

SCOPE OF SERVICES

Advertising Agency Services

1. Project Overview

Contractor shall provide creative brand development services, production services, media planning, including buying and designing strategic marketing campaigns (“Services”), for the Greater Fort Lauderdale Convention & Visitors Bureau (GFLCVB), as well as project-specific Services for the Aviation Department (“Airport”), Port Everglades Department (“Port”), and the Cultural Division (“Cultural”), (operated under separate budgets). Project-specific Services for the Port, Airport, and Cultural will be separately determined and authorized, as needed. Additional County departments or divisions may be added by County at any time upon written notice by the GFLCVB Contract Administrator, which notice shall specify the Contract Administrator and any applicable budget limitations for that department or division. If additional County departments or divisions are added, they will not be included in the GFLCVB Monthly Fee, and any services provided to the additional agency will be billed at the applicable hourly rate separate from GFLCVB’s contract not-to-exceed thresholds.

2. Services Description

2.1. GFLCVB Only

2.1.1. Contractor shall provide Monthly Fee Services as described below in Section 4 on an ongoing basis without the requirement of specific written authorization from the County. County estimates the Monthly Fee Services will require Contractor to provide approximately 900 service hours per month. The Monthly Fee Services include all Services associated with media planning, but do not include the actual cost of the media buys and applicable commission. Note: The approximate 900 service hours per month is only an estimation and the actual number of hours required to perform the Services may vary from month-to-month. The selected vendor will be required to provide all Services within the Scope of Work for the Monthly Fee

2.1.2. In addition to the Monthly Fee Services, Contractor shall provide Commissioned Media Services (as described below in Section 7.1) consisting of negotiating and buying media on an as-needed basis. Annual media buys are estimated at \$10MM; however, GFLCVB makes no guarantees as to the actual amount of annual media buys, and Contractor understands that the budget for media buys may vary from year-to-year. Commissioned Media Services may only be undertaken after Contractor receives a fully executed Work Authorization, followed by a Notice to Proceed.

2.2. Other Departments (Airport, Port, Cultural)

2.2.1. Contractor shall provide Other Department Marketing and Communications Services (as described below in Section 5) on an as-needed basis for hourly payment. County estimates the Services will require Contractor to provide approximately 54 service hours per month for Airport, 68 hours per month for Port, and 100 hours per month for Cultural, which are estimations that may vary month-to-month. Of these hours, it’s estimated that approximately 12 hours will be required for Section 5.2.15 (Social Media Services) and approximately 210 for the remaining services within Sections 5.1-5.5. No minimum number of service hours are guaranteed. These services may only be undertaken after Contractor receives a fully executed Work Authorization, followed by a Notice to Proceed.

2.2.2. In addition, Contractor shall provide Commissioned Media Services consisting of all media ad buys made by these departments (as described below in Section 7.2). Commissioned Media Services may only be undertaken after Contractor receives a fully executed Work Authorization, followed by a Notice to Proceed.

3. Managerial Approach

For all Services provided, Contractor will implement the following management approach at no additional cost to County:

- 3.1. Contractor will ensure that the persons responsible for Contractor's performance of the Services under this Agreement and, to the extent applicable (collectively "Key Personnel"), are appropriately trained and experienced and have adequate time and resources to perform in accordance with the terms of this Agreement. To the extent Contractor seeks or is required to make any change to the composition of the Key Personnel, Contractor will provide County with thirty (30) days' advance written notice (or as much advance notice as is possible if thirty (30) days' notice is not possible) regarding such changes and the management plan associated with such changes. County shall not be responsible for any additional costs associated with a change in Key Personnel.
- 3.2. Contractor will ensure an employee is identified and held accountable as the primary contact responsible for quality control and ensuring Services are delivered timely and in complete, accurate states. The designated primary contact is responsible for ensuring deliverables are presentable and meet County's expectations, including but not limited to, containing features such as proper spelling and punctuation, appropriate photography and copy, and other aspects related to quality control and compliance with each Service. Contractor will further ensure a plan is in place to evaluate this person's performance regularly, as requested by the Contract Administrator, and correct any situation related to quality control promptly.
- 3.3. Contractor will submit an onboarding plan for approval by the Contract Administrator within sixty (60) days after the Effective Date of the Agreement. The onboarding plan shall identify a strategy that includes an inventory of existing concepts and creative, analysis of current brand and market position, destination attribute assessment, promotional history of destination, history of partners' participation, review of online traffic and inquiry fulfillment, review and analysis of social media voice, review and analysis of press and share of voice, stakeholders' input, and strengths, weaknesses, opportunities, and threats (SWOT) analysis.
- 3.4. Annually, Contractor will review and identify staff workflow for producing Services from concept to final acceptance.

