

AGREEMENT BETWEEN COUNTY AND FIRM

This Agreement Between County and Firm, (this "Agreement") made and entered into by and between Marion County, a political subdivision of the State of Florida, located at 601 SE 25th Ave, Ocala, FL 34471 (hereinafter referred to as "COUNTY") and **Tempest Interactive Media LLC**, located at 30 S 15th St, Suite 800, Philadelphia, PA 19102, possessing FEIN# 27-2717222 (hereinafter referred to as "FIRM") under seal for the Visitors & Convention Bureau Website Development, (hereinafter referred to as the "Project"), and COUNTY and FIRM hereby agreeing as follows:

WITNESSETH:

In consideration of the mutual covenants and promises contained herein, COUNTY and FIRM (singularly referred to as "Party", collectively "Parties") hereto agree as follows:

Section 1 – The Contract Documents. The Contract Documents are defined as this Agreement, the Specifications, the Drawings, all Change Orders and Task Orders issued hereafter, any other amendments hereto executed by the Parties hereafter, together with the following (if any):

Marion County #18P-021 - Visitors & Convention Bureau Website Development, RFP Scope and Specifications, any/all Addenda as issued in support of this RFP, and Certificate of Insurance.

Section 2 – Entire Agreement. The Contract Documents form the agreement between Parties for the Project. The Contract Documents represent the entire and integrated agreement between the Parties and supersede prior negotiations, representations or agreements, either written or oral. This Agreement may be amended or modified only in writing. The Contract Documents shall not be construed to create a contractual relationship of any kind between any persons or entities other than COUNTY and FIRM.

Section 3 – Term. This Agreement shall commence upon COUNTY's Board of County Commissioners' approval, and will conclude September 30, 2023; pending mutual agreement to renew by FIRM and COUNTY, with Board approval, the Agreement may be extended for an additional five (5) year term, not to exceed September 30, 2028 ("Term"). All Work, defined herein, will proceed in a timely manner without delays.

Section 4 – Scope of Services. FIRM shall complete the Work for Project 18P-021 including, but not limited to: Performance of certain Website Design & Development Services, CRM, Web Hosting, Advertising, Digital Marketing Services or other services as described or further referred to herein as "Content" in the Statement of Work ("Statement of Work" or "SOW") as Exhibit A, and Search Engine Optimization ("SEO") as Exhibit B.

- From time to time while this Agreement remains in effect, FIRM and COUNTY may mutually agree upon services to be performed by FIRM set forth in one or more additional Statement of Work, which will be incorporated by reference into this Agreement.
- Any Statement of Work that references this Agreement shall be subject to and governed by this Agreement, and the terms of this Agreement shall supersede any contrary terms in an SOW unless the SOW refers to and overrides specifically the contrary term in this Agreement.
- COUNTY is responsible for providing FIRM with the necessary items and information specified in any Statement of Work and FIRM is not liable for any delays due to COUNTY's failure to provide such items or information to FIRM on a timely basis. COUNTY acknowledges that such a failure may result in increased fees and schedule extensions by FIRM.

Section 5 – Compensation. COUNTY shall make payment for services in accordance with the Schedule outlined in Exhibits A and B for the respective Statement of Work and in the timeframe identified (the "Agreement Price"), to FIRM under COUNTY's established procedure, upon completion of the Work. There shall be no provisions for pricing adjustments. FIRM agrees that if payment is made by COUNTY procurement card (p-card), charges will not be processed until goods or services are shipped, or are received by COUNTY, and in acceptable condition.

- **Service Fees.** The fees for services provided under this Agreement shall be specified in a Fee Schedule to be included in each Statement of Work.
- FIRM shall reserve the right to suspend performance of all Services if COUNTY fails to pay an invoice within 30 days of the date of said invoice, provided invoice has appropriate backup. 30 days begins when the full invoice/backup is received by COUNTY.
- In the event of a dispute as to an invoice, COUNTY shall nevertheless pay the undisputed portion of such invoice.
- FIRM expressly reserves the right to change the rates charged hereunder for the Services during any Renewal Term as defined in Section 3, provided that FIRM notifies COUNTY of any such proposed rate increase not less than ninety (90) days prior to the commencement of any Renewal Term.

Section 6 – Notices. Except as otherwise provided herein, all notices and other communications provided for hereunder shall be in writing and sent by certified mail return receipt requested, or by hand delivery, and shall be deemed effective if mailed, when deposited in a United States Postal Service mailbox with postage prepaid or if hand delivered, when personally handed to the Party to whom the notice or other communication is addressed, with signed proof of delivery. COUNTY’S and FIRM’S representatives for notice purposes are:

FIRM: Tempest Interactive Media LLC
 30 S 15th St
 Suite 800
 Philadelphia, PA 19102
 CONTACT PERSON: Derek Mogar
 800-274-8774
 E-mail: derek.mogar@Tempest Interactive Media LLC.im

COUNTY: Marion County Visitors and Convention Bureau
 c/o Marion County, a political subdivision of the State of Florida
 601 SE 25th Ave.
 Ocala, FL 34471

A copy of all notices to COUNTY hereunder shall also be sent to:

Procurement Services Director
 Marion County Procurement Services Department
 2631 SE 3rd St.
 Ocala, FL 34471
 Email: procurement@marioncountyfl.org

Section 7 – Assignment. FIRM may not subcontract all or any part of this Agreement without written approval by COUNTY.

Section 8 – Laws, Permits, and Regulations. Prior to the performance of any Work hereunder, FIRM shall obtain and pay for all licenses and permits, as required to perform the Work. FIRM shall at all times comply with all appropriate laws, regulations, and ordinances applicable to the Work provided under this Agreement.

Section 9 – Amendments. This Agreement may only be amended by mutual written agreement of both Parties.

Section 10 – Books and Records. FIRM shall keep records of all transactions. COUNTY shall have a right to request a review such records from FIRM during normal business hours.

Section 11 – Public Records Compliance

A. IF FIRM HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO ITS DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT COUNTY’S CUSTODIAN OF PUBLIC RECORDS AT:

Public Relations

601 SE 25th Ave, Ocala, FL 34471

Phone: 352-438-2300 | Fax: 352-438-2309

Email: publicrelations@marioncountyfl.org

- B. FIRM shall comply with public records laws, specifically:
- Keep and maintain public records required by COUNTY to perform the Work;
 - Upon request from COUNTY's custodian of public records, provide COUNTY with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law;
 - Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Term and following completion of this Agreement if FIRM does not transfer the records to COUNTY; and,
 - Upon completion of this Agreement, transfer, at no cost, to COUNTY, all public records in possession of FIRM or keep and maintain public records required by COUNTY to perform the Work. If FIRM transfers all public records to COUNTY upon completion of this Agreement, FIRM shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If FIRM keeps and maintains public records upon the completion of this Agreement, FIRM shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to COUNTY, upon request from COUNTY's custodian of public records, in a format that is compatible with the information technology systems of COUNTY.
- C. If FIRM fails to provide the public records to COUNTY within a reasonable time, FIRM may be subject to penalties under Section 119.10 Florida Statutes and may be subject to unilateral cancellation of this Agreement by COUNTY.

