

Agreement of Services

Contact Information	
Date	10/02/2023
Company	Hernando County Tourism Dept
Contact	Tammy Heon
Title	Manager, Tourism Development
Address	205 E. Ft. Dade Avenue, Brooksville, Florida 34601
Phone	352-754-4405
eMail	THeon@floridasadventurecoast.com
URL	floridasadventurecoast.com
Description	WordPress Website Managed Hosting & Support Plan for <i>floridasadventurecoast.com</i>
Contract Period	October 1, 2023 - March 31, 2024
Agency Fee	\$7,000 Six-Month Hosting & Management Fee for <i>floridasadventurecoast.com</i> Payment Terms: 50% Payment by October 31, 2023; 50% Payment by January 31, 2024. Invoices will be sent upon receipt of the purchase order.
Notes	Scope of work as outlined in the next 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 Department

Carla Rossiter-Smith
Chief Procurement Officer

Accepted on behalf of:
ITI Digital



Franci Edgerly
Founder & CEO

Scope of Work

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

Plan: 10h/monthly available to 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.

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URL	floridasadventurecoast.com
Description	ITI Digital DXP Content Modules Automated Events Calendar (1,500 delivered events annually/30 Facebook Business Pages), Google Places & Reviews (up to 2,000), Trip Planner and Suggested Itinerary Library (Unlimited Itineraries), Instagram UGC, DXP Dashboard Content Management Software Platform.
Contract Period	October 1, 2023 - March 31, 2024
Agency Fee	\$14,400 (Six-Month Subscription Fee) Payment Terms: 50% Payment due by October 31, 2023; 50% Payment due by January 31, 2024. Invoices will be sent upon receipt of the purchase order.
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Daily Events Calendar SaaS

SCOPE OF WORK

Events Content and Management Platform

What we do. Our software aggregate and deliver daily event's content from data sources such as Google, Facebook, Eventbrite and more, to the DXP.

Customer Access to the Digital Experience Platform - Content Management Control.

The ITI Digital DXP is a platform that powers personalized, cross-channel digital experiences. 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. With access to the DXP and the innovative and feature rich DXP, staff are empowered to edit, approve and publish events directly to your website. Key Features of ITI Digital DXP:

- 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.

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.

Events SEO Optimization - Schema.org Optimization for each individual daily event

Each point of interest 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. Therefore, Google bots and other search engines have more content to index, which will enhance the SEO results of the tourism site.

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.

Business Listings - Google Places & Reviews

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, Business hours and open/close status are automatically updated 24/7, Contact information: Website link, phone number, and address, and GPS-enabled directions.

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- 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.

Content Management - Features our Clients **LOVE!**

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

- 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.

Places SEO Optimization - Schema.org Optimization For Each Place of Interest

Each point of interest in our Places DXP widget includes schema.org markup to optimize content discovery by Google SEO traffic bots. The Places 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. Therefore, Google bots and other search engines have more content to index, which will enhance the SEO results of the tourism site.

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- **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.

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

Customer Access to the Digital Experience Platform - Content Management Control.

The ITI Digital DXP is a platform that powers personalized, cross-channel digital experiences. 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. With access to the DXP and the innovative and feature rich DXP, staff are empowered to edit, approve and publish events directly to your website. Key Features of ITI Digital DXP:

- 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.

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 image

Integrated Frontend Widget

- Provide your webmaster with the widget code and integration directions. 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.
- 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

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.

Customer Access to the Digital Experience Platform - Content Management Control.

The ITI Digital DXP is a platform that powers personalized, cross-channel digital experiences. 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. With access to the DXP and the innovative and feature rich DXP, staff are empowered to edit, approve and publish events directly to your website.

Key Features of ITI Digital DXP:

- 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.

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
- Optional: add a custom Trip Planner homepage image
- Customize header images for the Trip Planner PDF
- Choose to highlight certain Places of interest or mark them as Editor's Choice

Delivering the Frontend Widget

- Provide your webmaster with the widget code and integration directions. 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.
- 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.

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.

