

TASK ORDER APPROVAL FORM

CONTRACT #: C22-3169-TDD

TASK ORDER #: 1

TASK ORDER AMOUNT: \$ 285,000.00

CONTRACT: C22-3169-TDD
Miles Partnership, LLLP
TDD Websites Design, Build & Maintenance
EXPIRES: 04/04/2025 W/2 1 YR RENEWALS

OFFERED BY CONSULTANT:

Miles Partnership

FIRM'S NAME

Ileana Frascone

REPRESENTATIVE'S PRINTED NAME

Ileana Frascone

SIGNATURE

Senior Account Director

11/9/23

TITLE

DATE

RECOMMENDED FOR APPROVAL
(Department Director)

Jennifer Adams
Digitally signed by Jennifer Adams
Date: 2023.11.13 08:09:49 -06'00'

Charlotte Dunworth
Digitally signed by Charlotte Dunworth
Date: 2023.11.13 07:01:28 -06:00

SIGNATURE

TDD Director

TITLE

DATE

APPROVED BY OKALOOSA COUNTY
(Per Purchasing Manual) Table 1

DeRita Mason
Digitally signed by DeRita Mason
Date: 2023.11.14 07:29:42 -06'00'

PURCHASING MANAGER

DATE

Faye Douglas
Digitally signed by Faye Douglas
Date: 2023.11.14 09:03:02 -06'00'

OMB DIRECTOR/DATE

DATE

John Hofstad
Digitally signed by John Hofstad
Date: 2023.11.14 12:36:29 -06'00'

COUNTY ADMINISTRATOR (if applicable)

DATE

[Signature]
Robert A. "Trey" Goodwin III
CHAIRMAN (if applicable)

11/21/2023

DATE





DestinFWB.com
FY24 Strategic Website Initiatives Plan

Date: /9/23

Summary: The goal of this scope is to create a reliably-structured plan that will allow the website development team the hours, and the leeway, to optimize, enhance and modify the website to account for various strategic initiatives.

This is the first iteration of a multi-year initiative to iterate and evolve the destinFWB.com site.

Development Plan

A. Proposed initiatives to be covered under this agreement:

a. Personalization & Data Collection – 750 hours

- i. Setup and production of “hub & spoke” content to Little Adventure and other business profile pages, landing pages, etc.
- ii. Geo-targeting capability to adjust content, messaging and visuals for users from core markets.
- iii. Implementing a personalization engine to deliver custom content to segmented audiences, adding behavioral, demographic and source targeting.
- iv. Complete customer data platform (CDP) implementation, first party data management and automation.

b. Scouts & Live Chat Enhancements – 500 hours

- i. Create and test various visual implementations of scout chat, using photos, etc.
- ii. Test various implementations of chat including pre-formatted prompts - adjust using personalization.
- iii. Build out Scouts (or locals) content page(s) with audio, video, FAQs, bios, favorites, specializations, etc.
- iv. Create sequenced and/or event-based content for each scout, with the ability to “subscribe” - utilizes CDP for tracking and delivery.

c. Mapping – 200 hours

- i. “How to get here” map on the home page (and other entry pages).
- ii. “How to get here” map adjusts depending on user location (see “nudges”).
- iii. Geography & activity maps with directive content, potentially linked to personalization.
- iv. New aerial photography of various areas to supplement or replace maps.
- v. Integrating dynamic listing- and activity-level maps with dynamic “what’s nearby” display.

d. Tracking & Measuring Intent – 332 hours

- i. Create a grouping of events in GA related to “nudges.” (i.e.: Adding CTA to text that says “only 5 hours drive from Atlanta,” etc.)
- ii. Using personalization tools to improve and optimize actions (nudges) - particularly “reveals” if a CDP is used.
- iii. Assembling existing data points (chat, Arrivalist, GA, etc.) and adding off-the-shelf solutions to more closely match the 2024 goals.



- iv. Explore custom data points related to the CDP to drive reporting and reconcile to task chart.

B. Proposed Licenses and Platforms not covered under this agreement:

a. Customer Data Platform

- i. This platform will be part of a two-year setup plan that ensures Destinfb.com is an industry leader in site personalization and first-party data collection. This platform will create custom user journeys that map a completely unique customer experience for audiences engaging with the website.
- ii. Miles will work with Okaloosa County to select the best CDP solution and the County will contract directly.

Budget Overview:

FY24 Strategic Website Initiatives: \$285,000.00 (approx. 1,900 hours @ \$ 50/hr)

The timeline for this agreement is: Jan 1, 2024-Mar 31, 2025.

Approval: Sign below to indicate your approval of the project scope as described.

Client Signature:

Date:

Miles Signature:

Date:

Items	Start Date	End Date	Priority	Task Info
Setup and Production of Hub & Spoke content	1/1/2024	3/31/2024	Personalization & Data Collection	Adding content to Little Adventures and other business profile pages, landing pages, etc.
Implement and Monitor Nudges	1/1/2024	3/31/2024	Personalization & Data Collection	Work with advertising team to implement geo-targeted and static nudges and monitor their performance
Implement a Consumer Data Platform	7/1/2024	12/31/24	Personalization & Data Collection	Implement a Consumer Data Platform and begin collecting first party user data
Utilize Consumer Data Platform	1/1/2025	3/31/2025	Personalization & Data Collection	Utilize the CDP to deliver custom content to segmented audiences, and report on these efforts
Create Multiple Visual Implementations of Scout Chat, etc	1/1/2024	4/30/2024	Scouts & Live Chat Enhancements	Re-frame the way scouts are presented to the user
Test Implementations of Chat	1/1/2024	3/31/2024	Scouts & Live Chat Enhancements	Test and monitor implementations of chat to reframe the user from seeing it as an "AI"
Build out Scouts Content Pages	4/1/2024	6/30/2024	Scouts & Live Chat Enhancements	Build out scouts content pages with audio, video, etc
Creation of sequenced/event-based content for each scout	1/1/2025	3/31/2025	Scouts & Live Chat Enhancements	Using the CDP to deliver custom/sequenced content with the ability to "subscribe" - using CDP for tracking and delivery. Map for home and other key entry pages.
How to Get Here Map	1/1/2024	3/31/2024	Mapping	
Add Geo-Targeting on Maps	1/1/2024	3/31/2024	Mapping	Add geo-targeting ability to adjust map display on user location.
Geography & Activity Maps	7/1/2024	9/30/2024	Mapping	Implement geography & activity maps with directive content, linked to personalization.
Aerial Photography	7/1/2024	9/30/2024	Mapping	Acquire new aerial photography of various areas to supplement/replace maps. This is a testing opportunity
"What's Nearby" Display	1/1/25	3/31/25	Mapping	Integrate dynamic listing and activity maps with what's nearby content. Also a testing opportunity.
Track Nudges in GA	1/1/24	3/31/24	Tracking & Measuring Intent	Create a group of events in GA4 related to the nudges to monitor their progress.
Improve Nudges Based on GA Data	4/1/24	6/30/24	Tracking & Measuring Intent	Use automation and targeting to improve and optimize for event conversion from "nudges" content.
Assemble Existing Data Points into Reporting Showing Progress on Goals	7/1/24	9/30/2024	Tracking & Measuring Intent	Assemble existing data points (chat, Arrivalist, GA, etc.) along with off-the-shelf solutions to devise reporting that more closely matches goals.
Explore CDP Related Data Points	1/1/25	3/31/2025	Tracking & Measuring Intent	Explore custom data points related to the CDP and drive reporting from those.