for WordPress destination website, including 10h/monthly of web support.	$14,000.00

ANNUAL TOTAL YEAR 2 **$125,800.00**
ANNUAL TOTAL YEAR 3 **$92,800.00**

ANNUAL TOTAL YEARS 2 & 3 **$218,600.00**

4. All other terms and conditions shall remain the same.

ITI DIGITAL, LLC	**BOARD OF COUNTY COMMISSIONERS HERNANDO COUNTY**
Franci C. Edgerly	_____
Name: Franci C Edgerly	Brian Hawkins
Title: Founder & CEO	Chairman
Date: 04/23/25	Date: _____

APPROVED AS TO FORM AND LEGAL SUFFICIENCY:

By: Melissa Tartaglia
County Attorney's Office