



County of Hernando
Procurement Department
Carla Rossiter-Smith, Chief Procurement Officer
15470 Flight Path Drive, Brooksville, FL 34604

RESPONSE DOCUMENT REPORT

RFP No. 23-RFP00375/TPR

Digital Experience Platform - Automated feeds for Places (company listings), Events, Itineraries, and UGC, with Wordpress and DXP Hosting and maintenance.

RESPONSE DEADLINE: February 5, 2024 at 10:00 am

Report Generated: Friday, March 1, 2024

ITI Digital Response

CONTACT INFORMATION

Company:

ITI Digital

Email:

aline@iti-digital.com

Contact:

Aline Gill

Address:

P.O. Box 1785
Bradenton, FL 34206

Phone:

N/A

Website:

www.iti-digital.com

Submission Date:

Feb 4, 2024 6:24 PM

ADDENDA CONFIRMATION

Addendum #1

Confirmed Feb 4, 2024 5:10 PM by Aline Gill

Addendum #2

Unconfirmed

QUESTIONNAIRE

1. Acknowledgement and Attestation*

Pass

By responding to this Pre-Qualification, the respondent(s) certify that he/she has reviewed the sample contract, and its exhibits contained herein, and is familiar with their terms and conditions and finds them expressly workable without change or modification.

Confirmed

2. Vendor Information

COMPANY ID*

Pass

Please Provide Your:

1. Respondent/Vendor Contractor Name
2. Vendor/Contractor FEIN
3. State of Incorporation

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4. Address

5. Phone Number

6. Email Address

ITI Digital LLC, EIN 31-1476976, Florida, PO Box 1785, Bradenton, FL 34206, (912) 250-2689, partners@iti-digital.com

TYPE OF ORGANIZATION *

Pass

Select your organization's type below

Corporation

AUTHORIZED SIGNATURES/NEGOTIATORS *

Pass

Please provide the information to support the statement below:

The Vendor/Contractor represents that the following persons are authorized to sign and/or negotiate contracts and related documents to which the Vendor/Contractor will be duly bound:

Name(s)

Title(s)

Phone no (s)

Franci Edgerly, Founder & CEO, (912) 996-0044

PROPOSAL PRINCIPALS *

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Pass

Please name all persons or entities interested in the Proposal as principals.

Provide name, title , mailing address, email address and phone number.

Franci Edgerly, Founder & CEO

Mailing address: P.O. Box 1785, Bradenton, Florida 34206

franci@iti-digital.com

Direct (912) 996-0044

Office (912) 250-2689

W-9*

Pass

Please attach your W-9

W9-ITIDigital-2024.jpg

ACH ELECTRONIC PAYMENT *

Pass

An ACH electronic payment method is offered as an alternative to a payment by physical check.

Please check Option 1 if you accept the ACH electronic payment method.

(Recommended and Preferred)

Yes, ACH electronic payment method is acceptable.

E-VERIFY CERTIFICATION*

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Pass

Vendor/Contractor shall utilize the U.S. Department of Homeland Security's E-Verify system, in accordance with the terms governing use of the system, to confirm the employment eligibility of:

All persons employed by the Vendor/Contractor during the term of the Contract to perform employment duties within Florida; and

All persons, including subcontractors, assigned by the Vendor/Contractor to perform work pursuant to the Contract with the department.

Confirmed

****VENDOR/CONTRACTOR CERTIFICATION REGARDING SCRUTINIZED COMPANIES***

Pass

Section 287.135 (Current Edition), Florida Statutes, prohibits agencies from contracting with companies for goods or services of \$1,000,000.00 or more, that are on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector Lists which are created pursuant to s. 215.473 F.S. (Current Edition), or the Scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725 F.S. (Current Edition), or companies that are engaged in a boycott of Israel or companies engaged in business operations in Cuba or Syria.

As the person authorized to submit bids on behalf of respondent, I hereby certify that the company identified above in the section entitled "Respondent Vendor Name" is not listed on either the Scrutinized Companies with Activities in Sudan List or the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or the Scrutinized Companies that Boycott Israel List. I further certify that the company is not engaged in a boycott of Israel. I understand that pursuant to section 287.135 (Current Edition), Florida Statutes, the submission of a false certification may subject company to civil penalties, attorney's fees, and/or costs and does not have business operations in Cuba or Syria.

Confirmed

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AFFIDAVIT OF NON COLLUSION AND OF NON-INTEREST OF HERNANDO COUNTY EMPLOYEES*

Pass

Affidavit of Non Collusion and of Non-Interest of Hernando County Employees

Certification that Vendor/Contractor affirms that the bid/proposal presented to the Owner is made freely, and without any secret agreement to commit a fraudulent, deceitful, unlawful or wrongful act of collusion.

I have read and attest that I am the Vendor/Contractor in the above bid/proposal, that the only person or persons interested in said proposal are named therein; that no officer, employee or agent of the Hernando County Board of County Commissioners (BOCC) or of any other Vendor/Contractor is interested in said bid/proposal; and that affiant makes the above bid/proposal with no past or present collusion with any other person, firm or corporation.

Please confirm that you have read and attest to Affidavit of Non Collusion and of Non-Interest of Hernando County Employees

Confirmed

DRUG FREE WORKPLACE CERTIFICATION

Pass

I have read and attest, in accordance with Florida Statute 287.087 (current version), that the Vendor/Contractor has implemented a drug-free workplace program that:

Publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the workplace named above, and specifying actions that will be taken against violations of such prohibition.

Informs employees about the dangers of drug abuse in the workplace, the firm's policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.

Gives each employee engaged in providing commodities or contractual services that are under proposal a copy of the statement specified above.

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Notifies the employees that as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, pleas of guilty or nolo contendere to, any violation of Chapter 893, or of any controlled substance law of the State of Florida or the United States, for a violation occurring in the workplace, no later than five (5) days after such conviction, and requires employees to sign copies of such written statement to acknowledge their receipt.

Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by any employee who is so convicted.

Makes a good faith effort to continue to maintain a drug free workplace through the implementation of the Drug Free Workplace Program.

"As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein".

Please Confirm that you have read and attest to Download Drug Free Workplace Certificate

Not confirmed

LOCAL VENDOR AFFIDAVIT - 12 MONTH MINIMUM

Vendor/Individual has been in business in Hernando County for a minimum of twelve (12) months prior to date of bid or quote?

Not confirmed

3. Vendor Survey

VENDOR/CONTRACTOR SURVEY *

Pass

Please provide information on where you received the knowledge of the bid/request for proposals (mark all that apply):

Purchasing and Contract Department Advertisement Board

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VENDOR/CONTRACTOR SURVEY (OTHER)

If you answered "Referred" or "Other" in the Survey, please specify:

No response submitted

4. Sworn Statement

SWORN STATEMENT SECTION 287.133 (3) (A)*

Pass

I have read and attest that I understand that a "public entity crime" as defined in section 287.133(1)(g), Florida Statutes (current version), means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

I have read and attest that I understand that "convicted" or "conviction" as defined in Paragraph 287.133 (1)(b), Florida Statutes (current version), means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any Federal or State trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere.

I have read and attest that I understand that an "affiliate" as defined in Paragraph 287.133 (1)(a), Florida Statutes (current version), means:

- A. A predecessor or successor of a person convicted of a public entity crime; or
- B. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one (1) person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair

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market value under an arm's length agreement, shall be a prima facie case that one (1) person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding thirty-six (36) months shall be considered an affiliate.

I have read and attest that I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes (current version), means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which proposals or applies to proposal on contracts for the provisions of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

I have read and attest that based on information and belief, the statement which I have confirmed below is true in relation to the entity submitting this sworn statement:

_____ [attach a copy of the final order].

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH ONE (1) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31, OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT.

Neither the entity submitting this sworn statement, nor any of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

IF YOU CHOOSE OPTION 3, PLEASE ATTACH A COPY OF THE FINAL ORDER

The entity submitting this sworn statement, or one (1) or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the Hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted Vendor/Contractor list

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Please attach a copy of the final order

No response submitted

5. Excpetions

1. Proposers may take exception to certain requirements in this RFP. All exceptions shall be clearly identified in this section, with a written explanation of the exception and an alternate proposal (if applicable). The County, at its sole discretion, may reject any exceptions or specifications within the proposal.
2. The Contract that the County intends to use for award is attached for reference. Any exceptions to this standard Contract must be clearly indicated by return of the standard Contract with the Proposal, with exceptions clearly noted. The County has the right to require the selected Proposer to sign the attached Contract or to negotiate revisions to the Contract language prior to execution of the Contract, at its sole discretion.

PROPOSER'S CERTIFICATION*

Pass

I have carefully examined the Request for Proposals (RFP), Instructions to Proposers, General and/or Special Conditions, Specifications, RFP Proposal and any other documents accompanying or made a part of this invitation.

I hereby propose to furnish the goods or services specified in the Request for Proposals at the prices or rates quoted in my Proposal. I agree that my RFP will remain firm for a period of up to one hundred and eighty (180) days in order to allow the County adequate time to evaluate the Proposals. Furthermore, I agree to abide by all conditions of the Proposal.

I certify that all information contained in this RFP is truthful to the best of my knowledge and belief. I further certify that I am a duly authorized to submit this RFP on behalf of the Consultant/Firm as its act and deed and that the Consultant/Firm is ready, willing and able to perform if awarded the Contract.

I further certify that this RFP is made without prior understanding, agreement, connection, discussion, or collusion with any person, firm or corporation submitting a RFP for the same product or service; no officer, employee or agent of the Hernando County BCC or of

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any other Proposer interested in said RFP; and that the undersigned executed this Proposer's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

I further certify that having read and examined the specifications and documents for the designated services and understanding the general conditions for Contract under which services will be performed, does hereby propose to furnish all labor, equipment, and material to provide the services set forth in the RFP.

I hereby declare that the following listing states any clarifications, any and all variations from and exceptions to the requirements of the specifications and documents. The undersigned further declares that the "work" will be performed in strict accordance with such requirements and understands that any exceptions to the requirements of the specifications and documents may render the Proposer's Proposal non-responsive.

NO EXCEPTIONS ALLOWED AFTER THE RFP IS SUBMITTED:

Please check one:

I take NO exceptions

EXCEPTIONS

If you selected "Exceptions" in the preceding question, please upload a document containing any exceptions to this RFP

No response submitted

6. Statement of No Proposal

STATEMENT OF NO PROPOSAL *

Pass

Specifications unclear (explain below)

"NO PROPOSAL" EXPLANATION

RESPONSE DOCUMENT REPORT

undefined - Digital Experience Platform - Automated feeds for Places (company listings), Events, Itineraries, and UGC, with Wordpress and DXP Hosting and maintenance.

Pass

Please provide any necessary explanation as to why you chose not to participate.

This form section **should not** show as a required field if we are trying to submit the proposal. ITI Digital is fully interested in submitting

6. Statement of No Proposal

✖ 6.1. Statement of No Proposal *

Select all that apply

- Specifications too tight, geared toward one (1) brand or manufacturer (explain below)
- Insufficient time to respond.
- Specifications unclear (explain below)
- We do not offer this product/services.
- Our present schedule does not permit us to perform.
- Unable to meet specifications or provide services.

Response is required

⚠ 6.2. "No Proposal" Explanation

Please provide any necessary explanation as to why you chose not to participate.

B I U [List Icons] [Link Icon] [Image Icon]

Enter response

a response and has uploaded here all required documents accordingly.

7. Proposal Format

The following information shall be submitted in all Proposer responses. Failure to submit the requested information will result in a reduction in the evaluation points assigned to your Proposal.

STATEMENT OF INTEREST AND INTRODUCTION/LETTER OF TRANSMITTAL.*

Pass

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The responding firm (or the lead firm if Sub-Contractors are proposed) will provide a letter, on company letterhead, not exceeding two (2) pages, which serves as a statement of interest and introduction to the submittal. If Sub-contractors are proposed, each Sub-contractor may provide a similar letter, not exceeding one (1) page. This letter will summarize in a brief and concise manner, the Proposer's understanding of the Scope of Work. The letter must name all of the persons authorized to make representations for the Proposer, including the titles, addresses, and telephone numbers of such persons. An official authorized to negotiate for the Proposer must sign the Letter of Transmittal.

StatementofInterest-AC-ITIDigital.pdf

REFERENCES*

Submit at least 3 references, contact information and a description of similar work done.

Please provide the following information:

Business/Owner Name

Reference Contact Person

Reference Address

Reference Phone No.

Reference Email Address

Project Name

Project Location

Contract Project Manager

Contract Amount

Date Project Commenced

Date of Completion

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Description of Work Performed

References-AdventureCoast-ITIDigital.pdf

PERSONNEL RESUMES*

Pass

Please upload resumes for key staff contemplated to perform the work. Make sure to include relative work experience.

Staff-AdventureCoast-ITIDigital.pdf

SUB-CONTRACTORS/SUB-CONSULTANTS:*

Pass

The Hernando County BOCC reserves the right to approve all Sub-contractors and/or sub-consultants for this Contract. If Sub-contractors are to be utilized, their names and references must be included within this initial Proposal.

Proposers shall list all proposed Sub-Contractors to be used, regardless of racial or gender grouping. Include names, addresses, phone numbers, type of work Sub-Contracted (discipline, trade or commodity) and proposed percentage of work for each firm.

If none, state "NONE".

NONE.

SUBSTANTIATIVE RESPONSE*

Pass

Provide detailed narrative on how your firm will meet/exceed the requirements as listed in the Scope of Work. Each section from the Scope of Work should be broken down, with narrative response for each requirement therein.

ScopeofWork-AdventureCoast-ITIDigital.pdf

PROPOSED IMPLEMENTATION TIMELINE BEGINNING AT THE DATE OF CONTRACT APPROVAL.*

Pass

ProjectTimeline-AdventureCoast-ITIDigital.pdf

8. Optional

OPTIONAL

Pass

Use this section to upload any optional/additional information not requested elsewhere.

Respondent may supply a full PDF of their proposal here. This should be done in addition to responding to the above 7.1 through 7.6.

Complete_Adventure_Coast_&_ITI_Digital_-_Digital_Experience_Platform_23-RFP00375_TPR.pdf

9. Proposal Validity

CONFIRM 180 DAYS PROPOSAL VALIDITY

Pass

Any Proposals shall constitute an irrevocable offer (including pricing), for a period of one hundred eighty (180) days, to provide to the County the services set forth in this Request for Proposals, or until one (1) or more of the Proposals have been awarded.

