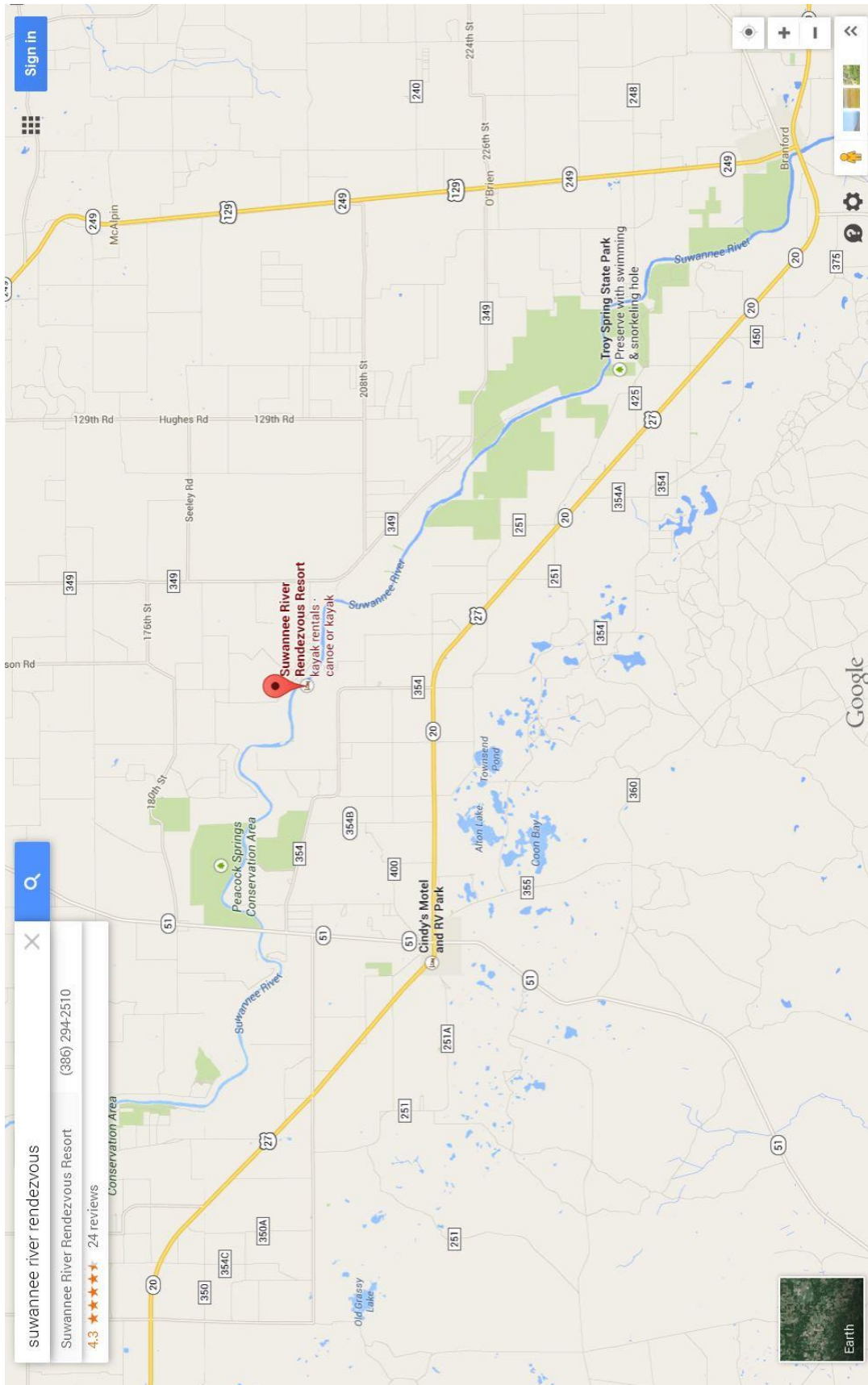
