The Original Florida Tourism Task Force is a governmental entity consisting of member counties located in north central Florida. Current member counties consist of Alachua County, Bradford County, Columbia County, Dixie County, Gilchrist County, Hamilton County, Jefferson County, Lafayette County, Levy County, Madison County, Suwannee County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote natural, historic and cultural attractions of the 14-county region to increase the number of visitors and to extend their stay.

The Original Florida Tourism Task Force seeks one website design and marketing company or similarly-qualified company to design and create the following three products which together comprise The Original Florida Tourism Task Force 2017 Marketing Project:

I.   Overlay map and topic-centered landing pages for its Things to Do, Places to Stay and Places to Eat sections of its existing WordPress website (www.vnnf.org), map-based filtering of these menu items by county and town, and changes to the presentation of pins on its Things to Do, Places to Stay and Places to Eat pin maps, referred to as Topic-centered landing pages.

II.   Changes to the order of presentation of sections of its website, changes to its footer and header, as well as changes to its header menu on mobile devices, referred to as Home Page Modifications; and

III.   A geographically-targeted digital advertising campaign, referred to as the Digital Advertising Campaign.

I.   Topic-centered Landing Pages

The selected proposer will create topic-centered landing pages as described below to replace the Task Force website current method of displaying pins on its Things to Do Places to Stay, and Places to Eat Google pin maps**.**

Scope of Work

Overlay Map.   The development of a Regional Map of Visit Natural North Florida which automatically overlays on the existing Hero Banner on the website home page when a user's cursor is placed on a "Places to Sleep," "Places to Eat," or "Things to Do" menu category. The Regional Map shall be designed such that the specific menu items which will result in the appearance of the map will be selectable by the Task Force website administrator from the website Dashboard.

The overlay map will be designed so that the Task Force website administrator, from the website dashboard, can select which counties comprise the overlay map. The Task Force website administrator will have the ability to add or delete counties from the map from the following group of 16 Florida counties: Alachua, Baker, Bradford, Columbia, Dixie, Gilchrist, Hamilton, Jefferson, Lafayette, Levy, Madison, Marion, Putnam, Suwannee, Taylor, Union and Wakulla.

The overlay map will depict the Visit Natural North Florida region and consist of a Town Map and a County Map. The Town Map will display the name and location of towns within each selected county using dots, small circles, or similar symbology. The County Map will display the names and boundaries of the selected Florida counties.

The overlay map will contain a user-controlled switch which, when activated, will present an alternate map view consisting of the counties of the region (the County Map).

The default display for the overlay map will be the Town Map.

The number of towns presented on the Town Map will be limited by the appearance and practicality of presenting the names of towns on the map. All other towns and cities within the region not displayed on the map will be displayed as part of the overlay map in a pull-down menu.

The County Map will allow the user to select a single county by moving the user's cursor over a county and then clicking on the county. Similarly, The Town Map will allow the user to select a single town by moving the user's cursor over the town symbol and then clicking on the town symbol. Both the Town Map and the County Map will have a user-selectable option to view a Google map of the Entire Region.

Entire Region Map. Should the Entire Region option be selected from the overlay map, no topic-centered landing page will be presented. Instead, the user will be presented with a Google map of the entire region as well as a menu of user-selectable topics and subtopics. The user may select one or more topics or subtopics and the applicable items from the existing website database will be displayed as pins on the Google map. The default pin setting for the Google map will be no pins. That is, no pins will be presented on the Google map until the user selects an "All" topic option or a subtopic. After selecting a subtopic, all applicable subtopic pins will be displayed. The map will allow the display of pins of multiple subtopics, or the deletion of subtopic pins, as selected by the user.

Topic-centered Landing Pages. When a county is selected from the County Map or a town is selected from the Town Map, a topic-centered landing page will be displayed. Each topic-centered landing page will consist of an Overview of the selected topic as it pertains to the selected geographic area, an option to further refine/filter the selection by subtopics, a listing of up to four (4) thumbnails of the most-recent Related Stories of the area from the website blog database and, following the display of Related Stories, up to six (6) randomly-selected thumbnails of applicable Related Features about the selected topic and the selected area will be displayed from the website database.

Subtopics consist of existing website menu categories. Subtopics for Things to Do currently consist of Agritourism, Culture/History, Ecotourism, Fishing, Outfitters and Guides, Paddling, Parks and Trails, Recreation, Shopping/Antiquing, Springs and Visitor Services. Subtopics for Places to Stay currently consist of Camping/RVs, Hotels/Motels, Resorts and B&B's, and Vacation Rentals. Subtopics for Places to currently Eat consist of American, Bakeries & Delis, BBQ/Southern, Bistros & Cafes, Ethnic, Seafood, Steakhouses, as well as Wineries, Breweries and Pubs.