4. Monthly Fee Services

Contractor shall provide the following Monthly Fee Services -- for the GFLCVB department -- with accountability and justification to actual services performed; Contractor shall keep records reflecting the Monthly Fee Services performed, costs incurred, and the actual total hours worked by each of Contractor's employees or Subcontractors on each specific Monthly Fee Service provided during the applicable billing period.

Note: The GFLCVB has attempted to estimate the percentage of Monthly Fee Services falling into each category set forth below; however, because the needs of the GFLCVB differ monthly, actual usage in each category may vary and GFLCVB makes no guarantee or commitment of any kind concerning actual usage. The selected vendor shall provide all Monthly Fee Services required by the GFLCVB for the Monthly Fee.

4.1. Communication & Reports (Estimating usage at approximately 15% of the Monthly Fee)

- 4.1.1. Contractor shall provide such periodic reporting as may be requested by the Contract Administrator or delegated Project Manager.
- 4.1.2. Attend meetings as requested by GFLCVB and provide an updated recap of projects including past, current, and planned, demonstrating weekly progress.
- 4.1.3. Monthly, provide reports including analytics of the impact of executed media strategies and tactics, as well as provide recommendations for improvement for all Key Performance Indicators (including, but not limited to: return on investment, click-through rate, conversion rate, cost per lead, and impressions) and generate custom reports and analytics, as needed.
- 4.1.4. Monthly, present data (via dashboard or similar) that provides the data driven process for media buying and displays return-on-investment (ROI).
- 4.1.5. Monthly digital reporting and analysis of all advertising including optimization recommendations. Provide ROI insights with measurable results including, but not limited to:
 - 4.1.5.1. Increase in visitors to GFLCVB website and/or digital vacation planner;
 - 4.1.5.2. Increase in awareness and intent to visit Broward County (i.e. searches for flights and hotels, as well as bookings);
 - 4.1.5.3. Monthly budget reviews, media verification and cost comparative;
 - 4.1.5.4. Audit all media buys for accuracy and provide proof of performance including tear sheets, photo sheets, screenshots and run reports, and ensure corrective measures for any unfulfilled items, as necessary.
- 4.1.6. Complete monthly billing with all appropriate back-up documents, including detailed time sheets, media proof of performance and detailed invoices (including preapproved reimbursables and any hours utilized for applicable Optional Services), original line-item receipts, and comprehensive billing recap including projections through end of the Fiscal Year.

4.2. Brand Strategy and Creative Services (Estimating usage at approximately 50% of the Monthly Fee)

- 4.2.1. Development of a research-based brand and marketing and advertising creative strategy for both the domestic and international markets and provide recommendations for proper execution.
- 4.2.2. Development and production of results-driven marketing and advertising creative to support overall media and brand strategy.
- 4.2.3. Design and graphics services, including the creation and implementation of original creative, designs, artwork, layout and design templates, typography and illustrations, photography and other related elements that present a consistent brand for advertising.
- 4.2.4. Editorial services including, but not limited to, copywriting, fact-checking, proofreading, and editing of all materials placed or handled by Contractor.