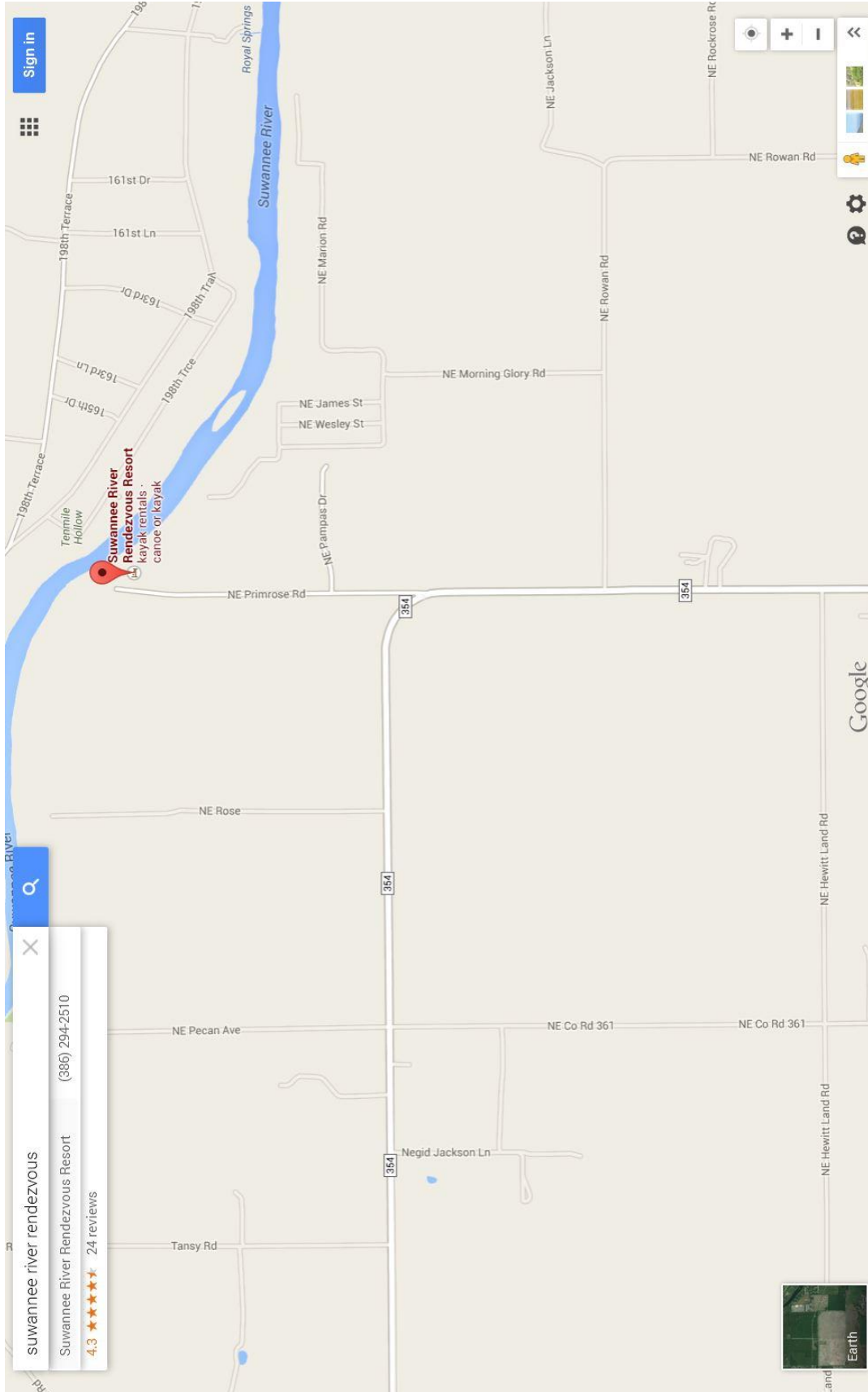