Section 12 – Indemnification. FIRM shall indemnify and hold harmless COUNTY, its officers, employees and agents from all suits, claims, or actions of every name and description brought against COUNTY based on personal injury, bodily injury (including death) or property damages received or claimed to be received or sustained by any person or persons arising from or in connection with any negligent act or omission of FIRM or its employees, officers, or agents in performing the Work set forth herein.

Section 13 – Insurance. As applicable, during the period of Work, insurance policies shall be with a company or companies authorized to do business in the State of Florida. COUNTY shall be notified if any policy limit has eroded to one half its annual aggregate. FIRM shall provide, within the timeframe noted in the Award Letter, a Certificate of Insurance, issued by a company authorized to do business in the State of Florida and with an A.M. Best Company rating of at least B+. All policies must show "Marion County, a political subdivision of the State of Florida" as an Additional Insured except for the workers compensation policy. The Marion County Procurement Services Director should be shown as the Certificate Holder, and the Certificate should provide for 30-day cancellation notice to the Procurement Director’s address, set forth herein, with policies for the following: **Business Auto Liability** with combined single limits of not less than \$1,000,000 per occurrence and is to include bodily injury and property damage liability arising out of operation, maintenance or use of any auto, including owned, hired and non-owned automobiles. **Worker’s Compensation** with statutory limits and employers liability limits of at least \$1,000,000 each accident and \$1,000,000 each employee and \$1,000,000 policy limit for disease.

General Liability with limits of not less than \$1,000,000 per occurrence and \$2,000,000 annual aggregate. The policy must be maintained by FIRM for the duration of the Project. If the policy is written on a claims-made basis, FIRM must maintain the policy a minimum of 5 years following completion of the Project. "Marion County, a political subdivision of the State of Florida" must be shown as Additional Insured.

Section 14 – Independent Contractor. In the performance of this Agreement, FIRM will be acting in the capacity of an "Independent Contractor" and not as an agent, employee, partner, joint venture, or associate of COUNTY. FIRM shall be solely responsible for the means, methods, techniques, sequences, and procedures utilized by FIRM in the full performance of this Agreement.

Section 15 – Default/Termination. In the event FIRM fails to comply with any of the provisions of this Agreement, COUNTY may terminate this Agreement for cause by first notifying FIRM in writing, specifying the nature of the default and providing FIRM with a reasonable period of time in which to rectify such default. In the event the default is not cured within the time period given, COUNTY thereafter may terminate this Agreement for cause upon written notice to FIRM without prejudice to COUNTY. In the event of termination of this Agreement for cause, COUNTY will then be responsible to compensate FIRM only for those services timely and satisfactorily performed pursuant to this Agreement up to the date of termination. COUNTY may terminate this Agreement without cause providing at least thirty (30) days written notice to FIRM. In the event of termination of this Agreement without cause, COUNTY will compensate FIRM for all services timely and satisfactorily performed pursuant to this Agreement up to and including the date of termination. Notwithstanding any other provision of this Agreement, this Agreement may be terminated if for any reason there are not sufficient appropriated and available monies for the purpose of maintaining COUNTY or other public entity obligations under this Agreement. COUNTY shall have no further obligation to FIRM, other than to pay for services rendered prior to termination.

Section 16 – Damage to Property. FIRM shall be responsible for all material, equipment and supplies sold and delivered to COUNTY under this Agreement and until final inspection of the Work and acceptance thereof by COUNTY. In the event any such material, equipment and supplies are lost, stolen, damaged or destroyed prior to final inspection and acceptance, FIRM shall replace the same without additional cost to COUNTY, as applicable.

Section 17 – Termination for Loss of Funding/Cancellation for Unappropriated Funds. The obligation of COUNTY for payment to FIRM is limited to the availability of funds appropriated in a current fiscal period, and continuation of this Agreement into a subsequent fiscal period is subject to appropriation of funds, unless otherwise authorized by law.

Section 18 – Use of Other Contracts. COUNTY reserves the right to utilize any COUNTY contract, State of Florida contract, city or county governmental agencies, school board, community college/state university system, or cooperative bid agreement. COUNTY reserves the right to separately bid any single order or to purchase any item on this Agreement if it is in the best interest of COUNTY.

Section 19 – Employee Eligibility Verification. For those projects funded with State or Federal dollars, COUNTY will adhere to the practices set forth under the e-verification system, which is outlined in the clauses below. Information provided by FIRM is subject to review for the most current version of the State or Federal policies at the time of the award of this Agreement. By previously signing the ITB Acknowledgment and Addenda Certification Form and this Agreement, FIRM has agreed to perform in accordance with these requirements and agrees:

- A. To enroll and participate in the federal E-Verify Program for Employment Verification under the terms provided in the "Memorandum of Understanding" governing the program.
- B. To provide to COUNTY, within thirty (30) days of the effective date of this Agreement, documentation of such enrollment in the form of a copy of the E-Verify "Edit Company Profile" screen, which contains proof of enrollment in the E-Verify Program (this page can be accessed from the "Edit Company Profile" link on the left navigation menu of the E-Verify employer's homepage).

- C. To require each subcontractor that performs services under this Agreement to enroll and participate in the E-Verify Program within ninety (90) days of the effective date of this Agreement or within ninety (90) days of the effective date of the contract between FIRM and the subcontractor, whichever is later. FIRM shall obtain from the subcontractor(s) a copy of the "Edit Company Profile" screen indicating enrollment in the E-Verify Program and make such record(s) available to COUNTY upon request.
- D. To maintain records of its participation and compliance with the provisions of the E-Verify program, including participation by its subcontractors as provided above, and to make such records available to COUNTY or other authorized state entity consistent with the terms of the Memorandum of Understanding.
- E. To comply with the terms of this Employment Eligibility Verification provision is made an express condition of this Agreement and COUNTY may treat a failure to comply as a material breach of this Agreement.

Section 20 – Force Majeure. Neither FIRM nor COUNTY shall be considered to be in default in the performance of its obligations under this Agreement, except obligations to make payments with respect to amounts already accrued, to the extent that performance of any such obligations is prevented or delayed by any cause, existing or future, which is beyond the reasonable control and not a result of the fault or negligence of, the affected Party (a "Force Majeure Event"). If a Party is prevented or delayed in the performance of any such obligations by a Force Majeure Event, such Party shall immediately provide notice to the other Party of the circumstances preventing or delaying performance and the expected duration thereof. Such notice shall be confirmed in writing as soon as reasonably possible. The Party so affected by a Force Majeure Event shall endeavor, to the extent reasonable, to remove the obstacles which prevent performance and shall resume performance of its obligations as soon as reasonably practicable. A Force Majeure Event shall include, but not be limited to acts of civil or military authority (including courts or regulatory agencies), acts of God, war, riot, or insurrection, inability to obtain required permits or licenses, hurricanes and severe floods.