Should the user select a subtopic, a subtopic-centered landing page will be displayed. The subtopic-centered landing page will be constructed similar to a topic-centered landing page and will consist of a subtopic overview as it pertains to the selected geographic area, a listing of up to six thumbnails of the most-recent Related Stories of the applicable to the sub-topic and the geographic area from the website blog database and, following the display of Related Stories, up to six (6) randomly-selected thumbnails of applicable Related Features about the selected subtopic and area will be displayed from the website database.

For the display of both Related Stories and Related Features thumbnails on both topic-centered and subtopic-centered landing pages, the user will be provided with an option to list additional Related Stories and Related Features thumbnails which, if selected, will display another six (6) Related Stories or another six (6) Related Features thumbnails. The user will be able to continue to select a "More" option until all Related Stories or Related Features thumbnails have been displayed.

When a Related Story thumbnail is selected, the full Related Story (blog) will be displayed to the user.

Related Features consist of applicable items from the website database. For example, if the user selects Places to Stay, then Related Features will consist of lodging thumbnails from the existing website database. If the user selects Places to Eat, the Related Features will consist of restaurant thumbnails from the existing website database. If the user selects Things to Do, then applicable Things to Do thumbnails, such as agritourism, fishing, bicycling, paddling and similar proprietors /features will be displayed from the existing website database.

When a Related Feature thumbnail is selected, a Google map, which overlays the Hero banner area, will be presented to the user with a pin highlighting the location of the selected Related Feature. Underneath the Google map, the user will be presented with the full description of the Related Feature as contained in the website database (which contains additional information about the Related Feature, website links and other contact information). The user will be given the option of adding the Related Feature to the existing website Trip Planner.

The displayed Google map will also contain a menu option to allow the user to select nearby Points of Interest. If selected, the user will be presented with an overlay menu of all user-selectable Points of Interest categories. Selected Points of Interest are to be displayed as pins on the map. The overlay menu will allow the user to select from all available subtopics in the Task Force database (All Things to Do subtopics, all Places to Stay subtopics, and all Places to Eat subtopics). The user will have the ability to select multiple subtopics from the overlay menu. When the selected overlay menu items are displayed on the Google map, the user will have the ability to select a pin which will display a thumbnail about the selected item from the existing website database. If the user clicks on a thumbnail, the user-selected thumbnail will display all information contained in the website database about the selected item (typically consisting of a photograph, a brief description of the item, contact information and a website link).

Topic and subtopic overviews will consist of a one to four of photographs, as available, of the selected geographic area related to the selected topic/subtopic, and a description of the topic/subtopic as it relates to the selected geographic area. The description will consist of 100 to 400 words, and may include hypertext links as applicable.

II. Home Page Modifications

The selected proposer will modify the Task Force website home page to be more functional on mobile devices. Increased functionality will include a locked header menu and an unlocked footer menu. All graphic elements, including but not limited to photos, videos, and the Hero Banner of the home page shall display with the proper aspect ratio on all devices so that such graphic elements are not distorted or otherwise not fully displayed on mobile devices. Additionally, all maps shall be designed such that they can be easily swiped up or down the screens of mobile devices.

Scope of Work

Headers and Footers

The display of the header menu shall minimize the amount of screen area devoted to menus. The header menu should occupy more than ten percent of the vertical display area of a mobile device screen when in either portrait or landscape mode. The Task Force will consider the use of an unlocked header on portable devices.

The header menu will be redesigned to as to accept seven or eight top-level menu categories without resulting in displaying two rows of top-level menu categories (Blogs, Things to Do, Places to Eat, Places to Stay, Trip Ideas, Events, Where are We?) on a desktop computer. The number of top level menu categories will be determined in consultation with the Task Force.

The home page theme will be modified to allow for the display of a footer menu in both desktop and mobile devices. The footer menu will contain two top-level menu categories consisting of "Contact" and "About Us" from the existing header menu (which will subsequently be removed from the header menu). The footer menu will also continue to display the logos of the Florida Department of Economic Opportunity, Visit Florida, the Florida Rural Economic Development Initiative, and the current "Funding Provided by the Florida Department of Economic Opportunity" statement.

The website will be modified to include an Instagram link/handle in the footer.