Customer Access to the Digital Experience Platform - Content Management Control.

The ITI Digital DXP is a platform that powers personalized, cross-channel digital experiences. 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. With access to the DXP and the innovative and feature rich DXP, staff are empowered to edit, approve and publish events directly to your website. Key Features of ITI Digital DXP:

- The software has the flexibility that allows DMOs to edit and add content manually.
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- The data feeds are customizable.

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

DXP Software Maintenance & Support

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

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

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.

DXP Software Maintenance & Support

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

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

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.

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Description	Advanced SEO
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Advanced SEO - Website Optimization for Organic Traffic

OBJECTIVE

A new website launched without redirects will ultimately cause a drastic drop in website rankings and organic search traffic. Therefore, if any of those pages have moved or been deleted, we will set up permanent URL 301 redirects (from the old URLs to the new ones). Our team uses 301 redirects, so search engines update their index and visitors find the content they are looking for without being sent to a 404 error page.

We will also submit the XML sitemap to Google & Bing for proper indexing and crawling. And of course, all of your current website assets and copy, including the page titles, metadata, alt text, image titles & credits, etc., will be optimized and migrated over to the new hosting environment accordingly.

SCOPE OF WORK - SEO Maintenance Package	Included Monthly
<p>Audit & Correct Technical Issues Site crawl to assess indexing status and other technical errors. If technical errors are reported, we organize and correct items in the following categories: Critical (high SEO impact), Warnings (moderate SEO impact) and Recommendations (low SEO impact).</p>	✓
<p>Redirects & SEO-Friendly URLs Identify and setup 301 redirects as needed, as well as update URL structure to be SEO-friendly if and when flagged by Google indexing.</p>	✓
<p>Keyword Research & Analysis Monthly pull a list of top SEO keywords that may be incorporated in your</p>	✓
<p>Constant Monitoring Every 14-day site crawl indexing status for continuous assessment.</p>	✓
<p>Optimization of Robots.txt By using your robots.txt the right way, you can tell search engine bots to spend their crawl budgets wisely. And that's what makes the robots.txt file so useful in an SEO context.</p>	✓
<p>Custom 404 page setup, if applicable Setup dedicated 404 pages on the site, with proper return to Homepage if not yet created.</p>	✓
<p>Identify and Correct Crawl Errors Crawl errors occur when a search engine tries to reach a page on your website but fails at it. Crawling is the process where a search engine tries to visit every page of your website via a bot. We identify any potential crawl errors and fix the page URL as needed.</p>	✓

SCOPE OF WORK - SEO Maintenance Package - Continued	Included Monthly
<p>Spell-Check Scan & Recommendations Not only can they cost you visitors and engagement, but they can also be harmful to your site's SEO. To put it in layman's terms, spelling errors can cause you to lose page rank and get beat out in search engine results pages by your competition.</p>	✓
<p>Broken Link Scan and Correction Scan and report on broken links or URL inconsistencies that may need adjustments to be available for site crawling.</p>	✓
<p>Content audit and consultation Every month we will provide a list of content recommendations. The most common issues that affect SEO are low word count or duplicated content.</p>	✓
<p>Google Analytics and Google Tag Manager setup-related tasks, if required</p>	✓
<p>Meta Tag Creation & Implementation (Up to 10 pages per quarter) Meta tags are small descriptions that provide data about your page to search engines and website visitors. In short, they make it easier for search engines to determine what your content is about, and thus are vital for SEO. We will write or revise meta tags on the site needed, up to 10 pages per quarter.</p>	Quarterly
<p>Backlink Analysis and Reporting We want to monitor and ensure backlinks are consistently growing with positive mentions of the site's domain. We will provide a quarterly report (CSV) of indexed backlinks and comprehensive report of history of backlinks overtime.</p>	Quarterly
<p>Duplicate content analysis and canonical tag Implementation Report on duplicate content, for recommendations on content updates, as well as implementation of canonical tags if pages with similar content must both stay online.</p>	Quarterly
<p>Website Reporting & Strategic Call</p>	Quarterly