- 4.2.5. Production services necessary to create promotional materials from concept to final format, including those required for relevant media and added value placements and delivery to media vehicles as required.
- 4.2.6. Full execution of photography and video production projects (including overseeing the direction of photo and video shoots, work for hire and talent agreements, creative asset selections, and related costs).
- 4.2.7. Project management related to production work.
- 4.2.8. Development and production of the Annual Marketing Communications Plan in a manner and format approved by Contract Administrator.
- 4.2.9. Collateral projects including copy, design, production, studio services, Contractor selection and management (as required), print production management (including attending press checks when required), and management of distribution (as requested).
- 4.2.10. Maintain digital assets and digital brochures, as needed, making updates as necessary on multiple platforms for optimal user experience.
- 4.2.11. Implement and maintain an email marketing program strategy to promote the destination.
- 4.2.12. Develop a content marketing strategy to deploy across a variety of platforms.
- 4.2.13. Services related to a unique occurrence that has a significant material adverse impact on tourism in Broward County (e.g., post hurricane, regional public health crisis, etc.).
- 4.2.14. Services related to producing approximately 3-5 events each year such as grand openings, luncheons, or other events pertaining to the County. This includes details related to catering, venue rental, audio/visual, entertainment and programming, decorating, and setup.

4.3. Account Maintenance (Estimating usage at approximately 10% of the Monthly Fee)

- 4.3.1. Delivery of all media source files (including, but not limited to native and finished layered photoshop files) to County.
- 4.3.2. Assist in the management of all GFLCVB digital assets.
- 4.3.3. Conduct weekly status calls/in-person meetings with GFLCVB internal marketing team and partner agencies (social, public relations, and global representation firms) regarding all active projects, and maintain highly responsive email and phone communications.
- 4.3.4. Attend, create, produce, and participate in presentations to County boards and committees, partners or other groups as requested and needed.
- 4.3.5. Creative design and coordination of production for various support materials, display items (e.g., displays, pull-up banners, backdrops, etc.), and other items as requested for use at tradeshow, activations, and other events.
- 4.3.6. Design and conduct quantitative and qualitative market research as necessary to conduct data-driven decision making and reports, as requested.

4.3.7. Compile and submit award applications for top associations in marketing and tourism.

4.4. Media Planning (Estimating usage at approximately 25% of the Monthly Fee)

4.4.1. Develop, execute, and optimize a comprehensive, strategic, research-based, integrated, and evolving mixed media annual media plan targeting key audiences and market segments in both domestic and international regions. Recommend appropriate media channels. Include opportunities for GFLCVB partner participation in advertising.

4.4.2. Provide plans to negotiate, execute, and manage advertising buys across all media channels, obtaining competitive pricing, with a strong focus on leveraging strategic added value.

5. Optional Services for Other Departments (not GFLCVB) - Marketing and Communications Services

Contractor shall provide the following Other Department Marketing and Communications Services (for all other departments, not GFLCVB) on an as-needed basis pursuant to a duly executed Work Authorization identifying the specific scope of work, deliverables, schedule, and applicable fees for such services:

5.1. Communication & Reports

5.1.1. Contractor shall provide such periodic reporting as may be requested by the Contract Administrator or delegated Project Manager.

5.1.2. Attend meetings, as requested, and provide an updated recap of projects including past, current, and planned, demonstrating weekly progress.

5.1.3. Provide reports including analytics of the impact of executed media strategies and tactics, as well as provide recommendations for improvement for all Key Performance Indicators (including, but not limited to, return on investment, click-through rate, conversion rate, cost per lead, and impressions) and generate custom reports and analytics, as needed.

5.1.4. Present data (via dashboard or similar) that provides the data driven process for media buying and displays return-on-investment (ROI).

5.1.5. Digital reporting and analysis of all advertising including optimization recommendations. Provide ROI insights with measurable results including, but not limited to:

5.1.5.1. Number of debarkations, destination/origin, trends of data, and other data points requested by the agency Contract Administrator.

5.1.5.2. Reader and viewership demographics as related to the desired industry audience such as airline executives, cruise line executives, ocean shippers, etc., as requested by the agency Contract Administrator.

5.1.5.3. Audit all media buys for accuracy and provide proof of performance including tear sheets, photo sheets, screenshots and run reports, and ensure corrective measures for any unfulfilled items, as necessary.

- 5.1.6. Complete monthly billing with all appropriate back-up documents, including detailed time sheets, media proof of performance, and detailed invoices (including preapproved reimbursables), original line-item receipts, and comprehensive billing recap including projections through end of the Fiscal Year.