Section 21 – Counterparts. Original signatures transmitted and received via facsimile or other electronic transmission of a scanned document, (e.g., PDF or similar format) are true and valid signatures for all purposes hereunder and shall bind the Parties to the same extent as that of an original signature. Any such facsimile or electronic mail transmission shall constitute the final agreement of the Parties and conclusive proof of such agreement. Any such electronic counterpart shall be of sufficient quality to be legible either electronically or when printed as hardcopy. COUNTY shall determine legibility and acceptability for public record purposes. This Agreement may be executed in one or more counterparts, each of which shall for all purposes be deemed to be an original and all of which shall constitute the same instrument.

Section 22 – FIRM Conduct: These Guidelines govern FIRM while doing work on COUNTY property, as well as its employees, agents, consultants, and others on COUNTY property in connection with FIRM's work or at FIRM's express or implied invitation.

- **Courtesy and Respect:** COUNTY is a diverse government institution and it is critical that FIRM and its employees conduct themselves in a manner that is lawful, courteous, businesslike, and respectful of all staff, guests, or visitors.
- **Language and Behavior:** FIRM and its employees cannot engage in behavior that is rude, threatening, or offensive. Use of profane or insulting language is prohibited. Harassment of any type, including sexual harassment is strictly prohibited. Abusive, derogatory, obscene or improper language, gestures, remarks, whistling, cat calls or other disrespectful behavior cannot be tolerated. Roughhousing, fighting, fisticuffs, physical threats, destruction of property, vandalism, littering, or physical abuse of anyone on COUNTY property is not permitted under any circumstance.
- **No Weapons, Alcohol, or Drugs:** The use, possession, distribution, or sale of any weapon, alcohol, illegal drug, or controlled dangerous substance by FIRM or its employees is prohibited. Offenders will be removed from COUNTY property and/or reported to law enforcement.
- **Smoking:** FIRM and its employees are not permitted to smoke in or near any COUNTY buildings.
- **Fraternization:** FIRM and its employees may not fraternize or socialize with COUNTY staff.

- **Appearance:** FIRM and its employees are required to wear appropriate work wear, hard hats and safety footwear, as the case may be, while on the job. Articles of clothing must be neat and tidy in appearance, and cannot display offensive or inappropriate language, symbols or graphics. COUNTY has the right to decide if such clothing is inappropriate.

FIRM is responsible for its employees, agents, consultants and guests. If prohibited conduct does occur, FIRM will take all necessary steps to stop and prevent any future occurrence. Any breach of these conditions will result in the removal of the person responsible from COUNTY property and prohibited actions could result in the immediate termination of any or all of FIRM's contracts with COUNTY.

Section 23 – Authority to Obligate. Each person signing this Agreement on behalf of either Party individually warrants that he or she has full legal power to execute this Agreement on behalf of the Party for whom he or she is signing, and bind and obligate such Party with respect to all provisions contained in this Agreement.

Section 24 – Proprietary Rights

- Proprietary Rights of COUNTY. COUNTY Content shall remain the sole and exclusive property of COUNTY, including, without limitation, all copyrights, trademarks, patents, trade secrets, and any other proprietary rights. Nothing in this Agreement shall be construed to grant FIRM any ownership right in the COUNTY Content.
- Proprietary Rights of FIRM. Subject to COUNTY's ownership interest in COUNTY Content, all trade secrets, know-how, methodologies, processes and materials, including, but not limited to, any computer software (in object code and source code form), script, programming code, data, information or HTML script developed or provided by FIRM or its suppliers outside of this Agreement, for general use by all of FIRM's clients and without reference to or inclusion of any COUNTY Content shall be referred to as the "FIRM Materials".
- For clarity, the FIRM Materials shall not include any materials or other work product developed by FIRM specifically for COUNTY's site, including original elements of audiovisual displays created hereunder specifically for COUNTY, which shall be deemed to be part of COUNTY Content.
- FIRM Materials shall remain the sole and exclusive property of FIRM or its suppliers, including without limitation, all copyrights, trademarks, patents, trade secrets, and any other proprietary rights inherent therein and appurtenant thereto. To the extent, if any, that ownership of the FIRM Materials does not automatically vest in FIRM by virtue of this Agreement or otherwise, COUNTY hereby transfers and assigns to FIRM all rights, title and interest which COUNTY may have in and to the FIRM Materials.
- COUNTY acknowledges and agrees that FIRM is in the business of designing and marketing Web sites, and that FIRM shall have the right to provide to third parties services which are the same or similar to the Services so long as no such third party services reference or incorporate any COUNTY Content, and to use or otherwise exploit any FIRM Materials in providing such services.

Section 25 – License

- Grant of License by COUNTY. COUNTY hereby grants to FIRM a non-exclusive, worldwide, royalty free license for the Term to edit, modify, adapt, translate, exhibit, publish, transmit, participate in the transfer of, reproduce, create derivative works from, distribute, perform, display, and otherwise use COUNTY Content as necessary to render the Services to COUNTY under this Agreement.
- Grant of License by FIRM. FIRM hereby grants to COUNTY a perpetual, worldwide, non-exclusive, royalty free, unrestricted, non-transferable license to make use of the FIRM's Materials that are incorporated in any website developed for the COUNTY by FIRM (the "Website") and that are required or useful for the operation of the Website. COUNTY cannot use the FIRM's Materials for any other purpose, including selling, copying or transferring any portions to third parties, or providing website development or hosting services for others. FIRM hereby reserves for itself all rights in and to the FIRM Materials not expressly granted to COUNTY in the immediately foregoing sentence. In no event shall COUNTY use any trademarks or service marks of FIRM without FIRM's prior written consent.
- No Sub-License by COUNTY. COUNTY does not have authority to and shall not grant any sub-license of FIRM Materials.

- Notwithstanding the foregoing, COUNTY shall have the right to enter into assignments or sub-licenses or its rights with respect to the FIRM Materials in connection with a sale of all or a part of the business which includes the use the Website, subject to the written approval of FIRM which shall not be unreasonably withheld.

Section 26 – Warranties

- **FIRM Warranties.** FIRM warrants: (i) that FIRM has the right and authority to enter into and perform its obligations under this Agreement; (ii) that FIRM shall perform the Services in a professional and workmanlike manner; and (iii) that to its knowledge the FIRM Materials do not infringe or violate any right of any third party.
- **COUNTY Warranties.** COUNTY warrants that: (a) it has all authorization(s) necessary for hypertext links to third party websites; and (b) that the materials provided to FIRM, including, without limitation, COUNTY Content, descriptive claims, warranties, guarantees, nature of business, are true and accurate; and (c) that the COUNTY Content does not infringe or violate any right of any third party. COUNTY shall provide all necessary COUNTY Content, including database files, reports and other materials for implementation of the COUNTY Project.

