



Legislation Text

File #: 11538, **Version:** 1

TITLE

Award of Sole Source Contract to ITI Marketing, Inc., for Promotional Advertising to Promote Florida's Adventure Coast for Tourism Development

BRIEF OVERVIEW

The Hernando County Tourism Department utilizes the services of ITI Digital Marketing, Inc., for three (3) plug-ins on their website, FloridasAdventureCoast.com., GetSocial-UGC Platform, I'm going - Calendar of Events and I'm Going - Places. Collectively, these plug-ins tools (SaaS) provide automated listing of partner company listing and events. ITI Digital Marketing, Inc., recently redesigned and rebuilt the Tourism website. ITI Digital marketing, Inc., will host the website, while providing ongoing support for three (3) SaaS, dynamic content modules. They also provide Search Engine Optimization for the website on an ongoing basis ensuring maximum results for organic search.

The Search Engine Marketing Campaigns are used to promote Hernando County as a tourist and outdoor recreation destination. ITI Digital Marketing, Inc., consistently delivers higher than industry average click-through rates by creating custom content which is displayed across multiple websites and promoted through Google AdWords and social media ads. The combined distribution, extended lifespan of the content on ITI's travel site, and guaranteed click-throughs make ITI Digital Marketing campaign the best value for the money.

The Hernando County Tourism Development is requesting approval for annual estimated expenditures of \$120,500.00 for continuing advertising, search engine optimization, web, additional SEM, Search Campaign, and content development services.

Hernando County Procurement Department posted a 15-Day Sole Source Advertisement on the County's website, December 22, 2022, to January 17, 2023. There were no challenges.

FINANCIAL IMPACT

Funding is included in the FY2023 Budget: Expense Account No. 1261-02811-5304805 Tourist Development Tax - Tourist Development - Promo-Website & Related Exp, Account No. 1261-02811-5304814 Tourist Development Tax - Tourist Development - Promo-Multimedia and Account No. 1261-02811-5304807 Tourist Development Tax - Tourist Development - Promo-Internet Adv&Mrktg.

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 Sole Source for ITI Marketing, Inc.'s purchases in the annual amount of \$120,500.00 for website hosting and maintenance, SEO, and SEM marketing

campaigns for Tourist Development. ITI Digital Marketing, Inc.'s agreement auto renews until termination. It is further recommended the Board approve the Chief Procurement Officer (CPO) to renew the contract for three (3) subsequent renewal terms as future budgets allow and authorize the CPO to approve change orders as they become necessary and required. Any renewal requests beyond the three (3) year period will brought back to the BOCC for approval.