



AGENDA ITEM

TITLE

Award of Contract to ITI Digital, LLC, for Digital Experience Platform - Automated Feeds for Places (Company Listings), Events, Itineraries, and UGC, With Wordpress and DXP Hosting and Maintenance (Contract No. 23-RFP00375/TPR; Year One Amount: \$63,800.00; Three Year Value of \$169,400.00)

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BRIEF OVERVIEW

On January 3, 2024, the Procurement Department issued a Request for Proposals (RFP No. 23-RFP00375/TPR) for professional services related to Digital Experience Platform - Automated feeds for Places (company listings), Events, Itineraries, and UGC, with Wordpress and DXP Hosting and maintenance.

The website for this project is www.FloridasAdventureCoast.com.

The solicitation was sent to two thousand eight hundred sixty-six (2,866) vendors. Twenty-one (21) potential bidders downloaded the solicitation.

Three (3) proposals were received on the opening date of February 5, 2024, from the following firms:

- Blue Assent Consultant LLC, Spring Hill, Florida
- ITI Digital, LLC, Bradenton, Florida
- Transform Digital LLC, San Francisco, California

One (1) proposal from Transform Digital, LLC was excluded due to a "Statement of No Proposal."

A Peer Review Committee (PRC) met on March 1, 2024, to evaluate the proposals. The committee included Tammy Heon, Tourism Development Manager, Kim Poppke, Economic Development Marketing Coordinator, and Shannon Werner, Multimedia Communication Specialist.

The PRC consensus evaluation resulted in the following score:

- IT Digital, LLC Total 99.0 out of max. 100 points
- Blue Assent Consultant LLC Total 59.2 out of max. 100 points

A Notice of Intent to award the contract to IT Digital, LLC, \$169,400.00, dated March 1, 2024,

was posted to the OpenGov website and posted to the Hernando County Administration electronic public bulletin board. No responses were received.

FINANCIAL IMPACT

Funds in the amount of \$ 63,800.00 are available in Account No.1261-02811-5304807, Tourist Development, Promo-Internet ADV&MRKTG.

LEGAL NOTE

In accordance with Part II, Chapter 2, Article V of the Hernando County Code of Ordinances.

RECOMMENDATION

It is recommended that the Board approve and authorize the Chairperson's signature on the attached award of Contract No. RFP No. 23-RFP00375/TPR to ITI Digital, LLC for an initial term of three (3) years with two (2) twelve (12) month renewals. It is further recommended that the Board authorize the Chief Procurement Officer to approve renewals when there are no changes to terms and conditions.

REVIEW PROCESS

Tammy Heon	Approved	03/04/2024 11:35 AM
Valerie Pianta	Approved	03/04/2024 12:00 PM
Jodi Florio	Approved	03/04/2024 1:18 PM
Carla Rossiter-Smith	Approved	03/05/2024 9:17 AM
Albert Bertram	Approved	03/05/2024 11:24 AM
Pamela Hare	Approved	03/05/2024 11:51 AM
Melissa Tartaglia	Approved	03/05/2024 2:35 PM
Heidi Kurppe	Approved	03/06/2024 1:05 PM
Jeffrey Rogers	Approved	03/06/2024 3:30 PM
Colleen Conko	Approved	03/07/2024 10:01 AM

RESULT: **ADOPTED**

MOVER: Brian Hawkins

SECONDER: Jerry Campbell

AYES: Narverud, Hawkins, Campbell, Allocco and Champion