Section 27 – Exhibits/Attachments. The following attachments are hereby incorporated into this Agreement as part hereof as though fully set forth herein: **Exhibit A - Scope of Work with timeline and expenditure outline;** **Exhibit B - Search Engine Optimization Implementation.**

IN WITNESS WHEREOF the Parties have entered into this Agreement, as approved by the Marion County Board of County Commissioners, on the date of the last signature below.

ATTEST:

C. Ellspermann D.C. MAY 01 2018
 DAVID R. ELLSPERMANN, DATE
 CLERK OF COURT

MARION COUNTY, A POLITICAL SUB-DIVISION OF THE STATE OF FLORIDA
Kathy Bryant MAY 01 2018
 KATHY BRYANT, DATE
 CHAIRMAN

APPROVED AS TO FORM AND LEGAL SUFFICIENCY

BCC APPROVED: April 3, 2018
 18P-021 - Visitors & Convention Bureau
 Website Development

Matthew G. Minter 5-1-18
 MATTHEW G. MINTER, DATE
 MARION COUNTY ATTORNEY

WITNESS:

Alex Heimann
 SIGNATURE
 Alex Heimann, CEO
 PRINTED NAME

TEMPEST INTERACTIVE MEDIA LLC

Matt Kurke
 BY: Matt Kurke 4/13/2018 DATE
 PRINTED: CFO
 ITS: (TITLE)

WITNESS:

Andy Kurlander
 SIGNATURE
 Andy Kurlander, Director of Digital Media
 PRINTED NAME



Website Statement of Work

OCALA MARION COUNTY VISITORS & CONVENTION BUREAU

RFP18P-021: VISITORS & CONVENTION BUREAU WEBSITE DEVELOPMENT

AGENCY REPRESENTATIVE
DEREK MOGAR
DIRECTOR OF BUSINESS DEVELOPMENT



NOTICE OF CONFIDENTIAL INFORMATION

“Confidential Information” shall mean all information disclosed under this agreement, including, without limitation:

- 1. Any data or information that is competitively sensitive material, and not generally known to the public, including, but not limited to, information relating to product plans, business plans, marketing & advertising strategies, finance, general operations and methodologies, customer relationships, vendor relationships, customer profiles, sales estimates, customers and clients of any of the foregoing;
- 2. All confidential or proprietary concepts, documentation, reports, data, specifications, computer software, source code, know-how, trade secrets, whether or not patentable or copyrightable.

©Copyright 2017 Tempest—all rights reserved. If there are any concerns, questions, or issues regarding Confidential Information, please contact Tempest directly.



ABOUT TEMPEST

Tempest has strived on forming long-lasting relationships with clients that rely on us to provide cutting-edge, modern digital experiences that differentiate their brands in a crowded digital marketplace.

We embrace a customer-first and collaborative culture here at Tempest. Placing a heavy emphasis on effective communication, keeping you involved and putting the effectiveness of your online presence above all else. Each year we only build between 10-12 new destination websites, so every client is priority #1 when they work with us.

Ocala/Marion County Visitors & Convention Bureau is looking for a partner to help the organization develop and promote its brand by creating a compelling online identity that better engages its visitors and creates a positive experience for all of OMCVCB's target audiences.

These project goals are complemented by Tempest's unique combination of highly personal client success teams, in-house marketing services, and a rich background in the travel and tourism industry. The project team you will engage with on a day-to-day basis before, during and after the project has experience collaborating with destination brands from all over the world. Crafting custom strategies and digital experiences that inspire.

DISCOVERY

The discovery process kicks off with an onsite creative brief which brings key members of your Tempest project team to Ocala & Marion County. This allows the our team to immerse themselves in your brand and to establish a personal relationship with key staff and stakeholders.

Through one-on-one interviews and group discussions between Tempest and key personnel, we will identify what is and isn't working well in the current online experience and information architecture, learn more about key persona types, and identify the most important tasks and questions to work through with the online audience.

In addition, Tempest will meet with OMCVCB staff and their branding/content agencies to discuss the use of the new brand in the website, as well as a content plan to ensure the overall success of new content to be created.

Tempest will synthesize the learnings from the creative brief and stakeholder interviews by refining traveler personas and identifying a list of all the needs that the website design and content management platform must address. Tempest will conduct a session with OMCVCB to share these findings and lead the team through creative exercises to collaboratively develop a **point of view statement**.

The point of view statement will capture who the user is and what they need; it will drive the rest of the design, prototyping, and testing process.

INFORMATION ARCHITECTURE & CONTENT STRATEGY

Tempest will conduct a comprehensive content Inventory and analysis, and then use this information to define the sites different navigational, content and page structures that best engage your visitors.

Based on our findings, we will work with your team to recommend an updated Information Architecture that allows intuitive navigation and segments your site's visitors into different audiences.

Our process consists of analyzing three important factors to develop the blueprint for your website:

Audience:

Who is going to visit your site? The age of your visitors, their level of technical proficiency, and region of the US or world they inhabit all dictate how your site is structured.

Content:

How many different subject areas will your site cover? The number of information areas and how much content you have for each specific area heavily influences the structure and layout of your site.

Navigation Structure:

How will your audience find the content on your site once they have reached the home page? Based on your audience and content, we will design your navigation structure to maximize usability for your site visitors.

RELATED CONTENT

Using the information architecture and content strategy as a foundation Tempest will begin to wireframe and prototype different approaches to creating a flexible framework that will dynamically relate content as well as empower publishers to manually relate content across the website.

DESIGN & DEVELOPMENT

Tempest will deliver a modern, reliable design that is fully responsive across multi-devices. Rather than begin our process by focusing on the experience on one device, we instead start with the users needs and how they will interact with your website content.



The process begins with extensive brand research, a thorough client creative brief with those closest to the OMCVCB brand, a complete review of all creative materials and resources, a competitive set analysis and ends with the formation of our "interactive account plan" – essentially a report that documents our measurable goals and how we propose to achieve them from a visual and behavioral point of view.

From this, we can determine what will make your site a measurable success. This will give the Tempest team the ability to make sound decisions for critical components of the project such as what elements should be incorporated in the site, where they go, and why they are there. It is important to note that the choice of interface technology, design elements, UI behavior and overall site architecture say as much about the OMCVCB market position and brand as the actual look and feel of the new site.

The design process is driven by prototyping, testing, and iterating on flexible wireframes and sitemaps. The website is built in a fully responsive and modular fashion. This results in a reliable website experience that's tailored to each type of user need and device.

Mood Boards

The essential deliverable of the design process will be an approved comprehensive interactive design guide that serves as the reference for all digital creative elements. The creative for the site will be presented in the form of "mood boards" – large layouts with a collection of creative elements that define the design direction for the site. Typography, use of color and space, photography, image style, as well as unique artwork for the design come to life at this stage of the process and are presented in real scenarios using wireframe and sitemap elements.

Using mood boards in place of "fixed element" comps provides the client a realistic feel for how the design will translate into multiple user scenarios (mobile, tablet, desktop, oversized etc.) The approved interactive design guide will show creative scenarios of the approved design elements working together in harmony and establish a single site design that will work in multiple environments. It also provides essential design direction for new site features and page elements that are developed after launch during the life cycle of the website. This flexibility is critical to the long term success of the website.