Confirmed

10. HERNANDO COUNTY EMPLOYMENT DISCLOSURE CERTIFICATION STATEMENT

IS ANY OFFICER, PARTNER, DIRECTOR, PROPRIETOR, ASSOCIATE OR MEMBER OF THE BUSINESS ENTITY A FORMER EMPLOYEE OF HERNANDO COUNTY WITHIN THE LAST TWO (2) YEARS*

Pass

No

IS ANY OFFICER, PARTNER, DIRECTOR, PROPRIETOR, ASSOCIATE OR MEMBER OF THE BUSINESS ENTITY A RELATIVE OR MEMBER OF THE HOUSEHOLD OF A CURRENT HERNANDO COUNTY EMPLOYEE THAT HAD OR WILL HAVE ANY INVOLVEMENT WITH THIS PROCUREMENT OR CONTRACT AUTHORIZATION?*

Pass

No

RELATIVES AND FORMER HERNANDO COUNTY EMPLOYEES - ROLES AND SIGNATURES

Pass

Please download the below documents, complete, and upload.

- [HC Employment Disclosure Ce...](#)

Complete-HC_Employment_Disclosure_Certification_Statement.pdf

PRICE TABLES

DIGITAL PLATFORM PRICING

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Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Business Listings	1	EA	\$7,000.00	\$7,000.00
2	Automated Daily Events Calendar	1	EA	\$7,000.00	\$7,000.00
3	Trip Planner	1	EA	\$3,000.00	\$3,000.00
4	Itinerary Builder	1	EA	\$7,000.00	\$7,000.00
5	Instagram User-Generated Content & Dashboard	1	EA	\$4,800.00	\$4,800.00
6	Business Concierge	1	EA	\$10,000.00	\$10,000.00
7	Partner Portal	1	EA	\$11,000.00	\$11,000.00
8	WordPress Hosting & Support	12	EA	\$1,167.00	\$14,004.00
9	Digital Experience Platform Hosting, Tech Support & Management.	12	EA	\$0.00	\$0.00
TOTAL					\$63,804.00

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Request for Taxpayer Identification Number and Certification

**Give Form to the
 requester. Do not
 send to the IRS.**

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
 See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
ITI Digital LLC

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC
 C Corporation
 S Corporation
 Partnership
 Trust/estate
 Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ S
Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.
 Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
 Exempt payee code (if any) _____
 Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
130 Rivieta Dunes Way # 302

6 City, state, and ZIP code
Palmetto, FL 34221

7 List account number(s) here (optional)
payment remit: At line & Wiggus, CPA's 1606 Reynolds St. Brunswick, GA 31520

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

--	--	--	--	--	--	--	--	--	--

or

Employer identification number

3	1	-	1	4	7	6	9	7	6
---	---	---	---	---	---	---	---	---	---

Part II Certification

- Under penalties of perjury, I certify that:
- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
 - I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
 - I am a U.S. citizen or other U.S. person (defined below); and
 - The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ Allen Ely Date ▶ 10/24/23

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

Introduction & Statement of Interest

The Tourism Website of the Future: Automated Content Solutions and Community-Driven Collaboration Tools

We are pleased to present our response to the RFP for The Hernando County Tourist Development Council's digital experience platform, WordPress Managed Hosting, Business Concierge SaaS and Partner Portal. These solutions incorporate our next-generation automated content strategies and trailblazing content management platform in the digital travel domain.

Strategic Overview

Unmatched Industry Expertise. With our sustained focus on the travel and tourism industry, we consistently have achieved high levels of client satisfaction, validating our technical knowledge and abilities, exceeding stakeholder objectives. Our track record over the past three decades attests to our adeptness in handling intricate project specifications, making us the ideal partner to amplify Hernando County Tourism Development Council's tourism presence. This enhancement will allow the community to compete effectively within regional, state, and national tourism markets.

User-Centric Design Philosophy. Recognizing that your website is the cornerstone of your marketing strategy, we commit to delivering a platform that is intuitive, efficient, and resilient to future technological shifts.

Our strong performance history in Real-Time Local Information. Our Software as a Service (SaaS) solution is designed to bridge the informational divide between destination managers and tourists. By aggregating and delivering real-time local events and business listings, we ensure that visitors have access to comprehensive, up-to-date information. The undeniable value to community stakeholders is that their enhanced business profile will help drive business growth.

Google Places/Business Listings Integration

We recommend the effortless amalgamation of our Google Places/Business Listings module to ensure perpetually precise content in real-time. This strategic partnership with Google furnishes crucial data elements—ranging from multimedia assets and operating hours to location coordinates and customer reviews. Importantly, it also incorporates information about neighboring businesses. For community stakeholders, this augmented digital profile serves as a potent catalyst for accelerating business expansion.

GPS-Enabled Itineraries & Trip Planner

To inspire and convert potential travelers, our GPS-enabled itineraries and powerful Trip Planner provide dynamic routes and experiences. Coupled with Google Places & Reviews, these modules streamline the creation of personalized travel plans, transforming casual browsers into committed visitors.

Powerful Visuals with Instagram User-Generated Content

User-generated content has revolutionized travel websites, replacing traditional advertising with authentic narratives and genuine experiences. In the digital age we live in, travel planning is shaped by the collective, and our Instagram UGC module allows destination websites to harness this power. Display inspiring approved-only Instagram libraries across the website, engaging users with visual storytelling.

Multi-Source Events Calendar

Our advanced integration system draws data from a multitude of platforms, including Google, Facebook, and Eventbrite. This empowers your destination staff with a rich array of promotional events while offering local businesses multiple avenues for event submission. Our platform effortlessly pulls in events from Google, Facebook, Eventbrite and other sources, making it simple for your team to showcase the best your destination has to offer. Local businesses can easily add their events, keeping your Events Calendar both comprehensive and up-to-date without the hassle of manual application.

Editorial Control

Gain unparalleled command over the data we deliver through our robust editorial features. Tailor the information to align with your destination's unique appeal and brand, ensuring that what you present on your website is precisely curated to your standards.

Agency Background Experience

Who We Are

Established in 1993, ITI Digital has thrived for three decades as a trusted agency in the travel industry. Though our team operates remotely across the United States, this strategic choice allows us to tap into a diverse and talented pool of experts who bring a multi-faceted understanding of the travel sector. Our team combines the best in digital marketing, software engineering, content creation, and project management. With over sixty years of specialized experience working solely with Destination Marketing Organizations, we're more than just a service provider; we're an industry-savvy partner. We understand the complexities you face and are deeply committed to helping you tell your destination story to achieve measurable results. That's not just what we do; it's what drives us.

Why ITI Digital?

Our experience, technology, and our proprietary software solutions. Countless agencies can develop a website. However, we are the only agency in the industry that focuses on the importance of a dynamic content strategy and offers the technology to support measurable results. We are proud to partner with 100+ organizations nationwide that stepped into the future with a website offering an interactive content strategy with a Digital Experience Platform (DXP) to manage the content with the capability to monetize the content.

Statement of availability and commitment of the Agency to this project's timeline

Our principals and assigned professionals are fully committed to our client's projects, and we make every effort to ensure that our team members have the necessary time and resources to complete their assigned tasks on time and to the highest quality standards. We understand that our client's needs are our top priority, and we make every effort to exceed their expectations.

While we are a busy agency with multiple clients, we carefully managed our schedule ensure that we can take on new projects without compromising the quality of our services. As a result, our team is well-resourced and equipped to deliver your project on time, within budget, and to the highest standards. We understand that deadlines are critical in any project and focus on delivering our services within the agreed timeline. We will work collaboratively with you to ensure that we fully understand your needs and expectations and that our services are tailored to meet your unique requirements.

In summary, we are fully dedicated and available to undertake the services you require, and we are confident that we have the resources and expertise necessary to deliver a successful project.

Project Primary Point of Contact

The person who will be the primary point of contact with The Hernando County Tourist Development Council will be Aline Gill, Vice President, Digital Strategy at aline@iti-digital.com. At ITI Digital, she oversees the delivery of all digital projects such as websites, mobile applications, and marketing campaigns. She also directs the product development strategy of our industry-leading SaaS content solutions.

Industry Accolades

ITI Digital has been most recently recognized as one of the [Top 10 Travel Marketing Solutions Providers of 2022](#) by **Travel and Hospitality Tech Outlook Magazine!** As a travel and hospitality industry leader, we deliver innovative, cost-effective software and marketing solutions, helping clients maximize their ROI. Our experienced professionals provide best-in-class services and support to ensure our client's marketing efforts are successful. We're honored to be recognized as a top provider and appreciative to Travel and Hospitality Magazine for this recognition.



With regards,

Franci B. Edgerly

Franci Edgerly, Founder & CEO

References (RFP Section 13.7.2)

Visit Currituck, North Carolina "Virtual Visitor Center" Website

<https://explore.visitcurrituck.com/>

Platform: WordPress

Reference: Tameron Kugler, Currituck Travel & Tourism Director

252-435-2947, tameron.kugler@currituckcountync.gov

Project Team Members

- Aline Gill, Project Lead
- Randy Gong, Lead Software Engineer
- Peter Lourdes, Client Success and Training
- Grace de Guzman, Content implementation and website setup

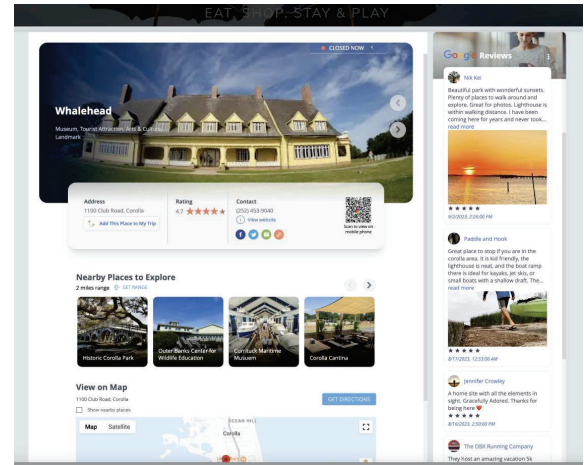
Project Description

The website serves as a comprehensive guide to Currituck County. It offers visitors a wealth of information about the area's attractions, events, and outdoor activities, making it an ideal resource for anyone planning a visit to the region. The site features stunning photography, easy-to-navigate menus, and a user-friendly interface with automated Google Places & Reviews business directory, as well as an automated community-driven events calendar. Whether you're looking for information on historic sites, outdoor adventures, or delicious local cuisine, this website has everything visitors need to plan the perfect trip to Currituck County.

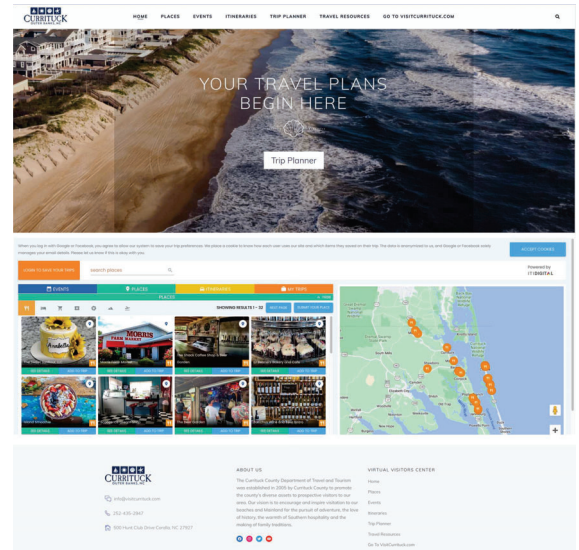
"We continue to enjoy our relationship with ITI Digital and have for several years. The Events Calendar is popular with our visitors and gives them the ability to quickly find out what is happening in the area during their vacations. The content management system is easy to navigate and the accessibility widget is invaluable for our potential guests with disabilities who want to review our content. This widget also assists us in fulfilling the aim of our department and our County to create accessible spaces and content. ITI Digital recently also produced a wayfinding in-market visitor app for our Corolla destination that is gaining a lot of traction and continues to help improve the visitor experience. I have known Franci Edgerly for many years and she and her team are thoughtful listeners and innovators. Her team has taken ITI Digital products and made the software work for us and not the other way around."

Tameron T. Kugler, Currituck Travel & Tourism Director
Visit Currituck Outer-Banks, North Carolina

Business Detail Page - Museum/Attraction



Trip Planner



References (Continued)

Visit New Smyrna Beach, Florida Destination Website

<https://www.visitnsbfl.com/>

Platform: HubSpot

Reference: Debbie Meihls, President & CEO with Southeast Volusia Advertising Authority/Visit NSB

386-428-1600, dmeihls@visitnsbfla.com

Project Team Members

- Aline Gill, Project Lead
- Rajesh Agrawal, Full-Stack Web Developer & HubSpot HUBDB Specialist
- Grace de Guzman, Content implementation
- Peter Lourdes, Client Success & Training

Project Description

The website is an excellent resource for anyone planning a trip to New Smyrna Beach, Florida. Its key features include an automated business directory, which makes it easy for visitors to find local restaurants, hotels, and attractions with accurate and real-time information. The website also offers unique interactive GPS-enabled trails, allowing visitors to explore the area's natural beauty and rich history at their own pace. Additionally, the website has a comprehensive content strategy, providing visitors with detailed information on everything from local events and festivals to outdoor activities and attractions. Whether you're a first-time visitor to New Smyrna Beach or a seasoned traveler, this website is an essential tool for planning your next adventure.

"I must admit I am a bit biased as I have had the pleasure to work with your company while I was Executive Manager of the Bradenton Area CVB. Working with you during those five and a half years proved to me that your team could do just about anything! Your clientele respect and ability to deliver on deadline proved to me that I would be fortunate to work with you in the future. Upon arrival at the New Smyrna Beach Area Visitor's Bureau, we immediately sent out a RSQ for our responsive website and digital needs. Being a governmental division of Volusia County, we poured through the proposals and were happy to have our board unanimously chose ITI-Digital. Our mobile Applications, Website, landing pages, and content management has never been better. What your team has done for our social media platforms in one year has been outstanding. We could not have selected a better company to align with our growing brand."