5.2. Brand Strategy and Creative Services

- 5.2.1. Development of a research-based brand and marketing and advertising creative strategy.
- 5.2.2. Development and production of results-driven marketing and advertising creative to support overall media and brand strategy.
- 5.2.3. Design and graphics services, including the creation and implementation of original creative, designs, artwork, layout and design templates, typography and illustrations, photography and other related elements that present a consistent brand for advertising.
- 5.2.4. Editorial services including, but not limited to, copywriting, fact-checking, proofreading, and editing of all materials placed or handled by Contractor.
- 5.2.5. Production services necessary to create promotional materials from concept to final format, including those required for relevant media and added value placements and delivery to media vehicles as required.
- 5.2.6. Full execution of photography and video production projects (including overseeing the direction of photo and video shoots, work for hire and talent agreements, creative asset selections, and related costs).
- 5.2.7. Project management related to production work.
- 5.2.8. Development and production of an annual marketing communications plan in a manner and format approved by Contract Administrator.
- 5.2.9. Collateral projects including copy, design, production, studio services, Contractor selection and management (as required), print production management (including attending press checks when required), and management of distribution (as requested).
- 5.2.10. Maintain digital assets and digital brochures, as needed, making updates as necessary on multiple platforms for optimal user experience.
- 5.2.11. Implement and maintain an email marketing program strategy that includes:
 - 5.2.11.1. List and database assembly and maintenance.
 - 5.2.11.2. The creation and deployment of newsletters with a goal of open rates and Click Through Rates (i.e., the percentage of people visiting a web page who access a hypertext link to a particular advertisement) that meet and exceed industry standards.
- 5.2.12. Develop a content marketing strategy to deploy across a variety of platforms.
- 5.2.13. Services related to a unique occurrence that has a significant material adverse impact on Broward County (e.g., post hurricane, regional public health crisis, etc.).

5.2.14. Services related to producing events such as grand openings, luncheons, or other events pertaining to the County. This includes details related to catering, venue rental, audio/visual, entertainment and programming, decorating, and setup.

5.2.15. Services related to the creation and posting of organic content and engaging with users on social media, including the development and execution of campaigns and daily organic content; provide twenty-four hours a day, 7-days a week monitoring of owned social media channels; and engage with users quickly, accurately, and in the proper brand-voice.

5.2.16. Work with Contractor's design team on website digital strategy services to include:

5.2.16.1. Updates to consumer visual interface components for providing a website "refresh" that reflects applicable changes in brand direction.

5.2.16.2. Ensuring that the user interface reflects visual consistency between the site and other branded marketing components.

5.2.16.3. Ensuring proper use of search engine optimization and search engine marketing to improve user experience.

5.3. Account Maintenance

5.3.1. Delivery of all media source files (including, but not limited to native and finished layered photoshop files) to County.

5.3.2. Assist in the management of digital assets.

5.3.3. Conduct status calls/in-person meetings with internal marketing team and partner agencies (social, public relations, and global representation firms) regarding all active projects, and maintain highly responsive email and phone communications.

5.3.4. Attend, create, produce, and participate in presentations to County boards and committees, partners or other groups as requested and needed.

5.3.5. Creative design and coordination of production for various support materials, display items (e.g., displays, pull-up banners, backdrops, etc.), and other items as requested for use at tradeshows, activations, and other events.

5.3.6. Design and conduct quantitative and qualitative market research as necessary to conduct data-driven decision making and reports, as requested.

5.3.7. Compile and submit award applications for relevant associations.

5.4. Media Planning

5.4.1. Develop, execute, and optimize a comprehensive, strategic, research-based, integrated, and evolving mixed media annual media plan targeting key audiences and market segments. Recommend appropriate media channels.

5.4.2. Provide plans to negotiate, execute, and manage advertising buys across all media channels, obtaining competitive pricing, with a strong focus on leveraging strategic added value.

5.5. Public Relations Services

5.5.1. Strategic Planning + Creative Idea Development:

- 5.5.1.1. Develop, implement, and optimize an annual strategic media relations plan(s), determining key focuses/initiatives for pitching and promotion.
- 5.5.1.2. Identify local, regional and domestic/international media, key publications, targeted outlets and individual social influencers aligned with the agency's public relations and promotional needs.
- 5.5.1.3. Coordinate public relations efforts that coincide with paid media, social media, and advertising efforts to support a cohesive marketing approach.