CRAFT™ CONTENT MANAGEMENT SYSTEM

In order to meet all of the project requirements and your objectives, Tempest recommends the Craft™ CMS to power the new website and provide content management capabilities.

Built in PHP on open source technology, Craft™ CMS comes with a professional community of developers committed to advancing the platform and enhancing its native capabilities. Additionally you're not locked into a proprietary CMS. You maintain ownership over the CMS licensing, content and design.

Flexible Content Types

The CMS is able to accommodate custom field types such as articles, event listings, business listings, itineraries, etc.

Frictionless Content Publishing Experience

To accommodate advanced content publishing needs the CMS features an advanced workflow and editing features.

Design Flexibility

Craft™ CMS does something that no other CMS does... it stays completely out of the way. It doesn't impose any design constraints or force you to compromise the artistic integrity of your site. Where other CMS's have templated structures or mismanaged plugin's, Craft gives you complete creative freedom to achieve benchmark goals.

Search Engine Friendly

Craft™ CMS has the ability to optimize SEO/Meta Data/Open Graph and other tags natively through fields and is not dependant on third party plugins like other open-source CMS options.

A high-level CMS training will be conducted with your staff to ensure they are comfortable with and understand the CMS. A more in-depth training is held with the organization's web and content people.

Administrators can create, modify and delete site pages very easily through the CMS's core capabilities. Craft is permission-based, and gives the super admin the ability to control site content, users and publishing rights. Select users within the organization can be granted restricted access to certain components of the CMS.

A very powerful component to the CMS is something called 'layouts'. Page layouts are a robust combination of highly developed content widgets that can be displayed in a number of responsive formats. This library of widgets can range from social content, related content, seasonal highlights, events, blogs, and more. This feature enables flexibility and gives you as admins and us as the developers the ability to enhance site functionality with ease.

Practical application: Let's say you want to create a landing page for a festival you have coming up. Instead of having to go through a design and development process, you can easily create a new page and control the structure of the page through 'layouts'. Adding a header slideshow, nearby listings or other related content, hotel booking, and any other widgets available in the library. Click publish and it is LIVE.

METRICS & REPORTING

Google Analytics will be implemented to track the performance of your site, allowing your organization to track the # of visits captured through organic search, time on site, bounce rate, and more.



Event tracking will be implemented on all external links, and new links added through the CMS will be automatically populated with tags, allowing the OMCVCB team to track clicks to third-party websites. Events will be labeled in a format that will allow simple analysis through the Google Analytics interface. Tempest will configure the new site's analytics implementation through your existing Google Analytics account, preserving historical data and preventing data loss.

UX TESTING

Prior to launch of the new website, all site elements will be thoroughly tested to ensure optimal usability for target audiences and performance in all current website browsers.

The OMCVCB team will have access to a beta version of the website, and all applicable team members will have the opportunity to review the website to ensure proper functionality prior to launch.

ADA COMPLIANCE

Tempest adheres to all modern web standards and accessibility guidelines set forth for XHTML and CSS under ADA Compliance Section 508 and Web Content Accessibility Guidelines (WCAG) 2.0.

Throughout the web development process developers, designers and project managers utilize the techniques and best practices to ensure web accessibility ADA Section 508 compliance. Tempest has experience designing and developing websites for organizations requiring strict ADA compliance.

Tempest utilizes a website accessibility checklist available provided by the U.S. Department of Health & Human Services and the U.S. Department of Justice. The checklist allows the Tempest team to assess each web project and ensure ADA compliance. Prior to the launch of any website, Tempest checks each website with a web validator to ensure all checklist items are covered.

All content and code on the new website will be fully compatible on WCAG 2.0 A standard. Page templates and copy will be compliant to provide an optimized browsing experience on the most popular web browsers, and the most recent three browser versions at time of launch:

Chrome, Safari, Firefox , Internet Explorer/Edge



SITE SUPPORT

We recognize that subtle post-launch changes and minor updates not discovered during testing may be critical for the long term success of the website.

As such, Tempest provides a 30 day post-launch support period during which reasonable site update requests or the occasional undiscovered site bug or glitch are addressed and resolved at no cost to our clients. They are addressed accordingly.

If a bug is found 30 days after launch by the client, and identified by our development team as a bug, our team will resolve the issue free of charge as long as the client is in contract with Tempest.

OMCVCB will receive 8 hours of dedicated monthly 'Site Support' that can be used on site enhancements, designing pages, introducing new third party integrations, strategic planning, developing new content widgets, and other site development.

Unused 'Site Support' can roll over month-to-month, but they do expire at the end of the OMCVCB's fiscal year (October 1st - September 30th). OMCVCB is allowed to work a deficit should support hours be used earlier in the fiscal year.

TECHNICAL SUPPORT

Tempest web support is available from 9:00 am to 8:00 pm EST. Communication with our clients is fielded through phone, email and Google Hangouts.

Our web team can also be reached after hours to address critical issues as they arise. Standard technical support questions are typically resolved in under 24 hours from initial request, while critical issues are escalated for immediate resolution.

CRM INTEGRATION

Tempest has experience integrating with a number of industry-used customer relationship management systems. We've deployed several successful websites using data from the iDSS CRM.

The next OMCVCB website will include a seamless integration with the organizations iDSS CRM. This includes local listings, the event calendar, deals, contacts and other submission forms, analytics and external links to the partner extranet. The data will be pulled into the Craft's directory capability to offer a secondary backup function, ensuring that your data will always be available on the website.

LOCAL LISTINGS

Listings on the website will be displayed in an engaging, visually-pleasing format that allows visitors to easily discover content. We will utilize the iDSS API's to push content to the site.

Over the last 6 years we have collaborated with DMO's from all across the US and Canada to fine-tune the way our websites highlight your local attractions, hotels, restaurants and more. In addition to basic business information your listings should be attractively laid out and they should contain useful features that allow people to discover more. This can include images, amenity information, booking, reviews, deals, and much more.

During the content strategy portion of this project our team will work with you to identify key tagging and categorization techniques to provide users with the best possible content experience. Through these methods users will have the ability to sort listings based on area of town, category type (cuisine, lodging type, etc.), and/or preferences/amenities (time of year, family-friendly, etc.).

You will also have the ability to have featured listings by weighing them in the CRM. Featured listings will show above others on category pages and can be listed more prominently on the homepage or other sections of the website.

EVENT CALENDAR

Your events will be featured on a dedicated event page and through content widgets featured around the site. Your event content will be pulled in via the iDSS CRM and their API's.

During the content strategy phases of this project we will review current event content to come up with the ideal user-experience that allows people to engage with your local events and festivals. On the dedicated event page users will be able to filter listings by their preferences, time of year, location, and more.