Re-arrange Home Page Sections

The order of appearance of the sections of the home page shall be as follows:

Header & Header Menu
Hero Banner

Natural Features Count Block
Events
Things to Do
Trip Planner
Newsletter
Video
Footer & Footer Menu

<u>Trademarked Logo</u>

The existing Visit Natural North Florida logo will be replaced with a version of the logo containing a registered trademark.

III. **Digital Advertising Campaign**

The Task Force seeks to drive substantial additional traffic to the organization's website, naturalnorthflorida.com through a geographically-targeted digital advertising campaign to increase awareness of tourist-oriented activities and resources located within the Natural North Florida region. The Task Force desires to target residents of specific metropolitan areas in which it attends tourist-oriented travel expos and shows. The digital advertisements shall highlight attractions and events within the region as well as highlighting the Visit Natural North Florida website.

The project shall focus on strategic purchases of advertising on social websites such as Facebook as well as websites oriented towards outdoor adventure travelers, recreational vehicles, paddling, fishing and similar recreational activities, provided that such advertisements are targeted to specific metropolitan areas. The selected proposer shall work with the Task Force Marketing Committee to design and implement the campaign, including publisher strategy, bidding strategy, keyword strategy, advertising strategy, as well as a measurement and evaluation strategy. As the campaign progresses, the selected proposer shall be responsible for monitoring campaign performance, analyzing click-thru patterns and making adjustments to the advertisement placements to maximize the volume of impressions and click-thrus to the Task Force website. Upon completion of the advertising campaign, analytics shall be provided by the selected proposer to determine the overall effectiveness of the campaign. The period of time of the campaign shall be the date of an executed contract between the selected proposer and the Task Force through December 31, 2017.

Scope of Work

A.   The selected proposal must:

1.   Demonstrate familiarity with the tourism products of The Original Florida Tourism Task Force and its member counties, the Task Force website and the Task Force Facebook page;

2.   Describe a digital advertising strategy which shall maximize impressions and conversions to the Task Force website and Facebook page;

3.   Demonstrate creative campaign design and implementation approaches;

4.   Identify the maximum number of metropolitan areas to be included in the Digital Advertising Campaign; and

5.   Provide analytics, accessible by the Task Force, on campaign performance including;

a.   Number of impressions, click-thrus and click-thru rates to the Task Force website for the duration of the campaign for each targeted metropolitan area;

b.   Analytics of each advertisement displayed, including number of impressions, click-thrus and click-thru rates, frequency and display report listing web sites where the advertisement is being displayed/delivered; and

c.   <u>Task Force Marketing Committee Involvement</u>. The selected proposer shall work with the Task Force Marketing Committee to design and implement the

advertising campaign including advertising strategy, publisher strategy and bidding strategy as applicable.

B. The Task Force Marketing Committee shall approve:

   1. The selected metropolitan areas;

   2. The websites on which the advertisements shall be displayed;

   3. The timing and length of time the advertisements shall run; and

   4. All advertisements prior to publication.

C. The selected proposer shall provide to the Task Force Marketing Committee copies of all advertisements placed, the name of the websites on which they were placed and the period of times that the advertisements were run.

D. The Task Force reserves the right to divert impressions to target another audience, web site, or metropolitan area throughout the campaign.

E. Advertisements placed on social media and other websites should include photographs from the region depicting tourism products, associated text, and a link to the Task Force website (www.vnnf.org). All such advertisements shall be approved prior to placement by the Task Force Marketing Committee. Creativity is encouraged in the design of the advertisements.

F. The selected proposer may use multiple ad exchanges and real time bidding to place display advertising, which may include mobile. The proposal shall specify the specific ad exchanges to be used.

IV. General

A. The Task Force is not liable for costs incurred by proposers prior to execution of a contract. All costs incurred as a result of this request for proposals, including travel and personnel costs, are the sole responsibility of the proposer.

B. The selected proposer shall be expected to work closely with the Task Force Marketing Committee as well as Task Force staff through all phases of the project, including but not limited to microsite testing prior to launch and the launch process. The selected proposer shall also be expected to work closely with the Task Force Marketing Committee with regards to the Digital Advertising Campaign, including but not limited to the selection of metropolitan areas, the design and development of the advertisements, and the selection of websites for publication of the advertisements.

C. The Task Force website, including the code used to modify the website as well as all content on the website, shall be exclusively owned by the Task Force. All content produced for the Digital Advertising Campaign shall be exclusively owned by the Task Force.

D. In addition to the items described herein, the Task Force shall give consideration to other concepts for developing the Topic-centered Landing Pages, Website Modifications and the Digital Advertising Campaign. Proposers are therefore encouraged to present other concepts and features not contained herein.

