

Contact Information	
Date	10/02/2023
Company	<b>Hernando County Tourism Dept</b>
Contact	Tammy Heon
Title	Manager, Tourism Development
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URL	<a href="https://floridasadventurecoast.com/">https://floridasadventurecoast.com/</a>
Agency Services	
Description	<b>Internet Publishing / FAC's Blog Digitizing and Distribution</b>
Contract Period	<b>December 15, 2023 - September 30, 2024</b>
Agency Fee	<b>\$28,000 Annual Licensing Fee</b> Payment Terms: 50% Payment (\$14,000) due by January 31, 2023; quarterly payments to follow as: \$7,000 each due by April 30, 2024, July 31, 2024. Invoices will be sent upon receipt of the purchase order.
Account Executive	Franci Edgerly
Notes	Scope of work as outlined in following pages addendum.

I understand that I will be billed for the quoted upon signed contract. I understand that all charges are due within 30 days from the billing date and that a finance charge of 1.5% will be applied to any unpaid balance after 30 days. By signing, you agree to ITI Digital's SaaS [Terms of Service](#). No Early Termination; No Refunds. The contract period will end on the expiration date and the agreement cannot be canceled early. We do not provide refunds if you decide to stop using the licensing services provided by ITI Digital.

Accepted on behalf of: Hernando County Tourism Dept

Accepted behalf: **ITI Digital, Inc.**

**Carla Rossiter Smith**  
Procurement Director

*Franci Edgerly*  
**Franci Edgerly**  
Founder & CEO

## Internet Publishing / Blog Content Digitizing & Distribution Strategy

**Maximize the distribution of Adventure Coast's Blog Stories and video content across key online content distribution channels.**

Original Content generates **three times as many leads** as outbound marketing, **drives six times** higher conversion rates, and has the potential for a 7.8-fold boost in web traffic.

**Target Audience:** All feeder market States and cities according to the approved marketing strategies.

### Objectives

- Proactively promote and market the Adventure Coast blogs beyond the destination website
- Enhance your digital footprint that reaches a new audience in a variety of channels
- Drives organic traffic to the website
- Influence travel to the destination
- Grow brand awareness
- Build brand loyalty

### Scope of Work

- Create and implement content distribution strategy for the Destination Blog pages. This strategy includes promoting, measuring, and reporting.
  - Distribute 24 stories/blogs on targeted sites, from content promotional platforms to social channels. Depending on platform pricing, targeting capabilities, or conversion results, we may adjust the platforms at any point during this contract, while maintaining a minimum of four unique platforms.
  - Develop and create a digital storytelling magazine that can be updated quarterly posted to the domain *magazine.floridasadventurecoast.com* hosted by ITI Digital. The content published will be the destination's blogs, as published to FAC's Stories webpage.
- ITI Digital will update the blogs to meet the distribution platform parameters of submission.
- Any promotions will be tracked with dedicated UTM parameters for enhanced Google Analytics reporting and tracking.
- Quarterly summary of activities and results will be shared with DMO, including links and screenshots of the published stories.