Upcoming events will also be highlighted on an Event Calendar widget, which can be placed at will throughout the website using simple drag-and-drop functionality. This feature will allow OMCVCB staff to feature upcoming events on selected pages of the site, providing additional exposure for events taking place in the Ocala & Marion County area.

The event calendar can also include a Submit Your Event feature, allowing website users to complete a simple form to submit their event to be displayed on the Ocala & Marion County website.

MEETINGS, SPORTS, MEDIA & PARTNERS

Meetings, Sports, Media and Partners will have specific sections within the new site that highlights those areas of business around Ocala & Marion County. These sections will be easily accessible around the site.

Some of the features to be included on these pages include directories integrated with the iDSS CRM, galleries, related blog content, staff contacts, social feeds, and forms integrates with iDSS. Once built these pages will be managed through the same CMS allowing your staff to easily edit content, customize the page layout, and keep these sections fresh.

SOCIAL MEDIA

Social plays a crucial role in our strategy not just with you, but with your visitors as well. Social outlets are a key source for both engagement and content from and to your visitors.

Through Craft you have the ability to easily turn off and on social sharing capabilities for the different blog, listing and event content within your site. The native sharing feature will allow people to share special content across their chosen social channels. We will also include Facebook Open Graph and Twitter Cards to allow better tagging of content being shared to those two social outlets.

Your site can also feature Facebook, Twitter, Instagram & Youtube streams that will pull in OMCVCB owned accounts and content into the page. Once created, the widget can be utilized on various pages of your new website through Craft's page layouts feature.

SEARCH ENGINE OPTIMIZATION

Tempest makes search engine optimization a priority with every website that we build. The Craft™ CMS provides an excellent platform to execute and manage all ongoing SEO activities.

In addition to basic built-in SEO page construction like unique meta-title, meta description, meta keywords, and friendly URL's, Craft also offers the use of XML sitemaps, page-specific canonical URL's, micro data, schema, and Google authorship tags.

The flexibility of Craft's CMS and SEO-friendly page construction combined with a dedicated content strategy, offers our clients a distinct advantage for SEO campaigns. The integration of on-site SEO with social media feeds and related content allows for maximum site usability and optimal performance in search engine results.

Tempest will audit all relevant content pages and URLs from the old domain and ensure they are properly redirected, using a "301 Redirect," to the appropriate pages on the new site. This will preserve all existing link equity after the migration to the new site, maintain all previous keyword search engine rankings, and ensure a smooth user experience for site visitors following links on third party websites after launch.

Tempest will review current image assets, and assist in updating Alt Tags, Titles, and Descriptions to maximize search visibility.

RELATED CONTENT

One of the biggest strengths of the Craft™ CMS platform is the ability to relate content throughout your website. Related content can be event, blog, listing, advertising or other media.

Progressive DMO's are using related content to get away from the traditional database-driven travel websites. Making authentic and fresh content the main driver for engagement and then using related content to pull in the still important local listings, events and more. Weather you are using content or listings as the main focus, this functionality will add more depth and intrigue to the way people discover content and navigate the website.

SMART SEARCH

The site will feature predictive search that allows visitors to discover featured content on your website. While searching visitors will also enjoy auto-populated results based on what they are typing.

The main site search will return results from all content areas. The OMCVCB team will have the ability to weigh which content is displayed in the main site search, prioritizing local listings, site content, pages, events and more. Users will also have the ability to sort and filter listings specifically within their content verticals based on amenities, location, price or category.

FILTERING CAPABILITIES

Filtering is key for users to be able to navigate the site quickly and find the specific information they are looking for without having to dig through layers and layers of content.

Local listings, events, blogs and the integrated site search are areas that we can include filtering. Events for example can allow visitors to filter by event type, location/region, date or custom fields determined by you. During the content strategy phase we will work with you to identify key improvements to your content that will allow for better filtering experience.

HTML5 VIDEO

HTML5 video can be featured around highlighted areas in the new site. For this feature we utilize a YouTube streaming widget that improve speed and performance of your videos.

HTML5 video can easily be repurposed for the new responsive layout while maintaining the sites integrity and performance. These videos can be managed and changed using Craft's video manager, or we can link to your existing YouTube account and utilize a custom auto player.

PHOTO & VIDEO GALLERIES

High-quality visually and video content can be displayed throughout the website and on a dedicated page via the image/video uploader module in the Craft™ CMS platform

In addition the new website will feature a photo and video gallery section that allows the sites visitors to browse through images, video and other multimedia uploaded by the OMCVCB staff. This section can be protected by password or by requiring users to enter in information to access the page's contents.

FORMS, NEWSLETTERS & VISITOR GUIDES

Craft's native form builder functionality will allow you to create, control and maintain custom forms on the website. This can also include surveys and sweepstakes.

Tempest will setup all initial contact forms, visitor guide requests, and newsletter sign-ups and integrate them with the appropriate third parties. This ensures all data being collected is distributed to the appropriate sources. In addition to the initial setup, we will train your staff on how to create and publish custom forms, surveys and more to the new OMCVCB website.

MY "OCALA" TRIP

The new site will feature an enhanced itinerary builder that allows your visitors to enter their preferences. The site will then personalize content towards them and their selections.

During the content strategy phase of the website build we will work with you to identify ways in which your content can be tagged and organized on the backend. From that point forward your visitors will be able to enter things like what they are interested in, who they are traveling with, when they are traveling, etc. Listings and events within the website will also feature a traditional itinerary builder function that allows people to add items to their trip.

MAPS & DIRECTIONS

All accommodations, attractions, restaurants, and other local listings will have maps that allow visitors to locate the business and get directions to their location(s).

Using the Google Maps API your local listings will feature a branded map that will locate the business. It will also allow them to expand into a more interactive map that allows them to discover additional activities, restaurants and hotels. An interactive map will also allow visitors to select categories, pinch/zoom and engage with your local business listings

WEATHER WIDGET

The new website will feature an engaging weather widget, allowing users to quickly access current local weather information as well as a detailed weather forecast for their dates of travel.

The weather widget will link to a dedicated website content page featuring comprehensive weather information for trip planning purposes, including average temperature and other applicable statistics.

SITE TRANSLATIONS

The OMCVCB website will be fully integrated with the Advanced Google Translate API. This is an enhanced version of the regular Google Translate tool that you are used to seeing on destination sites.

By using the Advanced Google Translate option we are able to design the translation option into the overall look and feel of the website. We are also able to select which languages we would like to make available to people. Additionally, this service will recognize the browser language and is able to automatically serve up translations to those visitors.

DESTINATION BLOG

The CMS features a native blogging tool that'll allow you to create and publish posts that can be featured on your website. All current blog content will be migrated over from your previous website.

Additionally, blog content can also be displayed through related content and can be featured on the homepage, events, listings and other pages within the site using Craft's drag-and-drop functionality. During the content strategy phase of this project we will work with you on tagging techniques that'll deliver the highest quality content experience to your visitors.

REVIEWS & RATINGS

Utilizing the TripAdvisor platform and their API's we are able to pull in recent user reviews and ratings into your local restaurants, hotel and attraction listings on your site.