Debbie Meihls, President & CEO, Visit New Smyrna Beach, Florida

Visit Peachtree City, Georgia

"Virtual Visitor Center" Website

<https://ptcpassport.visitpeachtreecity.com/>

Platform: WordPress

Reference: Kymberly Hughes, Executive Director with Peachtree City Convention & Visitors Bureau

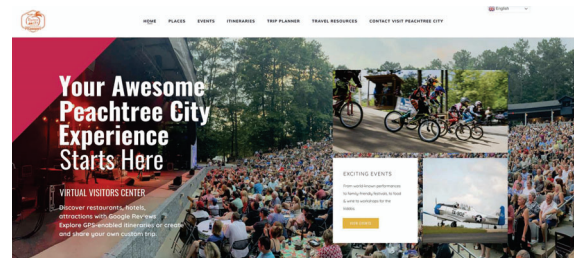
(678) 216-0282, kym@visitpeachtreecity.com

Project Team Members

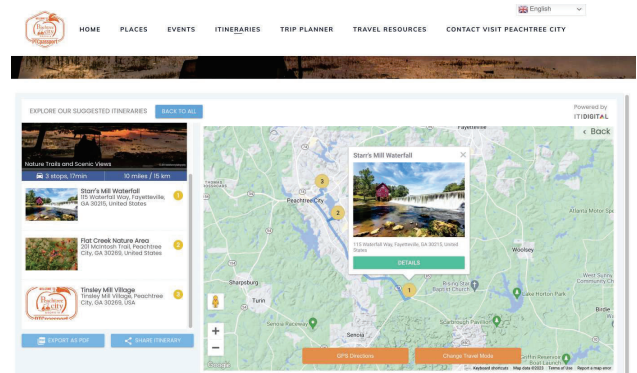
- Aline Gill, Project Lead
- Randy Gong, Lead Software Engineer
- Grace de Guzman, Content Implementation
- Peter Lourdes, Client Success & Training

Project Description

The PTC Passport website is a comprehensive online resource that serves as a business directory for Peachtree City, GA. One of its standout features is the integration of Google Reviews, which empowers business owners and allows customers to provide real-time feedback on their experiences. This information is invaluable for both locals and visitors looking for reliable information about the quality of goods and services in the area. Additionally, the branded PTC Passport concept gives the website a unique identity that fosters a sense of community among local businesses and residents alike.



GPS-enabled Itinerary



Project Staffing & Organization (RFP Section 13.7.3)

Primary role and responsibility of ITI Digital leadership and key project team members.



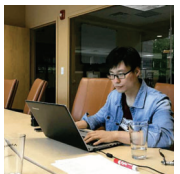
Franci Edgerly, Founder & CEO

With three decades in travel and community development, Franci is not just a seasoned industry veteran; she's a forward-thinking strategist attuned to the evolving landscape of travel behavior and technological trends. She understands that in today's fast-paced, digital-first world, static websites won't cut it. Visitors demand real-time, engaging content, and businesses need efficient ways to provide it. Rejecting the 'build it and they will come' mindset, Franci leverages her deep industry insights to proactively address these challenges. Under her visionary leadership, backed by a team of tech experts and destination specialists, ITI Digital has rolled out a transformative software suite for DMOs. From dynamic content modules to intuitive travel planning tools, everything operates on our game-changing Digital Experience Platform (DXP). Franci's laser-focused vision makes ITI's SaaS not just an asset but an essential tool for DMOs looking to excel in a competitive market.



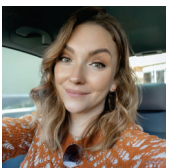
Aline Gill, Vice President, Digital Strategy

A fifteen-year tourism industry veteran, Aline oversees all company operations and customer experience for SaaS and website development, and other client products. A native of Brazil, she has a Bachelor's degree in Tourism from *Universidade Federal de São Carlos* in Sorocaba, São Paulo. Early in her career, while in Brazil, she worked for their largest exchange students tour operator, and a Preferred Hotels® resort located in Sao Paulo. This multifaceted experience in the travel industry enriched Aline's understanding of visitors and guests' needs at every level of their experience. At ITI Digital, she oversees the delivery of all digital projects such as websites, mobile applications and marketing campaigns. She also directs the product development strategy of our industry-leading SaaS content solutions, driving ITI Digital's brand awareness and growth across travel verticals. She has been a part of our company for over 10 years.



Randy Gong, Lead Software Engineer

Introducing our linchpin in software engineering—Randy Gong, a masterful talent whose credentials include a Master's in Software Engineering from the University of York, UK. With over a decade of experience, Randy isn't just another developer; he's an engineer with an incisive vision and an unwavering commitment to excellence. He's not merely content with 'connecting the dots;' Randy aims for unbreakable code, robust architecture, and scalable solutions. Having contributed to the R&D of multiple large-scale ERP systems, his expertise is not just wide but deep, encompassing everything from full-stack technologies to DevOps and Agile methodologies. As a senior software engineer, team leader, and certified Scrum Master, Randy is pivotal in translating software requirements into actionable, value-driven results, setting the gold standard for what software engineering can and should be.



Brittany Thomson, Client Success Manager

Brittany comes to ITI Digital with 20 plus years of customer service experience in multiple business areas, primarily sports and hospitality. She will be maintaining and developing client relationships for the ITI Digital team. She holds a Bachelor's degree in Sport Management with a Business minor from the University of Tennessee. In her spare time, you will find her coaching basketball or building a Lego set. Brittany currently lives in Nashville, Tennessee with her furbabies, Jack & RC Biscuit.

Scope of Work (RFP Section 9)

Our Digital Experience Platform (DXP)

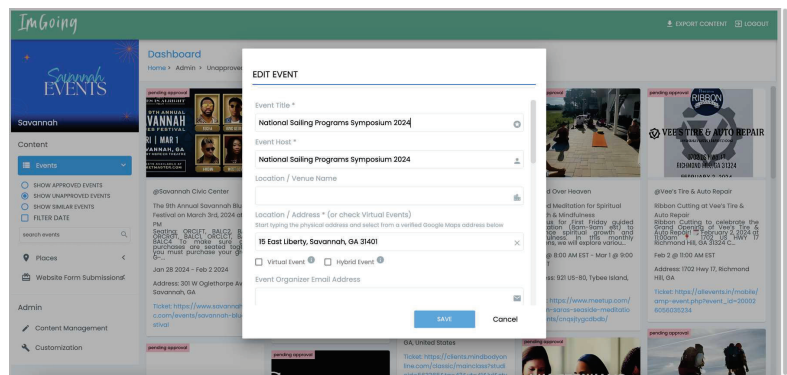
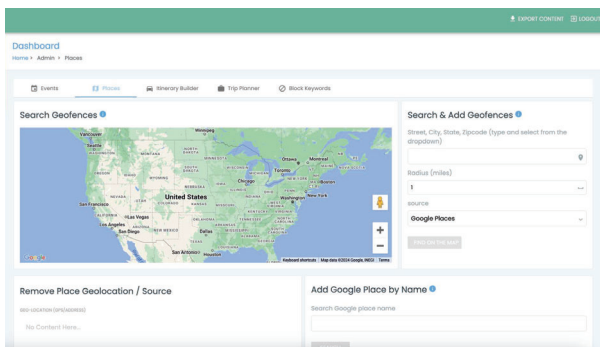
Content Delivery Platform

We create unmatched personalized customer engagement with content - such as Events, Images, Business listings, Reviews, and Instagram UGC. This content is delivered via API and other sources from Google, Facebook, Instagram, Eventbrite, etc., to the ITI Digital Experience Platform. From the DXP, the content is edited (if needed,) approved, and published to the website.

Digital Experience Platform (DXP) is an emerging category of enterprise software seeking to meet the needs of companies undergoing digital transformation, with the ultimate goal of providing better customer experiences. DXPs provide an architecture for companies to digitize business operations, deliver connected customer experiences, and gather actionable customer insight.

Key Features of ITI Digital DXP

- We deliver dynamic content for your business listings and events pages with the option of Instagram User-Generated content and libraries.
- The software has the flexibility that allows DMOs to edit and add content manually.
- Stakeholders can submit events and Places for approval before publishing them to the website.
- The data feeds are customizable.



The Power of Dynamic Content

What is dynamic content on a website?

Dynamic content is any digital or online content that changes based on data, user behavior and preferences.

Why Search Engines Values Dynamic Content

Google has been ranking those sites that present an excellent navigation experience more highly. In other words, dynamic content has a greater chance to stand out on the Internet. We cannot fail to consider that dynamic content is also much more interesting for the user.

Increased Relevancy

Customers judge your webpage in less than a second. Therefore, presenting relevant content is crucial to decreasing bounce rates and increasing conversions.

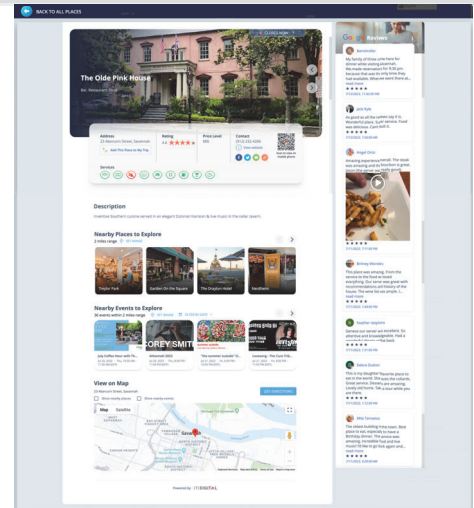
9.1 Business Listings - Google Places

SCOPE OF WORK

Business Listings including Google Places and Reviews

What We Do: We deliver Business Listings - Hotels, Restaurants, Shopping, Attractions - powered by Google Places with geofencing technology.

Our software uses authorized data points to deliver key points of interest with each including the following content: Images - Three photos per business, Customer Reviews, Nearby Places, Nearby Events, Contact information, Website link, Phone number, and address, GPS-enabled directions and Google maps, or equivalent(s). Business hours and open/close status are automatically updated 24/7.



AI Integration - Content Assistant. Our latest enhancements include the integration of AI, which significantly aids content managers in crafting captivating descriptions for individual Business Listings. This advanced technology empowers content teams by streamlining the process of creating engaging and informative content, ultimately enhancing the overall quality and appeal of the ITI Digital content modules.

Places SEO Optimization - Schema.org Optimization for Each Place of Interest. Each point of interest in our Places DXP widget features schema.org markup for Google SEO bots, optimizing content discovery. The Places Details page has shareable, indexable, and trackable unique URLs, contributing to improved SEO results. Schema is a vocabulary of tags webmasters use to enhance search engine understanding and representation in search results, providing more content for indexing by Google and other search engines, thus boosting the tourism site's SEO performance.

DXP Development & Customization

- Create categories that will allow the software to publish the content by interest or region
- Development and the customization of the Digital Experience Platform - DXP
- Integrate account branding and frontend widget preferences
- Implement account logo that populates the export PDF feature
- Customize navigation menu settings for two options of display
- Customize list display - three options
- Customize header images for the PDF Export
- On-boarding and training
- Set up geofences for the destination to aggregate content from Google Places using the Google API
- Support as needed

Integrated Frontend Widget

- ITI Digital will continue to provide your team with the frontend widget, as needed. We have two integration options: (a) DIV <script> widget with a few extra customizations available such as font styles and (b) JSON Data-feed - most customizable option, with access to raw data, which allows you to design your calendar and connect to the data.
- **Mobile First.** 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.

Content Management - Features our Clients

LOVE!

From the DXP edit and manage content delivered and powered by the ITI Digital SaaS:

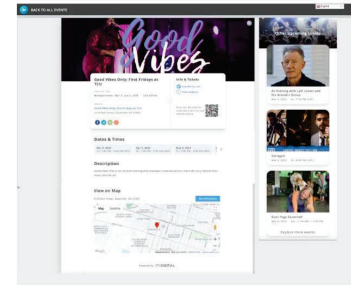
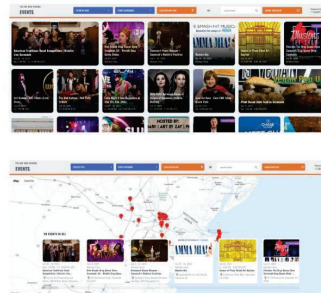
- AI Integration
- Approve / Reject Places
- Add Promotional Image and link of choice
- Add / Remove geofences as needed
- Choose to highlight certain Places of interest or mark them as Editor's Choice
- Edit Places such as description of the business or replace images
- Manually enter Places
- Create custom Places categories. Example: Bed and Breakfast, Resort, Hotel, etc.
- Fully integrate with Events and Itinerary builder

9.2 Automated Daily Events Calendar SaaS

SCOPE OF WORK

Events Content and Management Platform

What We Do. Our software aggregate and deliver daily events content from data sources such as Google, Facebook, Eventbrite and more, to the DXP dashboard.



DXP Development & Customization

- Create categories that will allow the software to publish the content by interest
- Set up geofences for the destination to aggregate new and unlimited events from online platforms such as Google, Eventbrite, and other sources
- Setup Facebook Business Pages for tracking events. The number of Facebook Pages depend on your content package subscription.
- Setup account branding and frontend widget preferences
- Implement an account logo that populates the export PDF feature
- Schedule twice-weekly automated updates to the existing content
- Schedule daily automated removal of past due events upon event end date
- Customize navigation menu settings for two options of display
- Customize event list display - three options
- Customize header images for the PDF Export

Content Management - Features our Clients LOVE!

From the DXP edit and manage content delivered and powered by the ITI Digital SaaS:

- Access unlimited and available events from the ITI Digital Experience Platform - DXP.
- Editorial control. Your team is in charge of the content published to the site, with full access to editing features, empowering your content manager to add and remove images, adjust event descriptions, edit details, or add events manually.
- Add Promotional Image and link of choice.
- Add / Remove geofences as needed.
- Bulk import events in Excel format
- Choose to highlight certain Events of interest or mark them as Featured Events.
- Edit event details such as description, images, ticket URL, etc.
- Manually Enter events as needed.
- Event categories. Tag events with different categories of your choice, e.g., Family Events, Music, etc.

AI Integration - Content Assistant. Our latest enhancements include the integration of AI, which significantly aids content managers in crafting captivating descriptions for individual Business Listings. This advanced technology empowers content teams by streamlining the process of creating engaging and informative content, ultimately enhancing the overall quality and appeal of the ITI Digital content modules.

Events SEO Optimization - Schema.org Optimization for each individual daily event. Each event in our Events Calendar DXP module includes schema.org markup to optimize content discovery by Google SEO traffic bots. The Event Details page also has unique URLs which can be shared, indexed, and tracked on Google Analytics. Schema is a semantic vocabulary of tags (or microdata) webmasters add to their content to improve the way search engines read and represent the page in search results.

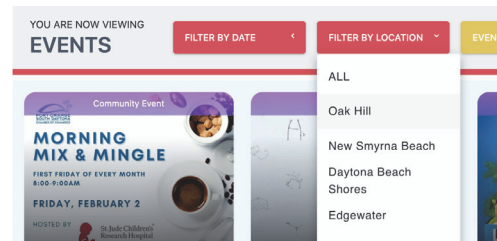
Integrated Frontend Widget

- ITI Digital will continue to provide your team with the frontend widget, as needed. We have two integration options: (a) DIV <script> widget with a few extra customizations available such as font styles and (b) JSON Data-feed - most customizable option, with access to raw data, which allows you to design your calendar and connect to the data.
- **Mobile First.** 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.

