

ITI Digital DXP Content Modules; Places, Events, Trip Planner, Itinerary Builder, Instagram UCG, DXP Dashboard Content Management	
Software Platform	\$14,400
Advanced SEO	\$12,000
Total Web Services (October 23 - March 24)	\$33,400

FINANCIAL IMPACT

Funding of the \$33,400 is included in the FY2024 Budget: Expense Account No. 1261-02811-5304805 Tourist Development Tax - Tourist Development - Promo-Website & Related Expenses.

LEGAL NOTE

The Board has the authority to act on this matter pursuant to Chapter 125, Florida Statutes.

RECOMMENDATION

It is recommended that the Board approve the new contract to ensure continuation of subscriptions services, in the amount of \$33,400.