This feature will pull in recent positive reviews and ratings as they show up on TripAdvisor. The API allows us to design those into listings so they are consistent with the user-experience and design of the website. If you've purchased the advanced API that is available to destinations that own their TripAdvisor page, we are also able to extend the ability to write reviews and ratings from your listings.

DEALS & DISCOUNTS

Your website will feature a dedicated deals page that allows people to search and filter through your various discounts that you or your partner's have created in the iDSS CRM.

The deals page will be styled visually to fit your brand. Your visitors will also be able to discover deals under their designated local listing and/or event. Similar to listings and events this feature integrates with the iDSS CRM through their API's. Nothing will change with how you currently manage these features, we may recommend some tagging improves to improve the search and filtering capabilities.

MARION COUNTY REGIONS

The new OMCVCB website will feature dedicated regional pages that visually lay out and organize the Belleview, Dunnellon, McIntosh, Ocala and Reddick regions of Marion County.



During the both the design and content strategy phases we will identify what makes each of these areas unique, we will also address tagging and categorization to ensure accurate data is being represented. Additionally, the different category and listing of the areas will feature filtering capabilities that allow site visitors to drill down into the geographical area they are visiting.

Once these regional pages are built you can easily swap and feature new content. You'll also be able to utilize Craft's 'Page Layout' and 'Related Content' features to update the look and feel of the these pages without having to involve a developer or designer. Your team will be trained on how to make these changes during the 1-on-1 CMS training.

Some of the features that will be used on these pages include a hero slideshow, content call-outs, listings, events, deals in the area, search and filtering capabilities, maps, contact forms, and down the road we can also feature advertising and social content to drive more value.

OMCVCB TDC MONTHLY MEETINGS

Key Tempest project staff will participate in monthly TDC meetings hosted by the OMCVCB throughout the duration of the project described in the project timeline. These can be done digitally or onsite.

Tempest will do its part in preparing material to be presented in TDC meetings as it relates to the website project and ongoing SEO efforts. Any travel costs are bound to the travel policy according to the Master Services Agreement.

OMCVCB HOSTING

The preferred hosting infrastructure for the Ocala/Marion County Visitors and Convention Bureau website is the Board of County Commissioner's private cloud infrastructure utilizing VMWare virtualization technologies. The provided solution must meet the following minimum requirements outlined below:

- Vendor will be granted controlled remote access to server(s) hosting the website to perform scheduled updates/upgrades.
 - **SSH/RDP access to the server with the ability to run git so the website code can synchronize automatically**
 - **SFTP access to all the application directories**
 - **Remote MySql access (either direct or via SSH tunnelling)**
- Vendor will work with the MCIT staff for implementation and maintenance of the website so MCIT staff will have knowledge for general troubleshooting purposes.
- Vendor will setup a production and testing website environment.



- Updates to the website will be coordinated with Marion County Information Technology (MCIT) and acceptance testing from Ocala/Marion County VCB. The MCIT staff should be notified in advance so snapshots of the server can be made prior to updates being applied.
- Vendor will provide a detailed installation and configuration log for the Marion County virtual server during the implementation of the website. The Vendor will also provide a monthly maintenance log of all system updates to include any new releases or additional software installed after the implementation is completed.
- The MCIT staff can maintain the monthly Microsoft updates on the server using Microsoft's System Center Configuration Manager tools.
- Vendor must provide MCIT their required CPU, Memory and Storage requirements for each server.
 - **PHP 7.0 - 7.1.x with safe mode disabled (not PHP 7.2)**
 - **MySQL 5.1.0 or later, with the InnoDB storage engine installed**
 - **A web server (Apache, Nginx, IIS)**
 - **A minimum of 256MB of memory allocated to PHP**
 - **A minimum of 5GB of free disk space (for cache and log files)**
- Vendor will provide any Antivirus/Antimalware exclusion requirements.
- Vendor will complete the required System Access Request Forms and agree to the Marion County IT Security Policies.
- Vendor agrees not to share access with any third parties without written authorization from MCIT.
- Vendor must provide a list of required firewall ports that need to be opened to MCIT.
- Vendor will provide a written list of all software and extensions for the web environment to MCIT for approval prior to installation. Upon MCIT written approval, the vendor is responsible for the installation and updating of this approved software and extension list. Vendor will perform these updates on a regular basis in accordance with IT industry best practices to safeguard the stability and security of the environment. Vendor responsibilities exclude the Windows Operating System, VMware environment, CommVault Enterprise, Microsoft Endpoint Protection, CylanceProtect and any other MCIT installed software.
- MCIT will manage all security and backup related operations.
 - Website server environment will include:
 - Windows Server 2016 (Required)
 - CommVault 11 Backup (Required)
 - Microsoft Endpoint Protection (Required)
 - CylanceProtect 2.0.x - Artificial Intelligence Endpoint Security (Required)
 - IIS version 7 or above (Preferred)

COST SUMMARY

Responsive Website	Cost
CREATIVE & DESIGN	\$25,000.00
Planning, Creative Strategy, Creative Brief, Information Architecture, Design & UX	INCLUDED
DESIGN 'CUT-UP', WEBSITE DEVELOPMENT, HTML5 & RESPONSIVE DESIGN	\$20,000.00
CONTENT STRATEGY, SITEMAP, CONTENT MIGRATION	\$10,000.00
CONTENT MANAGEMENT SYSTEM	\$7,500.00
Craft CMS Platform, Licensing Fee, Design Setup, Content Setup & Training	INCLUDED
ENHANCED SITE UTILITIES & FEATURES	\$20,000.00
CRM Integration, Local Listings, Event Calendar, Meetings//Sports/Media/Partners, Social Media, Search Engine Optimization, Related Content, Search, Filtering, Video, Galleries, Forms/Newsletter/Visitor Guide, My 'Ocala' Trip, Maps/Directions, Weather, Translations, Blog, Reviews/Ratings, Deals, Marion County Regions	INCLUDED
TOTAL COST OF OWNERSHIP:	\$82,500.00
SITE SUPPORT - 8 HRS/MONTH:	\$12,000.00

FEE SCHEDULE

Project Milestones

Creative Brief Completed (*roughly 5/9/2018*) - \$20,625.00
Design Direction Approved (*roughly 8/10/2018*) - \$20,625.00
Development Completed (*roughly 10/19/2018*) - \$20,625.00
'GO LIVE' Launch (*roughly 11/30/2018*) - \$20,625.00
Site Support due the 1st of each month (*roughly 12/1/2018*) - \$1,000.00

TOTAL COST OF PROJECT: \$82,500.00 and \$12,000/annually

COPY

SEO Statement of Work

OCALA MARION COUNTY VISITORS & CONVENTION BUREAU

SEARCH ENGINE OPTIMIZATION MANAGEMENT FOR OCALAMARION.COM

AGENCY REPRESENTATIVE

DEREK MOGAR

DIRECTOR OF BUSINESS DEVELOPMENT

NOTICE OF CONFIDENTIAL INFORMATION

"Confidential Information" shall mean all information disclosed under this agreement, including, without limitation:

1. Any data or information that is competitively sensitive material, and not generally known to the public, including, but not limited to, information relating to product plans, business plans, marketing & advertising strategies, finance, general operations and methodologies, customer relationships, vendor relationships, customer profiles, sales estimates, customers and clients of any of the foregoing;
2. All confidential or proprietary concepts, documentation, reports, data, specifications, computer software, source code, know-how, trade secrets, whether or not patentable or copyrightable.