OPTIONAL Premium Events & Places Features

1. Automated Location Categorization for Events/Places Listings

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.



2. Enhanced PDF Customization with Canva App

Take your Events or Places PDF customization to the next level with our DXP <-> Canva integration. Build customized Canva PDF designs including pre-populated DXP data, e.g. event title, event dates, images, etc; all without leaving the DXP dashboard!

9.3 Trip Planner SaaS

SCOPE OF WORK

Trip Planner powered by Google Places Business Listings

What We Do. We deliver business listings that is updated in real-time allowing the user to create customized itineraries. Source: Google API - up to 2,000 Google Places.

Key User Features

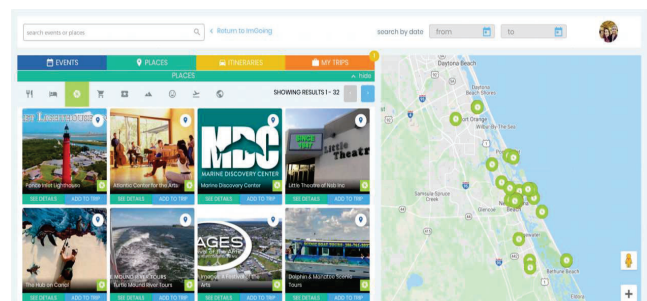
- Log in with Facebook or Google account allowing the site visitor to save their trips across devices
- Search Places by category - restaurants, activities, shopping, attractions, etc.
- Drag-and-drop POIs for re-ordering the itinerary, with automatic route recalculation (in miles and kilometers).
- User can create unlimited trips and save in their account,
- Get Directions. Our GPS-enabled trips allows for easy navigation between points of interest connecting points to Google Maps
- Share the trip via email or social media
- Ready-to-print PDF of the custom trip
- Mobile-friendly interface

Trip Planner Development & Customization.

Add Google Places using geo-fence technology. By setting a geo-fence within the parameters of the destination, we import the points of interest such as hotels, attractions, restaurants, parks, etc., including: Business hours and open/close status are automatically updated 24/7, Website link, phone number, and address, Latest five Google Reviews, Overall business Google Rating and Nearby Places.

Integrated Frontend Widget. ITI Digital will continue to provide your team with the frontend widget, as needed for Trip Planner integration on the website.

Trip Planner Tool, with points of interest + map



Content Management - Features Our Clients LOVE!

From the DXP edit and manage content delivered and powered by the ITI Digital SaaS:

- Manually add Google businesses if needed
- Block organizations that are not relevant to the mission of the Tourism office.
- Customize header images for the Trip Planner PDF
- Choose to highlight certain Places of interest or mark them as Editor's Choice

9.4 Itinerary Library - SaaS

SCOPE OF WORK

Itinerary Library powered by Google Places Business Listings

What We Do. We deliver business listings that is updated in real-time allowing the DMOs to create themed-based itineraries. Source: Google API - up to 2,000 Google Places.

Package: Unlimited itineraries + DXP Dashboard Access

- Access to the database of up to 2,000 Points of interest - Google Places & Reviews
- Access to DXP Dashboard for unlimited itinerary edits and revisions
- Unlimited itineraries published to your website - turn on/off itineraries as needed

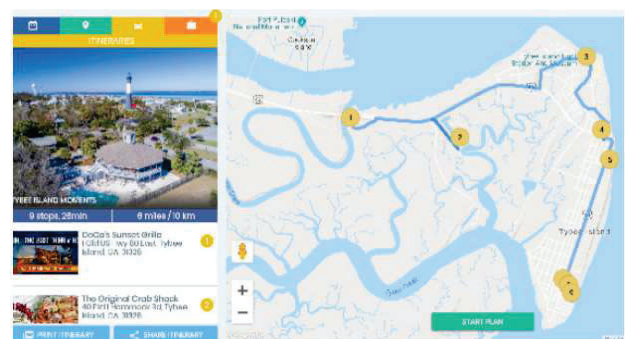
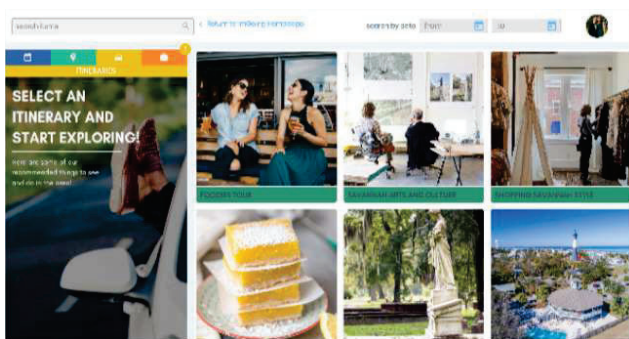
Key User Features

- Users can discover the destination through themed itineraries, e.g., “Things to Do in a Rainy Day,” Antique Shopping, Hiking, Biking, Brewery Trails, Pet-Friendly, and more.
- Points of Interest (POI) include:
 - Images - three per business. Hotels, Restaurants, shopping, and attractions.
 - Customer Reviews
 - Nearby Places
 - Business hours and open/close status are automatically updated 24/7
 - Contact information: Website link, phone number, and address
 - GPS-enabled directions
- Share itinerary via email or social media channels
- Export itinerary as PDF
- Get Directions - open the POIs on Google Maps for instant directions while at the destination.

Content Management - Features Our Clients LOVE!

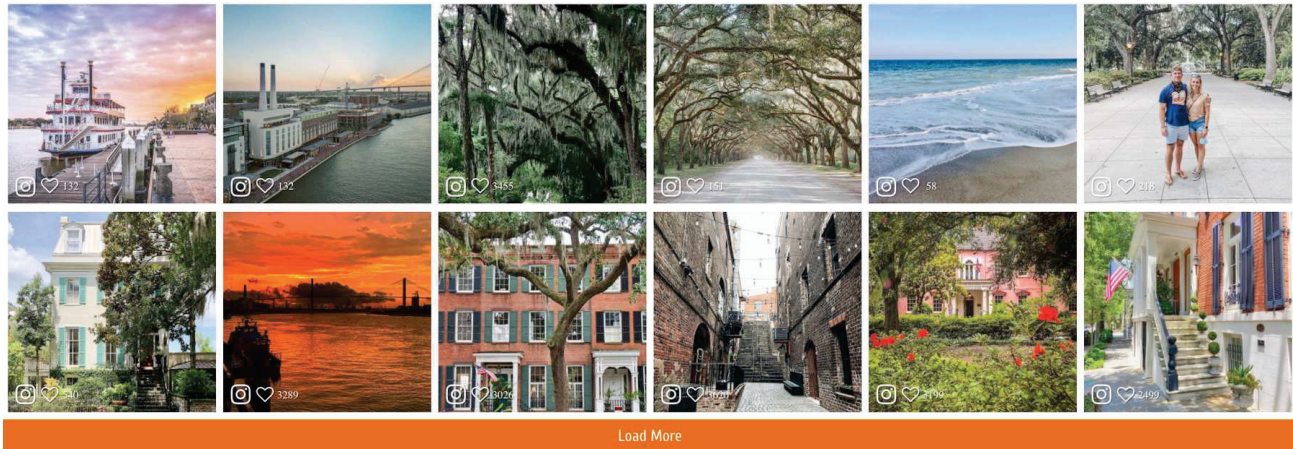
From the DXP edit and manage content powered by the ITI Digital SaaS:

- Block organizations that are not relevant to the mission of the Tourism office
- Ability to manually add Google Businesses if needed
- Decide if the itinerary is to be published with driving or walking distances. For example, if all POIs are within a State Park trail, the itinerary can feature only walking distances between trail markers or interesting trail tourism assets.
- Preview your itinerary before publishing live
- Drag-and-drop POIs for re-ordering the itinerary, with automatic route recalculation
- Ability to upload and edit the itinerary image, description text, and title
- Update the sidebar Itinerary Library promotional images



Integrated Frontend Widgets. ITI Digital will continue to provide your team with the frontend widget, as needed for individual Itineraries or full Itinerary Library integration on the website.

9.5 Instagram User-Generated Content SaaS



SCOPE OF WORK

Instagram User-Generated Content & Dashboard

What We Do. Offer DMO access to our DXP Dashboard with unlimited user-generated content from Instagram @Accounts and #Hashtags via the Instagram API.

DXP Development & Customization

- Create account access - single email address and password
- ITI Digital will research and aggregate content from a few relevant social feeds to get started with your account
- Setup code for one initial UGC library
- Onboarding and training
- Support as needed

Key User Features

- Get inspired and discover the destination through the powerful visuals provided by Instagram visitors and local businesses.
- View themed-specific UGC libraries throughout the destination website
- Click the Instagram icon and head to the social platform for more details
- Watch videos directly on DMO website, if post contains video

Integrated Frontend Widget

ITI Digital will continue to provide your team with the frontend widget, as needed for unlimited UGC topic-specific libraries, to be embedded on the website in HTML format.

Content Management - Features Our Clients LOVE!

- Add as many @accounts and up to 30 #hashtags or replace existing ones, directly via the dashboard.
- Approve or reject content for UGC libraries
- Create and Organize assets in unlimited library folders
- Display the library folders as website widgets on specific web pages such as shopping, restaurants, outdoor, etc.
- Filter media by type (image or video,) size, and orientation and by date if was published
- Search assets database based on caption text. A search feature of the CMS that searches all assets - keyword search but only based on the caption of the photo
- Rights Approval Feature - Have access to unlimited images. Contact users and ask for permission to use their posts in other material

9.6 Business Concierge

Scope of Work

Business Concierge Google Places - Community Relations

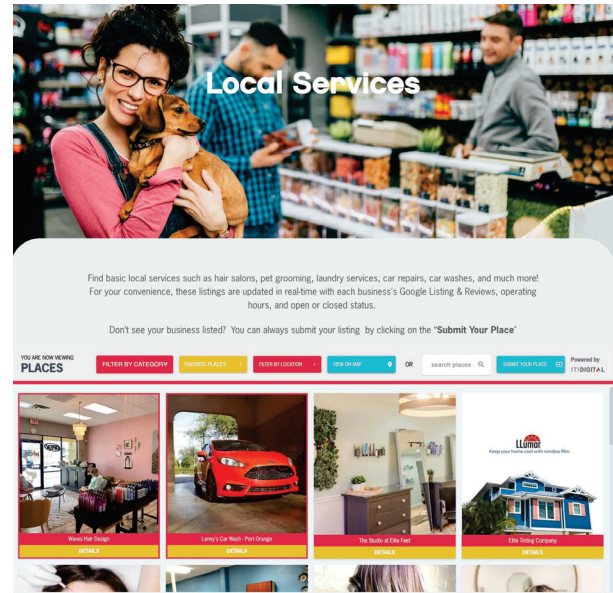
What We Do

We deliver non-tourism Business Listings powered by Google Places & Reviews for services such as Pet Care, Hair Salons, Car Maintenance, and more. The content can be accessed on the website and the App.

Target Audiences: Residents, long and short-term visitors, e.g., vacation home renters.

Objectives

- Offer access information, engage your local community, and garner their support for the CVB efforts by offering content that will be relevant to them and their daily lives. A great PR opportunity
- Enhance the visitors' services for short-term visitors
- Promote businesses to help grow the local economy



Scope of Work

- Setup and access to dedicated DXP dashboard account for Business Concierge Listings.
 - Content Management by FAC's team, via the ITI Digital DXP dashboard. The content management platform is distinctively separate from tourism-related Google Places.
- Aggregate and delivery business listings relevant to local community, powered by Google Places.
 - Concierge categories include but are not limited to Beauty, Car & Motor Services, Cleaning Services, Pet Services, Conveniences & Pharmacies.
 - Business listings will include: images, website link, phone number, business hours, open/closed status, Google Reviews, other businesses "Nearby," address and GPS directions, and social sharing.

9.7 Partner Portal

Scope of Work

Partner Portal - Online Travel Industry Partner Engagement

Target Audience: Local industry partners, travel and hospitality businesses e.g. lodging, dining, attractions.

Objective: Increase DMO-partner communication; allow for easy access to industry-related resources or important documentation on TDC activities, as provided by the DMO; engage the local travel industry partners by providing an online space with news and media center, directly accessible at the Florida's Adventure Coast tourism website.

Setup & Development of Online Portal section in the existing floridasadventurecoast.com website, with password-protection login required. This will be accomplished by an installation of dedicated partner management WordPress plugin.

Development Scope of Work

- Setup Portal Page Frontend
 - Apply all branding customizations to the newly created online portal, including logo, colors, header images, and customized homepage with elements of choice (news, copy intro, etc.)
 - Setup menu items and update options as needed
 - Setup login/sign up page
 - Update menu dropdown options in FAC's website navigation
- Upload database of partners
 - Setup Organizations & Contacts - if available
 - Setup groups, e.g., Board of Directors, Lodging, etc. if applicable
- Upload of content (as provided by the DMO)
 - Upload files, videos, and other materials as needed for the portal. Advise on files organization and sections for best content consumption and engagement of partners.
 - Upload industry press releases and blogs to News Section
- Project Management & Communication
 - Consultation for industry communication best practices
 - Staff training and onboarding on the Admin tools for continued content updates
 - Project development management including receipt of content assets

Ongoing Support by ITI Digital Scope of Work

Two hours monthly to serve as an extension of your team, performing the following content management tasks

- Updating content on partner portal such as media center materials or special messages
- Updating database of partners as needed
- Regenerating login and passwords as needed
- Technical Support provided to the DMO
- Client consultation and content suggestions for existing pages, as required

9.8 WordPress Hosting & Support

Managed WordPress Hosting

- Daily Server Backups - We back up your website every night, ensuring that your essential data is safe and secure. This way, you can revert to a previous version in the event that you made a change that broke the site or for any other reason.
- Domain uptime monitoring, using the Freshping 24/7 monitoring tool. We guarantee 95% domain uptime/year. Dedicated WordPress Security, which includes:
 - Core WordPress Files are locked down, so potential malicious activity cannot overwrite files.
 - WordPress PHP
 - Intelligent IP blocker detects intruders and blocks them across all sites on our servers within seconds.
- Updates to existing WordPress plugins. Any work-related towards troubleshooting plugins installed on the website will count towards the available support hours.
- Malware scanning and monitoring. Any malware removal will be counted towards allocated website support plan hours. Should more hours be required, ITI Digital will advise client accordingly.
- Hosting of the database on a scalable cloud-based server. Hosting includes space for files, images, and content of the website—Malware & virus scanning and removal (quarterly).
- SSL Security Seals. We provide and install the SSL security seals on your primary domain. The security seals enable your website visitors to know you have invested in their safety and indicate that you provide secure transactions and data.
- Staging and Privacy Mode. These options are used when we need to restore a backup or in the event of needing a test website for new features.
- Training. Ongoing CMS training upon request.
- Monthly Analytics Report
- Quarterly Consultation Call

WordPress Website Support Plan

Ten hours a month perform the following tasks on the new website:

- Updates to text, images, and other minor content changes to the customer's website existing pages. Add or remove GTM tags, tracking pixels, or other advertising campaign tag scripts
- Editing menu items, icons such as weather, social media, video, iTunes, Google Play, and PDF links.
- Add and remove smart banners for app downloads.
- Creating directions for the client on key WordPress Content Management System features

Quarterly:

- CMS quarterly upgrades/security patches to the server
- WordPress version updates, as it becomes available
- Updates to slideshow or video changes on the homepage either through the Content Management System or web page
- Monitoring and report on site Speed Loading via Google PageSpeed Insights
- Monitoring and report on site SEO Crawling/Indexing errors via Google Search Console

9.9 Digital Experience Platform Hosting, Tech Support & Management

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

- Apply software feature upgrades as they become available
- Ensure redundant servers for 24/7 functionality
- 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.