5.5.2. Media Relations:

- 5.5.2.1. Maintain and utilize updated media lists and editorial contacts by segment of interest.
- 5.5.2.2. Reactive and proactive media lead/request fulfillment.
- 5.5.2.3. Distribute press releases to appropriate media-locally, regionally, nationally, and internationally.
- 5.5.2.4. Develop, pitch, and maintain a calendar relative to story ideas, brand identity, and core target initiatives.
- 5.5.2.5. Track editorial calendars and pitch appropriate brand-focused leads.
- 5.5.2.6. Craft talking points, and perform media training, for agency and County executives as needed.

5.5.3. Media Experience + Press Trips:

- 5.5.3.1. Execute group press trip(s), highlighting destination offerings, programs, initiatives, and industry partners, giving lift to the brand:
 - 5.5.3.1.1. Plan and execute press trips, including itinerary creation and collaboration among partners and agency.
 - 5.5.3.1.2. Pitch and secure agreed-upon amount of media.
 - 5.5.3.1.3. Conduct follow-up with all media attendees for secured stories.
- 5.5.3.2. Execute social influencer programs/activities to generate extended visibility for agency and County.

5.5.4. Media Missions + Events:

- 5.5.4.1. Plan, execute, and implement media mission(s) on behalf of agency in agreed upon markets based on destination priorities.
- 5.5.4.2. Plan, execute, and implement media events for agency.
- 5.5.4.3. Provide conference and tradeshow support.

5.5.5. Consumer Events + Activations:

Plan and facilitate out-of-market consumer promotional events in key target markets to generate visibility and heighten brand awareness for the agency, promoting Broward County as requested by the agency Contract Administrator.

5.5.6. Account Management:

5.5.6.1. Hold client calls and provide counsel on story ideas, destination programs, development, and PR initiatives.

5.5.6.2. Service day-to-day calls and emails from journalists, routing to the clients as necessary.

5.5.6.3. Bi-weekly conference calls to discuss status of projects.

5.5.6.4. Creation of press materials and press kits.

5.5.6.5. Research and study of agency's assets and activities.

5.5.7. Reporting + Analytics:

5.5.7.1. Develop goals and measurements to define impact and success of editorial/promotional coverage.

5.5.7.2. Provide media monitoring services through media monitoring software.

5.5.7.3. Monthly report of media coverage and outline of performance/account activity.

5.5.8. Cost Notes:

County will not incur any fees associated with Contractor travel to Broward County for meetings or work with the agency in the Tri-County area (Broward County, Dade County, and Palm Beach County).

6. Reimbursable Expenses

6.1. If requested by County, Contractor may perform the following activities at actual cost without markup. Before completing the reimbursable activity, Contractor will provide the Contract Administrator with required documentation and a written estimate to secure a written Notice to Proceed.

6.1.1. Travel costs and travel related expenses. Travel related expenses must adhere to Section 112.061, Florida Statutes.

6.1.2. Mileage Reimbursement for approved travel outside of the Tri-County area.

6.1.3. Printing, shipping and handling, and distribution costs of collateral projects (as planned, designed, and managed in accordance with Sections 4.2.9 and 5.2.9).

6.1.4. Hardware, materials, shipping, and assembly cost of support materials (as planned and designed in accordance with Sections 4.3.5 and 5.3.5).

6.1.5. Rental, purchase, or otherwise securing studio, venue, or location space for filming, activations, or other reasonable third-party costs associated with activities related to performing projects outlined in Sections 4.2.14 and 5.2.14.

6.1.6. Securing props, vehicles (rental), and other goods related to performing projects outlined in Sections 4.2.6 and 5.2.6.

6.1.7. Purchasing stock images, video footage, and other illustrations (as planned, designed, and managed for applicable Services in Sections 4 and 5, except for video and photography production projects pursuant to Sections 4.2.6 and 5.2.6).

6.1.8. Expenses related to hosting out of market activations, media missions, and press trips as outlined in Sections 5.5 and 8.2, in accordance with Section 125.0104, Florida Statutes.

6.2. The following additional limitations and requirements apply to the reimbursable expenses described in this Section:

6.2.1. Transportation expenses to and from locations within Miami-Dade, Broward, and Palm Beach Counties will not be reimbursed.