## MEETING NOTICE

There will be a meeting of the Original Florida Tourism Task Force Marketing Committee on May 11, 2016. The meeting will be held at the **Suwannee River Rendezvous, 828 NE Primrose Road, Mayo, Florida**, beginning at **10:00 a.m.**

(Location Map on Back)





This page intentionally left blank.



*The Original Florida*  
TOURISM TASK FORCE  
Marketing Committee  
Meeting Agenda



**Suwannee River Rendezvous**  
**828 NE Primrose Road**  
**Mayo, FL**  
**Lafayette County**

**May 11, 2016**  
**Thursday 10:00 a.m.**

**PAGE NO.**

I.	Call to Order, Introductions	
II.	Approval of the Agenda	3
III.	Election of Officers - Chair and Vice-Chair	
IV.	New Business	
	A. Review of Request for Proposals for the 2016 Marketing Project	5
	B. Ranking and Selection of 2016 Marketing Project Proposals	
	1. Sparxoo Proposal for the 2016 Marketing Project	9

This page intentionally left blank.



**The Original Florida Tourism Task Force**  
2009 NW 67th Place  
Gainesville, FL 32653-1603  
**Request for Proposals**  
**The Original Florida Tourism Task Force 2016 Marketing Project**

---

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, Jefferson County, Lafayette County, Levy County, Madison County, Taylor County, Union County and Wakulla County. The Task Force seeks to promote natural, historic and cultural attractions of the 12-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 2016 Marketing Project:

- I. An on-line, interactive, bicycle trail/route microsite, to be fully integrated into its existing website ([www.vnnf.org](http://www.vnnf.org)), downloadable PDF bicycle trail/route guide, and 1,000 printed copies of the bicycle trail/route guide, referred to as the Ultimate Bicycle Guide;
- II. An on-line interactive freshwater springs microsite, to be fully integrated into its existing website ([www.vnnf.org](http://www.vnnf.org)), and downloadable PDF springs guide, referred to as the Ultimate Springs Guide; and
- III. A geographically-targeted digital advertising campaign referred to as the Digital Advertising Campaign.

**I. Ultimate Bicycle Guide**

The selected proposer shall create both a digital and printed bicycle guide which features, at a minimum, two bicycle trails/routes in each Task Force member county, one multi-county bicycle trail/route which links together the five coastal counties of the Big Bend area (Dixie, Jefferson, Levy, Taylor and Wakulla Counties) as well as one multi-county bicycle trail/route which links together some of the most desirable nature-based tourism activities of the Task Force region. This multi-county bicycle trail/route shall include non-coastal counties (i.e., counties other than Dixie, Jefferson, Levy, Taylor and Wakulla Counties). The selected bicycle trails/routes shall represent the “best of” trails/routes available in each county as well as the region. The selected proposer shall also print and deliver to the Task Force 1,000 copies of the PDF bicycle trail/route guide. The on-line interactive bicycle trail/route microsite shall be embedded in or otherwise be fully integrated with the existing Task Force Website ([www.vnnf.org](http://www.vnnf.org)). The microsite shall provide on-line maps of bicycle trails/routes as well as nearby natural features and facilities of interest to bicyclists.

The selection of specific bicycle trails/routes shall be made by The Original Florida Tourism Task Force. The selected proposer shall recommend specific bicycle trails/routes to the Task Force for inclusion in Ultimate Bicycle Guide. The selected proposer is responsible for the development and mapping of specific bicycle trails/routes for inclusion in the Ultimate Bicycle Guide.

**Scope of Work**

- A. The selected bicycle trails/routes shall consist of a minimum of two bicycle trails/routes per county for a minimum of 26 routes. Additionally, the selected proposer shall be responsible for developing one Task Force-approved multi-county bicycle trail/route which links together the four coastal counties of the Big Bend area (Dixie, Jefferson, Levy, Taylor and Wakulla Counties) as well as one Task Force-approved multi-county bicycle trail/route which links together some of the most desirable nature-based tourism activities of the Task Force region. This multi-county bicycle trail/route shall include non-coastal counties (i.e., counties other than Dixie, Jefferson, Levy, Taylor and Wakulla Counties).