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.

9.9 DXP Hosting, Tech Support & Management (continued)

The afore mentioned maintenance activities are associated with each of the subsequent phases listed:

- 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.

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.

Project Timeline (RFP Section 13.7.6)

Outlined below is our proposed schedule for pivotal milestones in the development of the new projects: **Business Concierge and Partner Portal** launches. Considering the DXP Modules and WordPress Website are already completed and launched, hosted and maintained by ITI Digital, they will not require an additional milestones.

It's important to note that these timelines serve as initial estimates and are subject to change. The success of meeting these deadlines is not solely dependent on our efforts but relies heavily on a synergistic partnership with your team. Timely delivery of essential assets and collaborative engagement from both sides will be critical in ensuring the project is completed within the projected timeframe.

Project Proposed Schedule



Project Initiation (1 week)

- Project kickoff meeting with Client and ITI Digital team
- Define project milestones and timeline
- Identify project team and roles

Planning & Design Phase (2 weeks)

Partner Portal

- Develop sitemap and mutual success plan for receipt of website assets.
- Discuss WordPress theme concepts and obtain sign-off from Client

Business Concierge Places

- Confirm geofence parameters and categories

Development Phase (4 weeks)

Partner Portal

- Setup Portal Page Frontend e.g. apply all branding customizations to the newly created online portal, including logo, colors, header images, and customized homepage with elements of choice (news, copy intro, etc.)
- Upload database of partners
- Upload of content (as provided by the DMO).
- Build website functionality, including all pages as per sitemap, digital forms, and user account systems
- Test website for compatibility, usability, and functionality as per our QA standards
- Provide Test URL for Client to review and approval website

Business Concierge

- Develop and customize the DXP modules - Google Places Business Listings (Directory) and Events Calendar
- Collaborate with Client for Google Listings and Events categorization
- Optimize website pages for search engines (SEO)
- Provide Test URL for Client to review and approval website

Launch and Post-Launch Phase (2 weeks)

- Deploy website to live server
- Conduct final testing and debugging
- Train client on how to use the CMS (if applicable)
- Develop post-launch maintenance plan
- Monitor website performance, through determined KPIs, and make adjustments as needed

Proposed Timeline (RFP Section 13.7.6)

Staff Involvement & Decision Process

Client Responsibilities

- **Google Places Categorization & Editing.** Once provided access to your DXP dashboard, we request the Client approve, categorize and edit any business listing details, as desired.
- **Events Calendar Categorization & Approval.** Once provided access to your DXP dashboard, we request the Client approve, categorize and edit any event details, as desired.
- **Content Delivery.** The Client is responsible for creating and delivering all static content, relevant images for static pages, and videos where appropriate. ITI Digital will migrate existing content to the new site if provided in an accessible format. As a destination marketing agency, we offer content writing services upon request.
- **Media Delivery.** The Client is responsible for providing access to all desired imagery or video chosen for the website, with confirmation that the organizer has the rights to use such media files.
- **Domain Purchase & Management.** Provide website domain of choice, and be available to update the IP address upon website approval for launch. Alternatively, provide ITI Digital temporary access to the domain manager.
- **Mutual Collaboration.** Maintain a timely communication standard, adhering to call requests and email communication for project pending assets or overall updates. We are committed to our proposed schedule and will require mutual collaboration to achieve our project milestones.
- **Review of final test URL.** Upon completion of the development phase, we will provide a test URL for the last review and approval of the site in preparation for launch. We request that all required edits be submitted as one Word document for an easy-to-follow checklist.

ITI Digital Responsibilities

- **Quality Assurance.** Before a newly built web application can be reviewed, ensuring it meets rigorous quality standards is essential. In this phase, comprehensive quality assurance of the various developed features is performed. Browser responsive testing, regression testing, functional testing, load testing, and performance testing are the main types of quality assurance tests performed here. The testing phase includes:
 - Google PageSpeed Insights and overall site performance best practice adjustments
 - Mobile-specific testing to ensure responsiveness on multiple screen sizes
 - Optimize images and site files with the Hummingbird plugin to compress media size and improve site performance.
- **Platform Training**
 - Training on the DXP Dashboard for future content updates and promotions
 - Training on the WordPress CMS pages for future content updates
- **Ongoing Client 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 support ticket and communicate with you and our development team. Our standard communication process:
 - We recognize and respond to the ticket within the business day it is submitted.
 - If possible, we correct it within two working days or contact your team for further directions/clarification to solve the problem.
 - Bugs and technical issues that may need to be escalated will be submitted to our development team, providing a detailed estimated delivery date.
 - At all times, we will keep the Client informed of the timelines.
- **Mutual Collaboration.** Maintain a timely communication standard, adhering to call requests and email communication for project pending assets or overall updates.

----- end of proposal -----



Response to Request For Proposal Solicitation # 23-RFP00375/TPR

Digital Experience Platform - Automated feeds for Places (company listings), Events, Itineraries, and UGC, with Wordpress and DXP Hosting and maintenance.

Prepared for Florida's Adventure Coast Brooksville-Weeki Wachee
Hernando County Tourist Development Council

Introduction & Statement of Interest

The Tourism Website of the Future: Automated Content Solutions and Community-Driven Collaboration Tools

We are pleased to present our response to the RFP for The Hernando County Tourist Development Council's digital experience platform, WordPress Managed Hosting, Business Concierge SaaS and Partner Portal. These solutions incorporate our next-generation automated content strategies and trailblazing content management platform in the digital travel domain.

Strategic Overview

Unmatched Industry Expertise. With our sustained focus on the travel and tourism industry, we consistently have achieved high levels of client satisfaction, validating our technical knowledge and abilities, exceeding stakeholder objectives. Our track record over the past three decades attests to our adeptness in handling intricate project specifications, making us the ideal partner to amplify Hernando County Tourism Development Council's tourism presence. This enhancement will allow the community to compete effectively within regional, state, and national tourism markets.

User-Centric Design Philosophy. Recognizing that your website is the cornerstone of your marketing strategy, we commit to delivering a platform that is intuitive, efficient, and resilient to future technological shifts.

Our strong performance history in Real-Time Local Information. Our Software as a Service (SaaS) solution is designed to bridge the informational divide between destination managers and tourists. By aggregating and delivering real-time local events and business listings, we ensure that visitors have access to comprehensive, up-to-date information. The undeniable value to community stakeholders is that their enhanced business profile will help drive business growth.

Google Places/Business Listings Integration

We recommend the effortless amalgamation of our Google Places/Business Listings module to ensure perpetually precise content in real-time. This strategic partnership with Google furnishes crucial data elements—ranging from multimedia assets and operating hours to location coordinates and customer reviews. Importantly, it also incorporates information about neighboring businesses. For community stakeholders, this augmented digital profile serves as a potent catalyst for accelerating business expansion.

GPS-Enabled Itineraries & Trip Planner

To inspire and convert potential travelers, our GPS-enabled itineraries and powerful Trip Planner provide dynamic routes and experiences. Coupled with Google Places & Reviews, these modules streamline the creation of personalized travel plans, transforming casual browsers into committed visitors.

Powerful Visuals with Instagram User-Generated Content

User-generated content has revolutionized travel websites, replacing traditional advertising with authentic narratives and genuine experiences. In the digital age we live in, travel planning is shaped by the collective, and our Instagram UGC module allows destination websites to harness this power. Display inspiring approved-only Instagram libraries across the website, engaging users with visual storytelling.

Multi-Source Events Calendar

Our advanced integration system draws data from a multitude of platforms, including Google, Facebook, and Eventbrite. This empowers your destination staff with a rich array of promotional events while offering local businesses multiple avenues for event submission. Our platform effortlessly pulls in events from Google, Facebook, Eventbrite and other sources, making it simple for your team to showcase the best your destination has to offer. Local businesses can easily add their events, keeping your Events Calendar both comprehensive and up-to-date without the hassle of manual application.

Editorial Control

Gain unparalleled command over the data we deliver through our robust editorial features. Tailor the information to align with your destination's unique appeal and brand, ensuring that what you present on your website is precisely curated to your standards.

Agency Background Experience

Who We Are

Established in 1993, ITI Digital has thrived for three decades as a trusted agency in the travel industry. Though our team operates remotely across the United States, this strategic choice allows us to tap into a diverse and talented pool of experts who bring a multi-faceted understanding of the travel sector. Our team combines the best in digital marketing, software engineering, content creation, and project management. With over sixty years of specialized experience working solely with Destination Marketing Organizations, we're more than just a service provider; we're an industry-savvy partner. We understand the complexities you face and are deeply committed to helping you tell your destination story to achieve measurable results. That's not just what we do; it's what drives us.

Why ITI Digital?

Our experience, technology, and our proprietary software solutions. Countless agencies can develop a website. However, we are the only agency in the industry that focuses on the importance of a dynamic content strategy and offers the technology to support measurable results. We are proud to partner with 100+ organizations nationwide that stepped into the future with a website offering an interactive content strategy with a Digital Experience Platform (DXP) to manage the content with the capability to monetize the content.

Statement of availability and commitment of the Agency to this project's timeline

Our principals and assigned professionals are fully committed to our client's projects, and we make every effort to ensure that our team members have the necessary time and resources to complete their assigned tasks on time and to the highest quality standards. We understand that our client's needs are our top priority, and we make every effort to exceed their expectations.

While we are a busy agency with multiple clients, we carefully managed our schedule ensure that we can take on new projects without compromising the quality of our services. As a result, our team is well-resourced and equipped to deliver your project on time, within budget, and to the highest standards. We understand that deadlines are critical in any project and focus on delivering our services within the agreed timeline. We will work collaboratively with you to ensure that we fully understand your needs and expectations and that our services are tailored to meet your unique requirements.

In summary, we are fully dedicated and available to undertake the services you require, and we are confident that we have the resources and expertise necessary to deliver a successful project.

Project Primary Point of Contact

The person who will be the primary point of contact with The Hernando County Tourist Development Council will be Aline Gill, Vice President, Digital Strategy at aline@iti-digital.com. At ITI Digital, she oversees the delivery of all digital projects such as websites, mobile applications, and marketing campaigns. She also directs the product development strategy of our industry-leading SaaS content solutions.

Industry Accolades

ITI Digital has been most recently recognized as one of the [Top 10 Travel Marketing Solutions Providers of 2022](#) by **Travel and Hospitality Tech Outlook Magazine!** As a travel and hospitality industry leader, we deliver innovative, cost-effective software and marketing solutions, helping clients maximize their ROI. Our experienced professionals provide best-in-class services and support to ensure our client's marketing efforts are successful. We're honored to be recognized as a top provider and appreciative to Travel and Hospitality Magazine for this recognition.



With regards,

Franci B. Edgerly

Franci Edgerly, Founder & CEO

Scope of Work (RFP Section 9)

Our Digital Experience Platform (DXP)

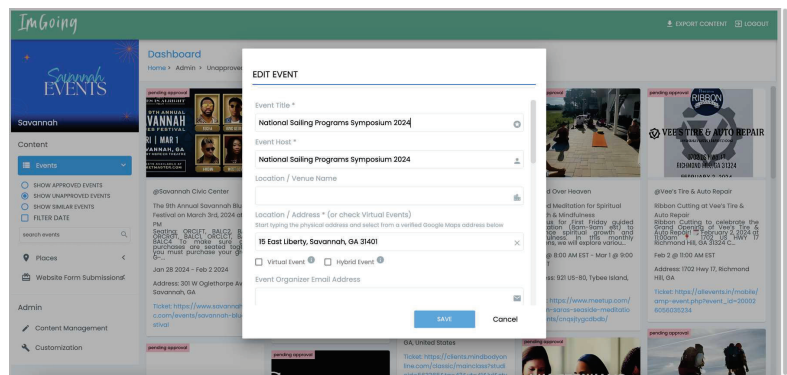
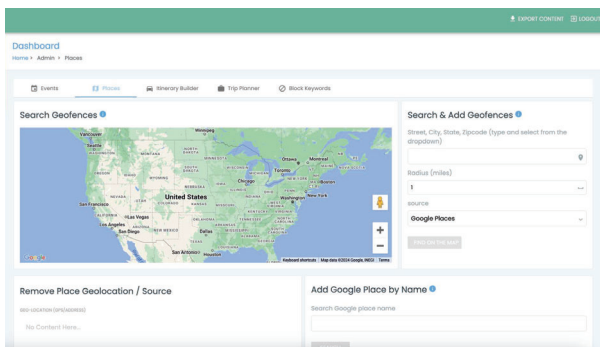
Content Delivery Platform

We create unmatched personalized customer engagement with content - such as Events, Images, Business listings, Reviews, and Instagram UGC. This content is delivered via API and other sources from Google, Facebook, Instagram, Eventbrite, etc., to the ITI Digital Experience Platform. From the DXP, the content is edited (if needed,) approved, and published to the website.

Digital Experience Platform (DXP) is an emerging category of enterprise software seeking to meet the needs of companies undergoing digital transformation, with the ultimate goal of providing better customer experiences. DXPs provide an architecture for companies to digitize business operations, deliver connected customer experiences, and gather actionable customer insight.

Key Features of ITI Digital DXP

- We deliver dynamic content for your business listings and events pages with the option of Instagram User-Generated content and libraries.
- The software has the flexibility that allows DMOs to edit and add content manually.
- Stakeholders can submit events and Places for approval before publishing them to the website.
- The data feeds are customizable.



The Power of Dynamic Content

What is dynamic content on a website?