6.2.2. The following administrative costs are part of overhead and will not be reimbursed: (a) telephone/long distance; (b) color printouts (11x17 or smaller); and (c) Copies (color or black & white, 11x17 or smaller).

7. Commissioned Media Services

Advertising purchases are reimbursed at actual cost without markup, with the following breakdown for commissioned media services.

7.1. GFLCVB Only

Media buys for the cost of the purchased media, during each Fiscal Year. As requested by the agency Contract Administrator and subject to Work Authorization fully executed by the Contract Administrator or delegated Project Manager, negotiate, execute, and manage advertising buys across all media channels. Obtain competitive pricing with a strong focus on leveraging strategic added value. All media buys are commissionable based on the net cost of the media buy. After securing all required approvals and before completing the media buy, Contractor will notify the Contract Administrator (or delegate) of the intended media buy to verify it conforms with what was originally approved and to secure a Notice to Proceed.

7.2. Other Departments (not GFLCVB)

As requested by the agency Contract Administrator and subject to Work Authorization fully executed by the Contract Administrator or delegated Project Manager, negotiate, execute, and manage advertising buys across all media channels. Obtain competitive pricing with a strong focus on leveraging strategic added value. All media buys are commissionable based on the net cost of the media buy. After securing all required approvals and before completing the media buy, Contractor will notify the Contract Administrator (or delegate) of the intended media buy to verify it conforms with what was originally approved and to secure a Notice to Proceed.

8. Optional Services For GFLCVB Only

Optional Services includes any other related services (other than Monthly Fee Services or Commissioned Media Services) deemed by County necessary to the successful implementation of the GFLCVB advertising program to promote the destination or any aspect of the destination. Optional Services are excluded from the Monthly Fee and will be billed to County based on the applicable hourly rate set forth in the Agreement.

All such additional services shall require execution of an appropriate Work Authorization setting forth the specific services to be provided, the cost, and timing. Optional Services for GFLCVB may only include Social Media Services, Public Relations Services, Website Design Services, and Tradeshow Exhibit Planning Services (as defined below) and will be limited by the not-to-exceed amounts set forth in the Agreement.

8.1. Social Media Services

8.1.1. Services related to the creation and posting of organic content and engaging with users on social media, including the development and execution of campaigns and daily organic content.

8.1.2. Provide twenty-four hours a day, 7-days a week monitoring of owned social media channels; engage with users quickly, accurately, and in the proper brand-voice.

8.2. Public Relations Services

8.2.1. Strategic Planning + Creative Idea Development:

8.2.1.1. Develop, implement, and optimize an annual strategic media relations plan(s), determining key focuses/initiatives for pitching and promotion.

8.2.1.2. Identify local, regional, and domestic/international media, key publications, targeted outlets, and individual social influencers aligned with GFLCVB public relations and promotional needs.

8.2.1.3. Coordinate public relations efforts that coincide with paid media, social media, and advertising efforts to support a cohesive marketing approach.

8.2.2. Media Relations:

8.2.2.1. Maintain and utilize updated media lists and editorial contacts by segment of interest.

8.2.2.2. Reactive and proactive media lead/request fulfillment.

8.2.2.3. Distribute press releases to appropriate media-locally, regionally, nationally, and internationally.

8.2.2.4. Develop, pitch, and maintain a calendar relative to story ideas, brand identity, and core target initiatives.

8.2.2.5. Track editorial calendars and pitch appropriate GFLCVB brand-focused leads.

8.2.2.6. Craft talking points, and perform media training, for GFLCVB and County executives as needed.

8.2.3. Media Experience + Press Trips:

8.2.3.1. Execute group press trip(s), highlighting destination offerings, programs, initiatives, and industry partners, giving lift to the brand:

8.2.3.1.1. Plan and execute press trips, including itinerary creation and collaboration among partners and GFLCVB.

8.2.3.1.2. Pitch and secure agreed-upon amount of media.

8.2.3.1.3. Conduct follow-up with all media attendees for secured stories.

8.2.3.2. Execute social influencer programs/activities to generate extended visibility for GFLCVB and County.

8.2.4. Media Missions + Events:

8.2.4.1. Plan, execute, and implement media mission(s) on behalf of GFLCVB in agreed upon markets based on destination priorities

8.2.4.2. Plan, execute, and implement media events for GFLCVB.

8.2.4.3. Provide conference and tradeshow support.

8.2.5. Consumer Events + Activations:

Plan and facilitate consumer promotional events in key target markets to generate visibility and heighten brand awareness for the GFLCVB, promoting Broward County as a desired vacation and business destination.

