
HERNANDO COUNTY
OFFICE OF ECONOMIC DEVELOPMENT-INTEROFFICE MEMORANDUM

TO: CARLA ROSSITER-SMITH

FROM: VALERIE PIANTA

Valerie Pianta

Digitally signed by Valerie Pianta
Date: 2023.12.01 13:19:15 -05'00'

SUBJECT: SINGLE SOURCE ITI DIGITAL MARKETING

DATE: 12/1/2023

The Hernando County Tourism Department utilizes the services of ITI Digital Marketing, Inc., for both website services and for advertising programs. On November 7, 2023, the Board approved the extension of the website services agreement for a period of six months, September 1, 2023, through March 31, 2024, pending the outcome of the Request for Proposal (RFP) prepared for website services.

The Tourism Department has planned an advertising program utilizing internet publishing, supported by a Google AdWords campaign. The campaign will run from December through September, allowing for an "always on" approach. These campaigns are directly and specifically connected to the website services currently provided by ITI Digital Marketing thus requiring a single source purchase.