Dynamic content is any digital or online content that changes based on data, user behavior and preferences.

Why Search Engines Value Dynamic Content

Google has been ranking those sites that present an excellent navigation experience more highly. In other words, dynamic content has a greater chance to stand out on the Internet. We cannot fail to consider that dynamic content is also much more interesting for the user.

Increased Relevancy

Customers judge your webpage in less than a second. Therefore, presenting relevant content is crucial to decreasing bounce rates and increasing conversions.

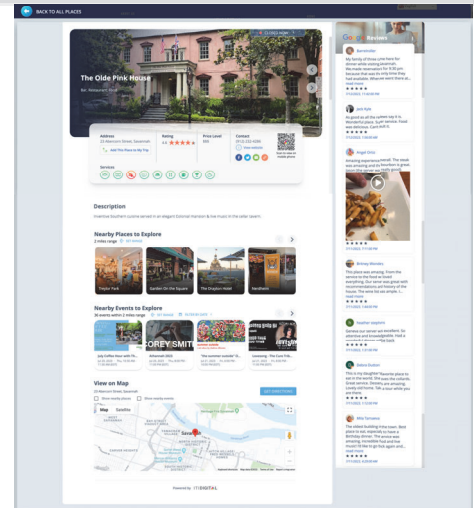
9.1 Business Listings - Google Places

SCOPE OF WORK

Business Listings including Google Places and Reviews

What We Do: We deliver Business Listings - Hotels, Restaurants, Shopping, Attractions - powered by Google Places with geofencing technology.

Our software uses authorized data points to deliver key points of interest with each including the following content: Images - Three photos per business, Customer Reviews, Nearby Places, Nearby Events, Contact information, Website link, Phone number, and address, GPS-enabled directions and Google maps, or equivalent(s). Business hours and open/close status are automatically updated 24/7.



AI Integration - Content Assistant. Our latest enhancements include the integration of AI, which significantly aids content managers in crafting captivating descriptions for individual Business Listings. This advanced technology empowers content teams by streamlining the process of creating engaging and informative content, ultimately enhancing the overall quality and appeal of the ITI Digital content modules.

Places SEO Optimization - Schema.org Optimization for Each Place of Interest. Each point of interest in our Places DXP widget features schema.org markup for Google SEO bots, optimizing content discovery. The Places Details page has shareable, indexable, and trackable unique URLs, contributing to improved SEO results. Schema is a vocabulary of tags webmasters use to enhance search engine understanding and representation in search results, providing more content for indexing by Google and other search engines, thus boosting the tourism site's SEO performance.

DXP Development & Customization

- Create categories that will allow the software to publish the content by interest or region
- Development and the customization of the Digital Experience Platform - DXP
- Integrate account branding and frontend widget preferences
- Implement account logo that populates the export PDF feature
- Customize navigation menu settings for two options of display
- Customize list display - three options
- Customize header images for the PDF Export
- On-boarding and training
- Set up geofences for the destination to aggregate content from Google Places using the Google API
- Support as needed

Integrated Frontend Widget

- ITI Digital will continue to provide your team with the frontend widget, as needed. We have two integration options: (a) DIV <script> widget with a few extra customizations available such as font styles and (b) JSON Data-feed - most customizable option, with access to raw data, which allows you to design your calendar and connect to the data.
- **Mobile First.** 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.

Content Management - Features our Clients

LOVE!

From the DXP edit and manage content delivered and powered by the ITI Digital SaaS:

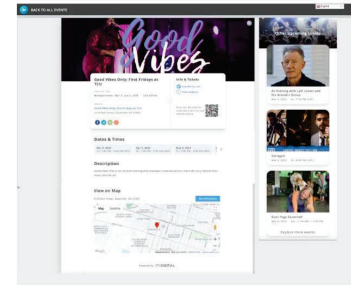
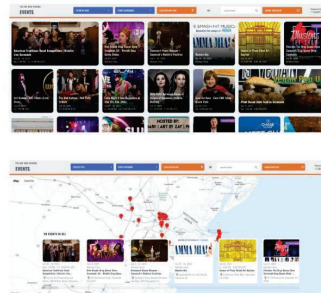
- AI Integration
- Approve / Reject Places
- Add Promotional Image and link of choice
- Add / Remove geofences as needed
- Choose to highlight certain Places of interest or mark them as Editor's Choice
- Edit Places such as description of the business or replace images
- Manually enter Places
- Create custom Places categories. Example: Bed and Breakfast, Resort, Hotel, etc.
- Fully integrate with Events and Itinerary builder

9.2 Automated Daily Events Calendar SaaS

SCOPE OF WORK

Events Content and Management Platform

What We Do. Our software aggregate and deliver daily events content from data sources such as Google, Facebook, Eventbrite and more, to the DXP dashboard.



DXP Development & Customization

- Create categories that will allow the software to publish the content by interest
- Set up geofences for the destination to aggregate new and unlimited events from online platforms such as Google, Eventbrite, and other sources
- Setup Facebook Business Pages for tracking events. The number of Facebook Pages depend on your content package subscription.
- Setup account branding and frontend widget preferences
- Implement an account logo that populates the export PDF feature
- Schedule twice-weekly automated updates to the existing content
- Schedule daily automated removal of past due events upon event end date
- Customize navigation menu settings for two options of display
- Customize event list display - three options
- Customize header images for the PDF Export

Content Management - Features our Clients LOVE!

From the DXP edit and manage content delivered and powered by the ITI Digital SaaS:

- Access unlimited and available events from the ITI Digital Experience Platform - DXP.
- Editorial control. Your team is in charge of the content published to the site, with full access to editing features, empowering your content manager to add and remove images, adjust event descriptions, edit details, or add events manually.
- Add Promotional Image and link of choice.
- Add / Remove geofences as needed.
- Bulk import events in Excel format
- Choose to highlight certain Events of interest or mark them as Featured Events.
- Edit event details such as description, images, ticket URL, etc.
- Manually Enter events as needed.
- Event categories. Tag events with different categories of your choice, e.g., Family Events, Music, etc.

AI Integration - Content Assistant. Our latest enhancements include the integration of AI, which significantly aids content managers in crafting captivating descriptions for individual Business Listings. This advanced technology empowers content teams by streamlining the process of creating engaging and informative content, ultimately enhancing the overall quality and appeal of the ITI Digital content modules.

Events SEO Optimization - Schema.org Optimization for each individual daily event. Each event in our Events Calendar DXP module includes schema.org markup to optimize content discovery by Google SEO traffic bots. The Event Details page also has unique URLs which can be shared, indexed, and tracked on Google Analytics. Schema is a semantic vocabulary of tags (or microdata) webmasters add to their content to improve the way search engines read and represent the page in search results.

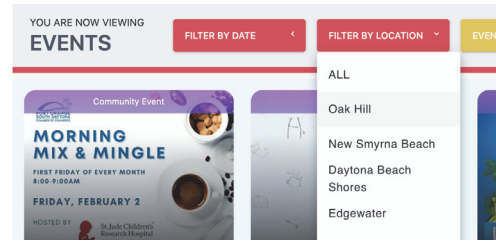
Integrated Frontend Widget

- ITI Digital will continue to provide your team with the frontend widget, as needed. We have two integration options: (a) DIV <script> widget with a few extra customizations available such as font styles and (b) JSON Data-feed - most customizable option, with access to raw data, which allows you to design your calendar and connect to the data.
- **Mobile First.** 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.

OPTIONAL Premium Events & Places Features

1. Automated Location Categorization for Events/Places Listings

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.



2. Enhanced PDF Customization with Canva App

Take your Events or Places PDF customization to the next level with our DXP <-> Canva integration. Build customized Canva PDF designs including pre-populated DXP data, e.g. event title, event dates, images, etc; all without leaving the DXP dashboard!

9.3 Trip Planner SaaS

SCOPE OF WORK

Trip Planner powered by Google Places Business Listings

What We Do. We deliver business listings that is updated in real-time allowing the user to create customized itineraries. Source: Google API - up to 2,000 Google Places.

Key User Features

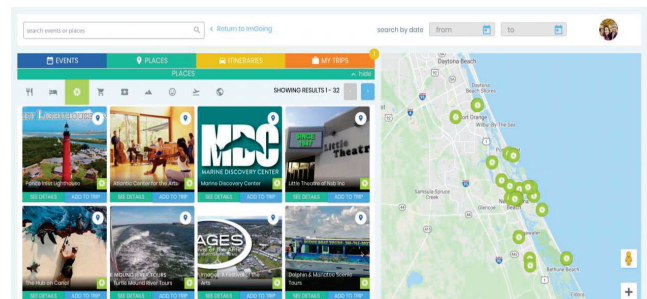
- Log in with Facebook or Google account allowing the site visitor to save their trips across devices
- Search Places by category - restaurants, activities, shopping, attractions, etc.
- Drag-and-drop POIs for re-ordering the itinerary, with automatic route recalculation (in miles and kilometers).
- User can create unlimited trips and save in their account,
- Get Directions. Our GPS-enabled trips allows for easy navigation between points of interest connecting points to Google Maps
- Share the trip via email or social media
- Ready-to-print PDF of the custom trip
- Mobile-friendly interface

Trip Planner Development & Customization.

Add Google Places using geo-fence technology. By setting a geo-fence within the parameters of the destination, we import the points of interest such as hotels, attractions, restaurants, parks, etc., including: Business hours and open/close status are automatically updated 24/7, Website link, phone number, and address, Latest five Google Reviews, Overall business Google Rating and Nearby Places.

Integrated Frontend Widget. ITI Digital will continue to provide your team with the frontend widget, as needed for Trip Planner integration on the website.

Trip Planner Tool, with points of interest + map



Content Management - Features Our Clients LOVE!

From the DXP edit and manage content delivered and powered by the ITI Digital SaaS:

- Manually add Google businesses if needed
- Block organizations that are not relevant to the mission of the Tourism office.
- Customize header images for the Trip Planner PDF
- Choose to highlight certain Places of interest or mark them as Editor's Choice

9.4 Itinerary Library - SaaS

SCOPE OF WORK

Itinerary Library powered by Google Places Business Listings

What We Do. We deliver business listings that is updated in real-time allowing the DMOs to create themed-based itineraries. Source: Google API - up to 2,000 Google Places.

Package: Unlimited itineraries + DXP Dashboard Access

- Access to the database of up to 2,000 Points of interest - Google Places & Reviews
- Access to DXP Dashboard for unlimited itinerary edits and revisions
- Unlimited itineraries published to your website - turn on/off itineraries as needed

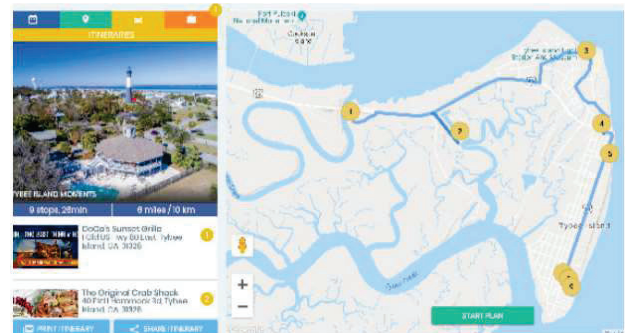
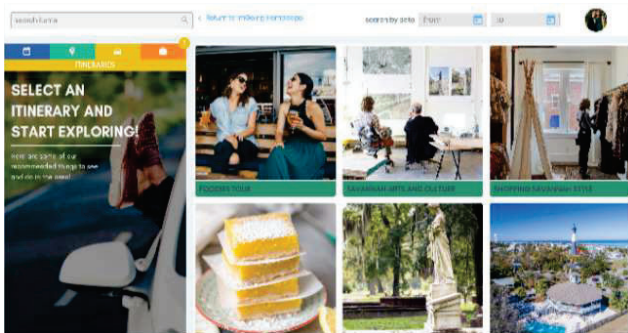
Key User Features

- Users can discover the destination through themed itineraries, e.g., “Things to Do in a Rainy Day,” Antique Shopping, Hiking, Biking, Brewery Trails, Pet-Friendly, and more.
- Points of Interest (POI) include:
 - Images - three per business. Hotels, Restaurants, shopping, and attractions.
 - Customer Reviews
 - Nearby Places
 - Business hours and open/close status are automatically updated 24/7
 - Contact information: Website link, phone number, and address
 - GPS-enabled directions
- Share itinerary via email or social media channels
- Export itinerary as PDF
- Get Directions - open the POIs on Google Maps for instant directions while at the destination.

Content Management - Features Our Clients LOVE!

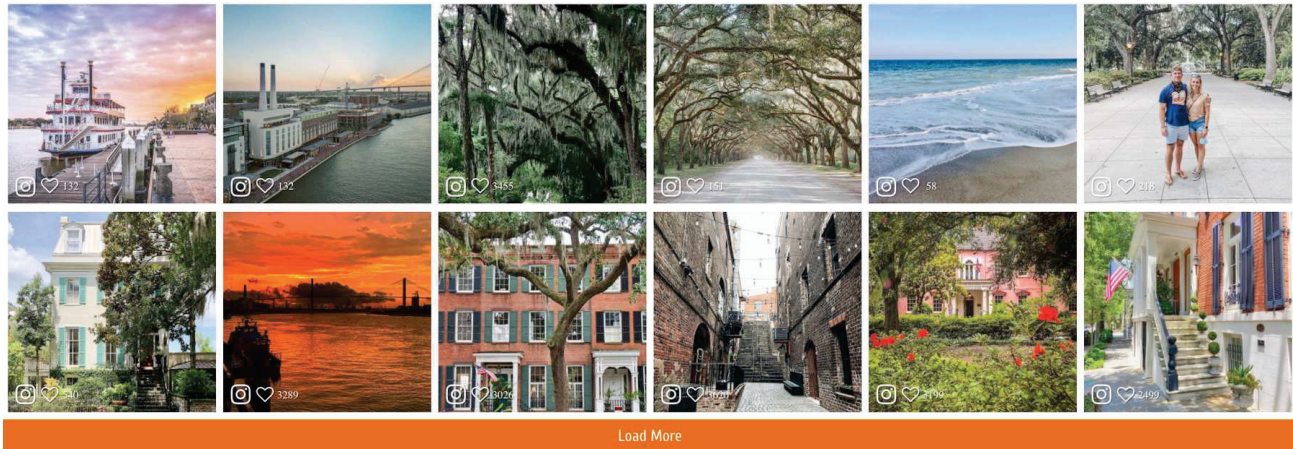
From the DXP edit and manage content powered by the ITI Digital SaaS:

- Block organizations that are not relevant to the mission of the Tourism office
- Ability to manually add Google Businesses if needed
- Decide if the itinerary is to be published with driving or walking distances. For example, if all POIs are within a State Park trail, the itinerary can feature only walking distances between trail markers or interesting trail tourism assets.
- Preview your itinerary before publishing live
- Drag-and-drop POIs for re-ordering the itinerary, with automatic route recalculation
- Ability to upload and edit the itinerary image, description text, and title
- Update the sidebar Itinerary Library promotional images



Integrated Frontend Widgets. ITI Digital will continue to provide your team with the frontend widget, as needed for individual Itineraries or full Itinerary Library integration on the website.