©Copyright 2018 Tempest—all rights reserved. If there are any concerns, questions, or issues regarding Confidential Information, please contact Tempest directly.

BACKGROUND & EXPERTISE

Tempest's digital marketing specialists have extensive experience managing organic and paid search programs for a wide variety of clients, ranging from nonprofit organization to destination marketing organization websites.

Tempest's IMS team is led by our Chief Strategy Officer, Alex Heimann. He is responsible for developing the high-level strategy for our clients, ensuring all of the needs and objectives of the clients are achieved. Alex is a true leader in the digital marketing landscape. He has created award-winning strategies in the areas of paid search, social media, email marketing and organic search engine optimization (SEO) and his industry experience includes events, hospitality, education, travel/tourism, and entertainment.

Tempest's approach to Digital Marketing is rooted in a deep understanding of the following:

1. Creating a marketing strategy based on the four stages of travel as defined by Google (dreaming, planning, booking, experiencing, sharing) and how customers in each stage use different keywords and computing devices.
2. Understanding how our clients' websites fit within the industry ecosystem of partners, competitors, search engines, and other publishers.
3. Deciphering current Organic & Paid Search trends and then being able to judge which will have the greatest impact for our clients.
4. Observing changing visitor behavior, such as user behavior changes resulting from the widespread adoption and use of mobile and tablets, and how this changing visitor behavior impacts search behavior and keyword selection.

At the onset of any digital marketing campaign, the Tempest team reviews the upcoming SEO/SEM program with stakeholders within the client's internal team, ensuring a full understanding of the goals and expectations for the program. After the goals and expectations have been identified, the Tempest IMS team begins extensive keyword and competitive research to identify potential keyword themes for the program.

SEARCH ENGINE OPTIMIZATION

The Tempest team begins every SEO engagement with extensive keyword and competitive research to identify keyword groups that are used during the entire customer lifecycle.

Focus will be on both research and conversion-generating keywords. This will ensure comprehensive coverage for these searches, and will help OMCVCB reach prospective travelers at the precise time they are researching destinations, as well as continuing to engage existing customers throughout the travel planning process.

Off-Site Optimization and Backlink Research

During the early research and optimization efforts, Tempest will perform a back link profile analysis of the Ocala Marion County Visitors & Convention Bureau website.

The goal of the backlink profile analysis is to determine how many links www.OcalaMarion.com has, the quality of those links, and who in the ecosystem of the industry currently links to OMCVCB. By measuring how many websites currently link, how they link, and how much online authority the linking websites have will help Tempest develop link building strategies for the organic campaign.

Tempest then will coordinate with the OMCVCB internal marketing team to obtain high-quality strategic backlinks which increase the client's search engine presence, drive highly-qualified traffic to its site, and provide the website with a distinct advantage over its competitors. The link building strategy may require site content enhancements such as widgets, media budget for sponsored links, and other measures.

Keyword Analysis

Keyword research is an essential component of a successful SEO strategy and forms the foundation of optimization efforts on www.OcalaMarion.com.

At the onset of every SEO campaign, Tempest's team develops a targeted keyword list that creates the foundation for all search marketing activities. Focus is placed on high-value keywords that will achieve OMCVCB's unique goals. A silo strategy is developed to pinpoint core keywords based on core research and purchase terms, and build out long tail strategies off those core category keywords. Keyword strategy will constantly be analyzed and evolved as new data comes in.

Competitive Analysis

Tempest will identify the major online competitors of the Ocala Marion County Visitors & Convention Bureau from an Organic Search perspective and conduct a thorough competitive analysis.

Analysis includes a review of all competitor search marketing activities, including organic and paid and off-site and on-site. Data points analyzed include link profiles, on-site keyword optimization, paid search budgets and strategies, domain age and authority, and website interface and design. The analysis provides data to begin crafting a search marketing strategy and identify what is working and not working for competitors and highlight opportunities for the client to generate qualified traffic and online leads.

On-Site Optimization

Once the backlink research, keyword analysis, and competitive analysis are complete, optimization of the website will begin.

Tempest will identify the most relevant, search engine friendly keyword terms for the top content pages on **www.OcalaMarion.com** and optimize the content on those pages with unique meta-titles, engaging meta-descriptions, and strategically-placed keyword text links to other relevant content pages on the OMCVCB website. The strategic implementation of new microdata formats are also implemented on the site. Tempest will also coordinate with the client's marketing team to identify opportunities to develop optimized and compelling related content for the website and blog to generate traffic for relevant topics.

Tempest will also assist with updating and maintaining image Alt Tags to maximize organic search performance

Local Listings Creation and Optimization

Current search engine trends favor the display of localized listings.

Tempest will work with the OMCVCB to claim and enhance local listing profiles in Google Places, Yahoo Local, and Bing Local, and optimize each unique profile.

XML Sitemap Creation and Submission

The major search engines, including Google and Bing, have adopted a protocol to crawl XML sitemaps. This helps search engine spiders crawl and index the pages and content on websites. Tempest will create and optimize XML sitemaps for **www.OcalaMarion.com** to ensure new content is quickly indexed and search engines are prioritizing the most important content.

Report and Strategic Review

The Tempest team will provide monthly reports demonstrating the success of organic search optimization efforts during the course of the campaign. Tempest will review data with the OMCVCB team, discuss areas of success, and identify areas of opportunity for further optimization in future months.

COST SUMMARY

Responsive Website	Cost
AUDIT & IMPLEMENTATION	\$2,000.00
SEARCH ENGINE OPTIMIZATION MANAGEMENT	\$2,000.00/monthly
SEO Management, Off-Site Optimization & Backlink Research, Keyword Analysis, Competitive Analysis, On-Site Optimization, Local Listings Creation & Optimization, XML Sitemap Creation & Optimization, Monthly Report & Strategic Review	INCLUDED
TOTAL ONE-TIME INVESTMENT:	\$2,000.00
TOTAL ANNUAL INVESTMENT:	\$24,000.00

FEE SCHEDULE

The fee to begin work is **\$2,000.00** for the Audit & Implementation. Client will then be billed **\$2,000.00** monthly for search engine optimization management.

Audit & Implementation (roughly 11/1/2018) - **\$2,000.00**

Search Engine Optimization Management due the 1st of each month (roughly 11/1/2018) - **\$2,000.00**

TOTAL COST OF ENGAGEMENT: \$2,000.00 and \$24,000/annually