8.2.6. Account Management:

8.2.6.1. Hold client calls and provide counsel on story ideas, destination programs, development, and PR initiatives.

8.2.6.2. Service day-to-day calls and emails from journalists, routing to the clients as necessary.

8.2.6.3. Bi-weekly conference calls to discuss status of projects.

8.2.6.4. Creation of press materials and press kits.

8.2.6.5. Research and study of destination's visitation assets and activities.

8.2.7. Reporting + Analytics:

8.2.7.1. Develop goals and measurements to define impact and success of editorial/promotional coverage.

8.2.7.2. Provide media monitoring services through media monitoring software.

8.2.7.3. Monthly report of media coverage and outline of performance/account activity.

8.2.8. Cost Notes:

County will not incur any fees associated with Contractor travel to the GFLCVB for meetings or work within the GFLCVB in the Tri-County area (Broward County, Dade County, and Palm Beach County).

8.3. Website Design Services

8.3.1. Background/Scope Synopsis: Contractor will coordinate with the GFLCVB and the GFLCVB's website design and hosting vendor to produce a "refresh" to the County's current tourism website, including consumer visual interface components, to reflect any modifications of brand assets.

- 8.3.2. Recommended Scope, Project Inclusions and Deliverables: The project will provide a change in the user interface of County's existing tourism site, reflecting new brand creative. The Contractor will ensure that the application of the new brand creative assures visual consistency between the site and the GFLCVB's other branded marketing components.
- 8.3.3. Content refresh: The existing website contains a large number of pages that need to be reviewed to remove the current brand creative and references, and replace with the appropriate, new brand direction and its references. To cover the website's primary pages to meet the new brand direction, Contractor should estimate approximately two hundred (200) pages to be refreshed and revised.
- 8.3.4. Digital Strategy: Working with Contractor's design team, Contractor and website design and hosting vendor will coordinate and work together to ensure Search Engine Optimization ("SEO") and navigation changes improve user experience.
- 8.3.5. Design and Application: Homepage (page template design, with one revision); Internal Pages (two template designs with one revision each); Design Project Management (project supervision, working with website design and hosting vendor on design to ensure design presented can be implemented); Creative Direction (Move mini-navigation with sub links, points of interest to footer, in order for visitor to focus on main navigation; Restructure and enhance mega-menu; More robust map feature; Internal page redesign will allow for more visuals).

8.4. Tradeshow Exhibit Planning Services

- 8.4.1. Tradeshow Plan: Upon receipt of a Notice to Proceed with a Work Authorization, work with the GFLCVB and its tradeshow booth management vendor to identify the exhibits and services needed for each planned tradeshow and put together a Tradeshow Plan that will run during the applicable fiscal year. The Tradeshow Plan will include the following:
- 8.4.1.1. List of confirmed tradeshows and events, along with the estimated size of each booth space and list of materials needed. Details are subject to change.
- 8.4.1.2. Timeline for planning, shipping, installation, dismantling, and returning tradeshow materials to inventory; in coordination with Trade Show Booth Management vendor.
- 8.4.1.3. Estimated cost breakdown, which will be billed against the Work Authorization each month, in arrears of services.
- 8.4.1.4. Plan will evolve and be maintained throughout the fiscal year.
- 8.4.2. Custom Booth Functions: Research and coordination of acquiring elements needed for specialized or customized functions of exhibit space. Elements to include, but are not limited to, the following:
- 8.4.2.1. Virtual photo booth activation.
- 8.4.2.2. Display screens needed for showing destination and partner assets.
- 8.4.2.3. Cameras or video equipment.
- 8.4.3. Deliverables and Reporting: Monthly reporting to include a recap of all services provided and staff hours utilized during the month being billed.

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