9.5 Instagram User-Generated Content SaaS



SCOPE OF WORK

Instagram User-Generated Content & Dashboard

What We Do. Offer DMO access to our DXP Dashboard with unlimited user-generated content from Instagram @Accounts and #Hashtags via the Instagram API.

DXP Development & Customization

- Create account access - single email address and password
- ITI Digital will research and aggregate content from a few relevant social feeds to get started with your account
- Setup code for one initial UGC library
- Onboarding and training
- Support as needed

Key User Features

- Get inspired and discover the destination through the powerful visuals provided by Instagram visitors and local businesses.
- View themed-specific UGC libraries throughout the destination website
- Click the Instagram icon and head to the social platform for more details
- Watch videos directly on DMO website, if post contains video

Integrated Frontend Widget

ITI Digital will continue to provide your team with the frontend widget, as needed for unlimited UGC topic-specific libraries, to be embedded on the website in HTML format.

Content Management - Features Our Clients LOVE!

- Add as many @accounts and up to 30 #hashtags or replace existing ones, directly via the dashboard.
- Approve or reject content for UGC libraries
- Create and Organize assets in unlimited library folders
- Display the library folders as website widgets on specific web pages such as shopping, restaurants, outdoor, etc.
- Filter media by type (image or video,) size, and orientation and by date if was published
- Search assets database based on caption text. A search feature of the CMS that searches all assets - keyword search but only based on the caption of the photo
- Rights Approval Feature - Have access to unlimited images. Contact users and ask for permission to use their posts in other material

9.6 Business Concierge

Scope of Work

Business Concierge Google Places - Community Relations

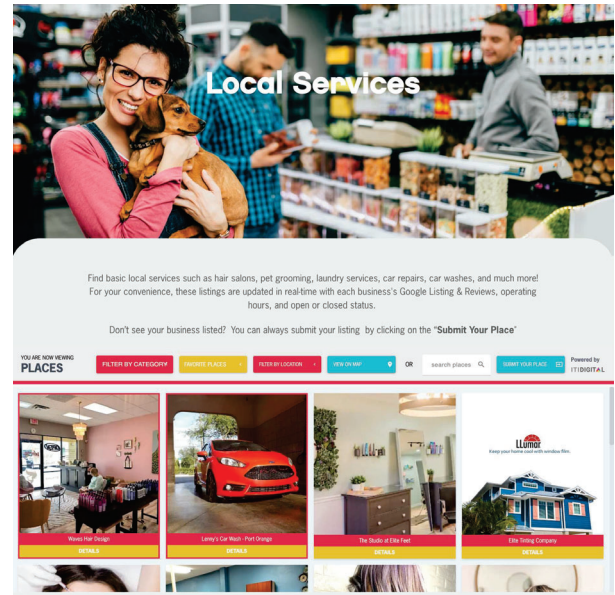
What We Do

We deliver non-tourism Business Listings powered by Google Places & Reviews for services such as Pet Care, Hair Salons, Car Maintenance, and more. The content can be accessed on the website and the App.

Target Audiences: Residents, long and short-term visitors, e.g., vacation home renters.

Objectives

- Offer access information, engage your local community, and garner their support for the CVB efforts by offering content that will be relevant to them and their daily lives. A great PR opportunity
- Enhance the visitors' services for short-term visitors
- Promote businesses to help grow the local economy



Scope of Work

- Setup and access to dedicated DXP dashboard account for Business Concierge Listings.
 - Content Management by FAC's team, via the ITI Digital DXP dashboard. The content management platform is distinctively separate from tourism-related Google Places.
- Aggregate and delivery business listings relevant to local community, powered by Google Places.
 - Concierge categories include but are not limited to Beauty, Car & Motor Services, Cleaning Services, Pet Services, Conveniences & Pharmacies.
 - Business listings will include: images, website link, phone number, business hours, open/closed status, Google Reviews, other businesses "Nearby," address and GPS directions, and social sharing.

9.7 Partner Portal

Scope of Work

Partner Portal - Online Travel Industry Partner Engagement

Target Audience: Local industry partners, travel and hospitality businesses e.g. lodging, dining, attractions.

Objective: Increase DMO-partner communication; allow for easy access to industry-related resources or important documentation on TDC activities, as provided by the DMO; engage the local travel industry partners by providing an online space with news and media center, directly accessible at the Florida's Adventure Coast tourism website.

Setup & Development of Online Portal section in the existing floridasadventurecoast.com website, with password-protection login required. This will be accomplished by an installation of dedicated partner management WordPress plugin.

Development Scope of Work

- Setup Portal Page Frontend
 - Apply all branding customizations to the newly created online portal, including logo, colors, header images, and customized homepage with elements of choice (news, copy intro, etc.)
 - Setup menu items and update options as needed
 - Setup login/sign up page
 - Update menu dropdown options in FAC's website navigation
- Upload database of partners
 - Setup Organizations & Contacts - if available
 - Setup groups, e.g., Board of Directors, Lodging, etc. if applicable
- Upload of content (as provided by the DMO)
 - Upload files, videos, and other materials as needed for the portal. Advise on files organization and sections for best content consumption and engagement of partners.
 - Upload industry press releases and blogs to News Section
- Project Management & Communication
 - Consultation for industry communication best practices
 - Staff training and onboarding on the Admin tools for continued content updates
 - Project development management including receipt of content assets

Ongoing Support by ITI Digital Scope of Work

Two hours monthly to serve as an extension of your team, performing the following content management tasks

- Updating content on partner portal such as media center materials or special messages
- Updating database of partners as needed
- Regenerating login and passwords as needed
- Technical Support provided to the DMO
- Client consultation and content suggestions for existing pages, as required

9.8 WordPress Hosting & Support

Managed WordPress Hosting

- Daily Server Backups - We back up your website every night, ensuring that your essential data is safe and secure. This way, you can revert to a previous version in the event that you made a change that broke the site or for any other reason.
- Domain uptime monitoring, using the Freshping 24/7 monitoring tool. We guarantee 95% domain uptime/year. Dedicated WordPress Security, which includes:
 - Core WordPress Files are locked down, so potential malicious activity cannot overwrite files.
 - WordPress PHP
 - Intelligent IP blocker detects intruders and blocks them across all sites on our servers within seconds.
- Updates to existing WordPress plugins. Any work-related towards troubleshooting plugins installed on the website will count towards the available support hours.
- Malware scanning and monitoring. Any malware removal will be counted towards allocated website support plan hours. Should more hours be required, ITI Digital will advise client accordingly.
- Hosting of the database on a scalable cloud-based server. Hosting includes space for files, images, and content of the website—Malware & virus scanning and removal (quarterly).
- SSL Security Seals. We provide and install the SSL security seals on your primary domain. The security seals enable your website visitors to know you have invested in their safety and indicate that you provide secure transactions and data.
- Staging and Privacy Mode. These options are used when we need to restore a backup or in the event of needing a test website for new features.
- Training. Ongoing CMS training upon request.
- Monthly Analytics Report
- Quarterly Consultation Call

WordPress Website Support Plan

Ten hours a month perform the following tasks on the new website:

- Updates to text, images, and other minor content changes to the customer's website existing pages. Add or remove GTM tags, tracking pixels, or other advertising campaign tag scripts
- Editing menu items, icons such as weather, social media, video, iTunes, Google Play, and PDF links.
- Add and remove smart banners for app downloads.
- Creating directions for the client on key WordPress Content Management System features

Quarterly:

- CMS quarterly upgrades/security patches to the server
- WordPress version updates, as it becomes available
- Updates to slideshow or video changes on the homepage either through the Content Management System or web page
- Monitoring and report on site Speed Loading via Google PageSpeed Insights
- Monitoring and report on site SEO Crawling/Indexing errors via Google Search Console

9.9 Digital Experience Platform Hosting, Tech Support & Management

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

- Apply software feature upgrades as they become available
- Ensure redundant servers for 24/7 functionality
- 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.

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.

9.9 DXP Hosting, Tech Support & Management (continued)

The afore mentioned maintenance activities are associated with each of the subsequent phases listed:

- 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.

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.

Fee Proposal (RFP Section 10)

Year One DXP Content Modules STANDARD Licensing Tier	Fees
Google Places Business Listings Annual Subscription Up to 1,000 Google Places delivered annually.	\$7,000.00
Automated Events Calendar Annual Subscription 1,500 delivered yearly & 30 Facebook Business Pages for Tracking	\$7,000.00
Custom Trip Planner Annual Subscription Trip Planner widget including up to 2,000 Google Places	\$3,000.00
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
Instagram User-Generated Content & Dashboard Annual Subscription Unlimited user-generated content from Instagram @Accounts and #Hashtags	\$4,800.00

Total \$28,800.00

(OPTIONAL) DXP Content Modules - Premium Features Licensing

1. Automated Location Based Categorization for Events and Places

This feature arranges events based on their location and introduces a new dropdown function for website users. It also allows for the inclusion of location-specific content as new category widgets on the destination website.

2. Enhanced PDF Customization with Canva App

Take your Events or Places PDF customization to the next level with our DXP <-> Canva integration. Build customized Canva PDF designs including pre-populated DXP data, e.g. event title, event dates, images, etc; all without leaving the DXP dashboard!

Year 1 DXP Content Modules PREMIUM Licensing	Fees
Google Places Business Listings Annual Subscription Up to 2,000 Google Places delivered annually.	\$8,500.00
Automated Events Calendar Annual Subscription 3,000 delivered yearly & 45 Facebook Business Pages for Tracking	\$9,000.00
Custom Trip Planner Annual Subscription Trip Planner widget including up to 2,000 Google Places	\$3,000.00
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
Instagram User-Generated Content & Dashboard Annual Subscription Unlimited user-generated content from Instagram @Accounts and #Hashtags	\$4,800.00

Total \$32,300.00

Pricing Proposal (RFP Section 10) - Continued

Added Values DXP Content Modules	Fees
(WAIVED) One-Time DXP Development & Customization Fee for existing DXP modules. Waived \$20,000 setup fee for Events, Places, Trip Planner, Itineraries & Instagram UGC.	\$0.00
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
DXP Hosting, Tech Support & Management	\$0.00

Business Concierge, Partner Portal & WordPress Managed Hosting	Fees
Business Concierge - Community Relations Development & Annual Subscription (One-time Setup Fee of \$4,000 and Annual Content Data and Hosting at \$6,000)	\$10,000.00
Partner Portal - Online Travel Industry Partner Engagement Development & Annual Subscription Added to floridasadventurecoast.com (\$7,000 One-time Development Fee and \$4,000 Annual Licensing Fee)	\$11,000.00
Floridasadventurecoast.com WordPress Hosting & Support Annual Subscription Managed and secure hosting for WordPress destination website, including 10h/monthly of web support.	\$14,000.00

Total \$35,000.00

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References (RFP Section 13.7.2)

Visit Currituck, North Carolina "Virtual Visitor Center" Website

<https://explore.visitcurrituck.com/>

Platform: WordPress

Reference: Tameron Kugler, Currituck Travel & Tourism Director

252-435-2947, tameron.kugler@currituckcountync.gov

Project Team Members

- Aline Gill, Project Lead
- Randy Gong, Lead Software Engineer
- Peter Lourdes, Client Success and Training
- Grace de Guzman, Content implementation and website setup

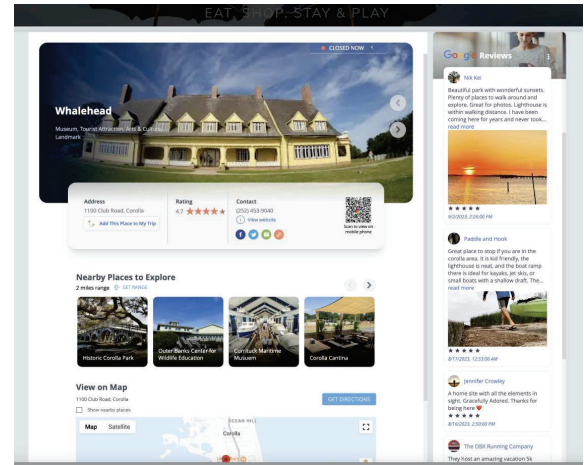
Project Description

The website serves as a comprehensive guide to Currituck County. It offers visitors a wealth of information about the area's attractions, events, and outdoor activities, making it an ideal resource for anyone planning a visit to the region. The site features stunning photography, easy-to-navigate menus, and a user-friendly interface with automated Google Places & Reviews business directory, as well as an automated community-driven events calendar. Whether you're looking for information on historic sites, outdoor adventures, or delicious local cuisine, this website has everything visitors need to plan the perfect trip to Currituck County.

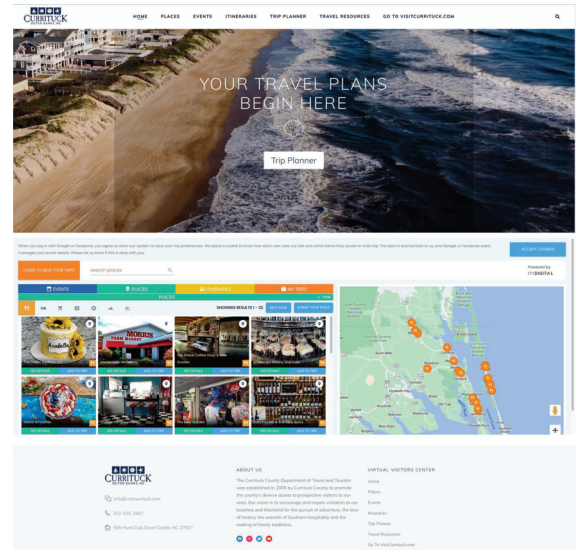
"We continue to enjoy our relationship with ITI Digital and have for several years. The Events Calendar is popular with our visitors and gives them the ability to quickly find out what is happening in the area during their vacations. The content management system is easy to navigate and the accessibility widget is invaluable for our potential guests with disabilities who want to review our content. This widget also assists us in fulfilling the aim of our department and our County to create accessible spaces and content. ITI Digital recently also produced a wayfinding in-market visitor app for our Corolla destination that is gaining a lot of traction and continues to help improve the visitor experience. I have known Franci Edgerly for many years and she and her team are thoughtful listeners and innovators. Her team has taken ITI Digital products and made the software work for us and not the other way around."