   1. The combined budget for the Topic-centered Landing Pages and the Homepage Modifications is a maximum of $30,000.

   2. The budget for the Digital Advertising Campaign is a maximum of $12,000.

E.   On execution of a contract between the selected proposer and the Task Force, the Task Force shall make one payment for the completion of draft Topic-centered Landing Pages and Home Page Modifications and a final payment for completion of the Topic-centered Landing Pages and Home Page Modifications; and one payment for the Digital Advertising Campaign at the end to advertising campaign. All payments for the project shall be as specified by contract between the Task Force and the selected proposer.

F.   Twenty-five points of the ranking points for this request for proposals concerns the commitment of the proposer to maintenance and support of the Overlay Map, Topic-centered Landing Pages and Home Page Modifications after project launch. The proposer should clearly state how such maintenance will be addressed. The applicant should also address hosting services for the entire Task Force website for year one and year two.

V.   Responses

If you would like to respond to this Request for Proposals, please provide the following:

A.   A description of how the above scope of work shall be implemented for the project.

B.   An explanation of coordination and communication with the Task Force throughout the development and implementation of the project.

C.   A detailed implementation timeline for the project.

D.   A complete proposal summary page for each project covering each item, for each project cost and/or a total overall cost for the project.

E.   A description of your company, the year it was founded, and information about your philosophy for successful web design and marketing.

F.   A list of previous/current clients in the travel and tourism sector and a description of the work you have performed for them, to include success stories and statistics demonstrating the impact of your services. Please provide relevant Uniform Resource Locators (URLs).

G.   An organization chart naming the key players in your organization, their professional backgrounds and areas of expertise.

H.   Specifically state which staff would be assigned to manage the Task Force account.

I.   Describe the specific expertise you offer in each of the following areas:

    1.   Website and topic-based landing page development for destination marketing organizations;
    2.   Website home page design and development for destination marketing organizations; and
    3.   Geographically-targeted digital advertising campaigns for destination marketing organizations.

J.   With regard to website testing, please describe the website testing and approval process.

K.   Three letters of reference from clients familiar with your website development and digital advertising capabilities.

L.   A list of all subcontracted vendors and third-party software to be included in the proposed project, including a description of your work experience with them and the specific role each shall have in the project.

M.   Project budget.

N.   Any terms and conditions that might affect the project.

O.   For on-going support for the Topic-based Landing Pages and Home Page Modifications, including but not limited to monthly maintenance, please list any project fees and administration fees, if any. Please list any other anticipated fees.

VI.   Ranking and Selection Criteria

Preliminary Ranking: All proposals received shall be reviewed and ranked by the Task Force Marketing Committee using the following criteria based upon a total of 100 points, as follows:

(a) capacity to complete the work by December 31, 2017 (25 points); (b) past experience with the development and maintenance of tourism-oriented websites and digital advertising campaigns (25 points); (c) quality of proposal and ability to implement items listed under Scope of Work as well as other proposed features not contained herein (25 points); and (d) commitment to provide maintenance and support for the Overlay Map, Topic-centered Landing Pages and Home Page Modifications after project launch (25 points). The total score from these criteria shall be used to establish the rank order for the selection of the proposals by Task Force Marketing Committee members. The rankings, as established by the individual Task Force Marketing Committee members, shall be combined to result in a Task Force Marketing Committee ranking of proposers based on the average rank order of proposals assigned by individual Task Force Marketing Committee members, not the total number of points assigned by individual Task Force Marketing Committee members.

Final Ranking: Unless oral presentations are requested by the Task Force Marketing Committee, the Preliminary Ranking shall be the Final Ranking. Should the Task Force Marketing Committee request oral presentations from the highest-ranking proposers, the finalists shall be re-reviewed and re-ranked after the oral presentations by the Task Force Marketing Committee using the same criteria and method used for the Preliminary Ranking.

An attempt shall be made to reach an agreement with the highest ranking proposer, the second highest, and so on until a satisfactory agreement is reached.

Responses are due by 5:00 p.m. Eastern Daylight Savings Time, April 24, 2017.

Submit two hard (paper) copies of your proposal in writing to:

2017 Marketing Project Proposal
c/o Scott R. Koons, Executive Director
The Original Florida Tourism Task Force
2009 NW 67th Place
Gainesville, Florida 32653-1603

Electronic and facsimile copies shall not be accepted.

A maximum of three finalists shall be selected from submitted proposals and may be requested to give oral presentations.

If you have any questions concerning the request for proposals, please contact Steven Dopp, Senior Planner, by email at dopp@ncfrpc.org or by telephone at 352.955.2200, extension 109.