Tameron T. Kugler, Currituck Travel & Tourism Director
Visit Currituck Outer-Banks, North Carolina

Business Detail Page - Museum/Attraction



Trip Planner



References (Continued)

Visit New Smyrna Beach, Florida Destination Website

<https://www.visitnsbfl.com/>

Platform: HubSpot

Reference: Debbie Meihls, President & CEO with Southeast Volusia Advertising Authority/Visit NSB

386-428-1600, dmeihls@visitnsbfla.com

Project Team Members

- Aline Gill, Project Lead
- Rajesh Agrawal, Full-Stack Web Developer & HubSpot HUBDB Specialist
- Grace de Guzman, Content implementation
- Peter Lourdes, Client Success & Training

Project Description

The website is an excellent resource for anyone planning a trip to New Smyrna Beach, Florida. Its key features include an automated business directory, which makes it easy for visitors to find local restaurants, hotels, and attractions with accurate and real-time information. The website also offers unique interactive GPS-enabled trails, allowing visitors to explore the area's natural beauty and rich history at their own pace. Additionally, the website has a comprehensive content strategy, providing visitors with detailed information on everything from local events and festivals to outdoor activities and attractions. Whether you're a first-time visitor to New Smyrna Beach or a seasoned traveler, this website is an essential tool for planning your next adventure.

"I must admit I am a bit biased as I have had the pleasure to work with your company while I was Executive Manager of the Bradenton Area CVB. Working with you during those five and a half years proved to me that your team could do just about anything! Your clientele respect and ability to deliver on deadline proved to me that I would be fortunate to work with you in the future. Upon arrival at the New Smyrna Beach Area Visitor's Bureau, we immediately sent out a RSQ for our responsive website and digital needs. Being a governmental division of Volusia County, we poured through the proposals and were happy to have our board unanimously chose ITI-Digital. Our mobile Applications, Website, landing pages, and content management has never been better. What your team has done for our social media platforms in one year has been outstanding. We could not have selected a better company to align with our growing brand."

Debbie Meihls, President & CEO, Visit New Smyrna Beach, Florida

Visit Peachtree City, Georgia

"Virtual Visitor Center" Website

<https://ptcpassport.visitpeachtreecity.com/>

Platform: WordPress

Reference: Kymberly Hughes, Executive Director with Peachtree City Convention & Visitors Bureau

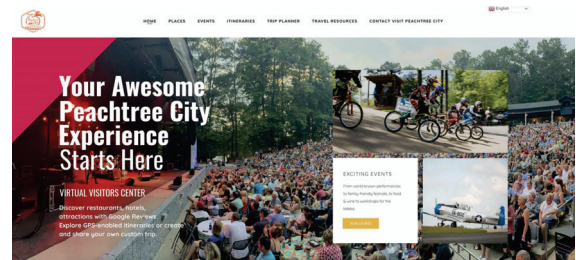
(678) 216-0282, kym@visitpeachtreecity.com

Project Team Members

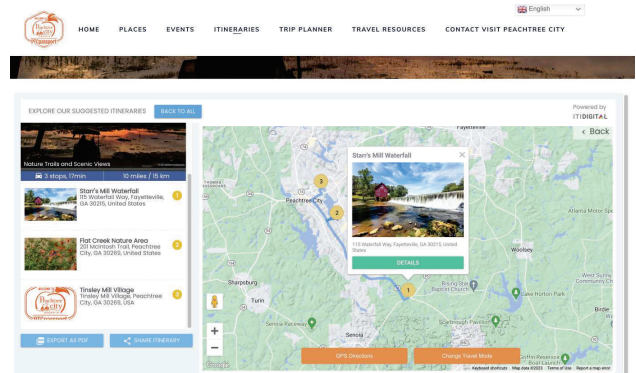
- Aline Gill, Project Lead
- Randy Gong, Lead Software Engineer
- Grace de Guzman, Content Implementation
- Peter Lourdes, Client Success & Training

Project Description

The PTC Passport website is a comprehensive online resource that serves as a business directory for Peachtree City, GA. One of its standout features is the integration of Google Reviews, which empowers business owners and allows customers to provide real-time feedback on their experiences. This information is invaluable for both locals and visitors looking for reliable information about the quality of goods and services in the area. Additionally, the branded PTC Passport concept gives the website a unique identity that fosters a sense of community among local businesses and residents alike.



GPS-enabled Itinerary



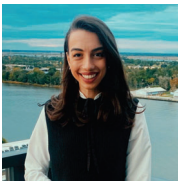
Project Staffing & Organization (RFP Section 13.7.3)

Primary role and responsibility of ITI Digital leadership and key project team members.



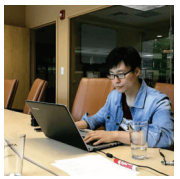
Franci Edgerly, Founder & CEO

With three decades in travel and community development, Franci is not just a seasoned industry veteran; she's a forward-thinking strategist attuned to the evolving landscape of travel behavior and technological trends. She understands that in today's fast-paced, digital-first world, static websites won't cut it. Visitors demand real-time, engaging content, and businesses need efficient ways to provide it. Rejecting the 'build it and they will come' mindset, Franci leverages her deep industry insights to proactively address these challenges. Under her visionary leadership, backed by a team of tech experts and destination specialists, ITI Digital has rolled out a transformative software suite for DMOs. From dynamic content modules to intuitive travel planning tools, everything operates on our game-changing Digital Experience Platform (DXP). Franci's laser-focused vision makes ITI's SaaS not just an asset but an essential tool for DMOs looking to excel in a competitive market.



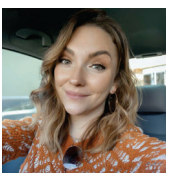
Aline Gill, Vice President, Digital Strategy

A fifteen-year tourism industry veteran, Aline oversees all company operations and customer experience for SaaS and website development, and other client products. A native of Brazil, she has a Bachelor's degree in Tourism from *Universidade Federal de São Carlos* in Sorocaba, São Paulo. Early in her career, while in Brazil, she worked for their largest exchange students tour operator, and a Preferred Hotels® resort located in Sao Paulo. This multifaceted experience in the travel industry enriched Aline's understanding of visitors and guests' needs at every level of their experience. At ITI Digital, she oversees the delivery of all digital projects such as websites, mobile applications and marketing campaigns. She also directs the product development strategy of our industry-leading SaaS content solutions, driving ITI Digital's brand awareness and growth across travel verticals. She has been a part of our company for over 10 years.



Randy Gong, Lead Software Engineer

Introducing our linchpin in software engineering—Randy Gong, a masterful talent whose credentials include a Master's in Software Engineering from the University of York, UK. With over a decade of experience, Randy isn't just another developer; he's an engineer with an incisive vision and an unwavering commitment to excellence. He's not merely content with 'connecting the dots;' Randy aims for unbreakable code, robust architecture, and scalable solutions. Having contributed to the R&D of multiple large-scale ERP systems, his expertise is not just wide but deep, encompassing everything from full-stack technologies to DevOps and Agile methodologies. As a senior software engineer, team leader, and certified Scrum Master, Randy is pivotal in translating software requirements into actionable, value-driven results, setting the gold standard for what software engineering can and should be.



Brittany Thomson, Client Success Manager

Brittany comes to ITI Digital with 20 plus years of customer service experience in multiple business areas, primarily sports and hospitality. She will be maintaining and developing client relationships for the ITI Digital team. She holds a Bachelor's degree in Sport Management with a Business minor from the University of Tennessee. In her spare time, you will find her coaching basketball or building a Lego set. Brittany currently lives in Nashville, Tennessee with her furbabies, Jack & RC Biscuit.

Project Timeline (RFP Section 13.7.6)

Outlined below is our proposed schedule for pivotal milestones in the development of the new projects: **Business Concierge and Partner Portal** launches. Considering the DXP Modules and WordPress Website are already completed and launched, hosted and maintained by ITI Digital, they will not require an additional milestones.

It's important to note that these timelines serve as initial estimates and are subject to change. The success of meeting these deadlines is not solely dependent on our efforts but relies heavily on a synergistic partnership with your team. Timely delivery of essential assets and collaborative engagement from both sides will be critical in ensuring the project is completed within the projected timeframe.

Project Proposed Schedule



Project Initiation (1 week)

- Project kickoff meeting with Client and ITI Digital team
- Define project milestones and timeline
- Identify project team and roles

Planning & Design Phase (2 weeks)

Partner Portal

- Develop sitemap and mutual success plan for receipt of website assets.
- Discuss WordPress theme concepts and obtain sign-off from Client

Business Concierge Places

- Confirm geofence parameters and categories

Development Phase (4 weeks)

Partner Portal

- Setup Portal Page Frontend e.g. apply all branding customizations to the newly created online portal, including logo, colors, header images, and customized homepage with elements of choice (news, copy intro, etc.)
- Upload database of partners
- Upload of content (as provided by the DMO).
- Build website functionality, including all pages as per sitemap, digital forms, and user account systems
- Test website for compatibility, usability, and functionality as per our QA standards
- Provide Test URL for Client to review and approval website

Business Concierge

- Develop and customize the DXP modules - Google Places Business Listings (Directory) and Events Calendar
- Collaborate with Client for Google Listings and Events categorization
- Optimize website pages for search engines (SEO)
- Provide Test URL for Client to review and approval website

Launch and Post-Launch Phase (2 weeks)

- Deploy website to live server
- Conduct final testing and debugging
- Train client on how to use the CMS (if applicable)
- Develop post-launch maintenance plan
- Monitor website performance, through determined KPIs, and make adjustments as needed

Proposed Timeline (RFP Section 13.7.6)

Staff Involvement & Decision Process

Client Responsibilities

- **Google Places Categorization & Editing.** Once provided access to your DXP dashboard, we request the Client approve, categorize and edit any business listing details, as desired.
- **Events Calendar Categorization & Approval.** Once provided access to your DXP dashboard, we request the Client approve, categorize and edit any event details, as desired.
- **Content Delivery.** The Client is responsible for creating and delivering all static content, relevant images for static pages, and videos where appropriate. ITI Digital will migrate existing content to the new site if provided in an accessible format. As a destination marketing agency, we offer content writing services upon request.
- **Media Delivery.** The Client is responsible for providing access to all desired imagery or video chosen for the website, with confirmation that the organizer has the rights to use such media files.
- **Domain Purchase & Management.** Provide website domain of choice, and be available to update the IP address upon website approval for launch. Alternatively, provide ITI Digital temporary access to the domain manager.
- **Mutual Collaboration.** Maintain a timely communication standard, adhering to call requests and email communication for project pending assets or overall updates. We are committed to our proposed schedule and will require mutual collaboration to achieve our project milestones.
- **Review of final test URL.** Upon completion of the development phase, we will provide a test URL for the last review and approval of the site in preparation for launch. We request that all required edits be submitted as one Word document for an easy-to-follow checklist.

ITI Digital Responsibilities

- **Quality Assurance.** Before a newly built web application can be reviewed, ensuring it meets rigorous quality standards is essential. In this phase, comprehensive quality assurance of the various developed features is performed. Browser responsive testing, regression testing, functional testing, load testing, and performance testing are the main types of quality assurance tests performed here. The testing phase includes:
 - Google PageSpeed Insights and overall site performance best practice adjustments
 - Mobile-specific testing to ensure responsiveness on multiple screen sizes
 - Optimize images and site files with the Hummingbird plugin to compress media size and improve site performance.
- **Platform Training**
 - Training on the DXP Dashboard for future content updates and promotions
 - Training on the WordPress CMS pages for future content updates
- **Ongoing Client 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 support ticket and communicate with you and our development team. Our standard communication process:
 - We recognize and respond to the ticket within the business day it is submitted.
 - If possible, we correct it within two working days or contact your team for further directions/clarification to solve the problem.
 - Bugs and technical issues that may need to be escalated will be submitted to our development team, providing a detailed estimated delivery date.
 - At all times, we will keep the Client informed of the timelines.
- **Mutual Collaboration.** Maintain a timely communication standard, adhering to call requests and email communication for project pending assets or overall updates.

----- end of proposal -----

HERNANDO COUNTY EMPLOYMENT DISCLOSURE CERTIFICATION STATEMENT

02/04/2024

(date)

Hernando County
Purchasing and Contracts Department
15470 Flight Path Drive
Brooksville, FL 34604

The undersigned certifies that to the best of his/her knowledge:

Is any officer, partner, director, proprietor, associate or member of the business entity a former employee of Hernando County within the last two (2) years? No Yes

Is any officer, partner, director, proprietor, associate or member of the business entity a relative or member of the household of a current Hernando County employee that had or will have any involvement with this procurement or contract authorization?

No Yes

If the answer to either of the above questions is "Yes", complete the "Relatives and Former Hernando County Employees - Roles and Signatures" table (Part A and/or Part B, as applicable).

Bidder:

partners@iti-digital.com

(Email address)

P.O. Box 1785, Bradenton, FL 34206

(Address)

Franci C. Edgerly

(Signature required)

(912) 250-2689

(Phone)

Franci C Edgerly

(Print name)

(Fax)

Founder & CEO

(Print title)

31-1476976

(Federal Taxpayer ID Number)

Relatives and Former Hernando County Employees – Roles and Signatures

Part A: Employees that left Hernando County in the last two years.

Employee Name/Signature	Job Performed for Hernando County	Current Role with Business Entity	Date Left Hernando County
Name: _____ Sign: _____ • Involved with this procurement on behalf of Hernando County? No <input type="checkbox"/> Yes <input type="checkbox"/> • Involved with proposal development for this procurement? No <input type="checkbox"/> Yes <input type="checkbox"/>			
Name: _____ Sign: _____ • Involved with this procurement on behalf of Hernando County? No <input type="checkbox"/> Yes <input type="checkbox"/> • Involved with proposal development for this procurement? No <input type="checkbox"/> Yes <input type="checkbox"/>			
Name: _____ Sign: _____ • Involved with this procurement on behalf of Hernando County? No <input type="checkbox"/> Yes <input type="checkbox"/> • Involved with proposal development for this procurement? No <input type="checkbox"/> Yes <input type="checkbox"/>			

Part B: Identify officers, partners, directors, proprietors, associates or members of the business entity that are relatives or members of the household of Hernando County employees currently working for Hernando County, if Hernando County employee had or will have any involvement with this procurement of contract.

Firm Officer, Partner, Director, Proprietor, Associate or Member Name	Name and Relationship of Relative or Member of Household Employed at Hernando County	Role at Hernando County	Hernando County employee's Role with this Procurement

(Make copies of this form as needed to list additional employees.)

This document should be completed and returned with your submittal.