- B. Digital bicycle trail/route maps from either the Rails to Trails Conservancy ([www.traillink.com](http://www.traillink.com)) and Ride with GPS ([www.ridewithgps.com](http://www.ridewithgps.com)) may be used. Alternatively, and/or in addition to, digital bicycle trail/route maps can be used from other sources with prior approval by the Task Force Marketing Committee.
- C. The selected proposer shall also be capable of implementing the following:
1. The identification, development and mapping of specific bicycle trails/routes, including original research and development of bicycle trails/routes.
  2. The inclusion of Google Translate or the ability to link the bicycle guide to the existing vnnf.org website so that when Google Translate is selected from the existing website, the language translation automatically occurs within the bicycle microsite;
  3. The integration of the bicycle microsite into the existing Task Force website in such a way that user activity within the microsite is included in the Task Force's existing Google Analytics reporting system; and
  4. The development of a Level 1 (Opening) page which displays a region-wide trail/route map which identifies the bicycle trails/routes, using either a polyline or a pin for each trail/route.
  5. A Level 1 regional trail/route map designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida as well as associated trails/routes, can be added by Task Force staff without the need for additional assistance from the proposer.
  6. A Level 1 regional trail/route map designed so that any of the Task Force member counties and associated trails/routes can be hidden from view, without the need for additional assistance from the proposer.
  7. The ability for the user to download a regional bicycle trail/route guide pdf file consisting of all of the trails/routes and associated information contained on the Level 2 pages.
  8. When a user's cursor is placed on a Level 1 regional map trail/route (either polyline or pin), the page shall provide a popup summary information on the trail/route, including trail/route name, trail/route length (miles to the nearest one-tenth mile), trail/route surface type (asphalt, dirt, etc.), as well as a thumbnail photo, and when the popup is selected/clicked on by a user, a linked Level 2 page is displayed. A Level 2 page shall be provided for every trail/route contained in the trail/route database.
  9. Level 2 pages to consist of:
    - a. Bicycle trail/route name, length of trail/route to the nearest tenth of a mile; estimated travel time in hours and minutes;
    - b. A photo or series of photos of the trail/route;
    - c. A detailed bicycle trail/route map as described in 10 below;
    - d. An elevation profile of the trail/route, if available;
    - e. A cue sheet of turn-by-turn directions for the trail/route similar to the sample trail/route identified in 11 below;
    - f. A narrative description of the trail/route;
    - g. An option to download a digital GPS Coordinate file of the trail/route which can be uploaded to either a handheld GPS designed for bicycles or either the Rails to Trails Conservancy or the Ride with GPS cell phone app.;
    - h. An option to download a printable pdf guide for the trail/route which contains all of the information in items a through f above;
    - i. Message boards for user comments regarding the trail/route; and
    - j. A user-based rating system for the trail/route using a 1 (lowest score) to 5 (highest score) rating system.



10. A more detailed description of Level 2 detailed bicycle trail/route maps follows.
- A detailed bicycle trail/route map consisting of the selected bicycle trail/route using a polyline overlaid on an existing base map such as Google maps. The inclusion of a scale and the ability for the user to alter the scale as presented on the web page (ability to zoom in and out). The map should identify cities, roads, and natural features such as but not limited to parks, forests, conservation areas, rivers and lakes. The map should include an option for the user to switch between map and satellite views of the trail/route.
  - The following items should be identified on each bicycle map, to the maximum extent practical: parking; trailheads; tunnels; restrooms; endpoints; drinking fountains; nearby hiking and bicycling trails/routes; geocoded photos; mileage markers; nearby restaurants; nearby lodging (hotels/motels/recreational vehicle and tent campgrounds, and bed & breakfasts); nearby photo opportunities; and similar items. Such features should, to the maximum extent practicable, have the ability to be turned on and off by the user.
11. The Level 2 Cue Sheet should provide brief turn-by turn directions for the selected trail/route, including trail/route name and total trail/route length in terms of miles, segment length, direction (straight, left, right), notes, and mileage similar to the following Sample Trail/Route Cue Sheet:

### Sample Trail/Route - 45 miles

Leg	Dir	Type	Notes	Total
	↑	Generic	START near the ranger station in Stephen Foster S.P., White Springs, FL	0.0
0.1	↑	Straight	Bear RIGHT onto US 41 / Spring St	0.1
0.1	→	Right	Turn RIGHT onto SR 136 / Bridge St	0.3
3.0	←	Left	I-75 overpass ...McDONALDS	3.3
1.0	←	Left	Turn LEFT onto CR 137	4.3
5.8	←	Left	Turn LEFT on CR 250 or go straight to visit Wellborn.	10.1
0.2	↑	Generic	U-Turn after a break at Bob's Butts BBQ and go back to CR 250	10.3
0.2	→	Right	Turn RIGHT on CR 250	10.5
5.7	←	Left	Turn LEFT onto NW Leonia Way	16.2
0.4	→	Right	Curve RIGHT onto NW Queen Rd	16.7
1.1	→	Right	Curve RIGHT to stay on NW Queen Rd - STOP following trees. ->>>	17.8
1.1	←	Left	Turn LEFT onto NW Chambira Way - Winfield Community Ctr	18.9
0.1	→	Right	Curve RIGHT onto NW Winfield St.	19.0
1.3	→	Right	Turn RIGHT onto US 41	20.3
1.6	←	Left	Turn LEFT onto CR 131 / NW Falling Creek Rd	21.9
0.9	↑	Generic	FALLING CREEK FALLS PARK - Restrooms and Water	22.7
4.0	↑	Generic	Cross Lassie Black St / CR 246 ...OR turn left and follow the hearts back for a 33 mile ride.	26.8
1.5	→	Right	Curve RIGHT onto NW Falling Creek Rd	28.3
0.2	←	Left	Turn LEFT onto NW Cansa Rd	28.4
3.0	→	Right	Turn RIGHT onto NW Spradley Rd	31.4
1.5	→	Right	RIGHT on US 441	32.9
0.3	↑	Generic	MILTON'S COUNTRY STORE & RESTAURANT	33.2
1.9	→	Right	Turn RIGHT onto NW Hamp Farmer Rd	35.1
2.2	↑	Straight	Continue STRAIGHT onto NW Falling Creek Rd	37.3
0.2	←	Left	Curve LEFT onto NW Falling Creek Rd	37.5
1.5	→	Right	Turn RIGHT onto CR 246 / NW Lassie Black St	39.0
3.2	→	Right	Turn RIGHT onto US 41	42.2
3.2	←	Left	Slight LEFT into the park	45.4
0.1	←	Left	END at the ranger station in the park.	45.5

12. The Level 2 trail/route description should consist of approximately 300 words and identify and describe, to the extent practical, the environmental/geographical setting of the trail/route, the location of the trailhead and endpoint, points of interest along and near the trail/route, nearby restaurants, lodging, gas stations, photo opportunities as well as any future plans to link the trail/route to other trails/routes, and similar trail/route features/descriptors. The description should include the following information, which may be presented in table format:
  - a. Counties in which trail/route is located;
  - b. Cities and towns in which trail/route is located;
  - c. Trail/route length to the nearest one-tenth of a mile;
  - d. Trail/route surface type (asphalt, gravel, etc.); and
  - e. Trail/route category: (off-road, grade-separated, on-road, etc.).

The Level 2 description should also identify nearby parking and directions as to how to reach the trailhead. If available, the description shall provide contact information for additional information regarding the trail/route. The page shall also provide a messaging area for individuals to leave reviews, which include the assignment of one to five stars.
13. The Level 2 trail/route map pages should be designed so that trails/routes located in Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida can be added by Task Force staff without the need for additional assistance from the proposer.
14. The Level 2 trail/route map pages should be designed so that any of the Task Force member counties and associated trails/routes can be deleted or, preferably, hidden from view, without the need for additional assistance from the proposer.

## **II. Ultimate Springs Guide**

The Ultimate Springs Guide shall consist of online, interactive freshwater springs web pages and printable springs guides in PDF format. The selected proposer shall detail the steps for the site design, content development, programming, maintenance, hosting of the microsite and the design of the printable PDF guide.

The selected proposer shall be responsible for developing both digital and printable PDF versions of the springs guide for springs selected by the Task Force Marketing Committee.

### **Scope of Work**

- A. The proposal shall identify the maximum number of springs which shall be included in the Ultimate Springs Guide. The selected springs shall consist of a minimum of 10 springs and maximum of 24 springs.
- B. The selected proposer shall also be capable of implementing the following:
  1. The identification, development and mapping of specific springs facilities, including roads, campgrounds, spring head, connection to nearby river, parking, restrooms, picnic areas and similar facilities;
  2. The inclusion of Google Translate or the ability to link the springs guide to the existing vnnf.org website so that when Google Translate is selected from the existing website, the language translation automatically occurs within the springs microsite;
  3. The integration of the springs microsite into the existing Task Force website in such a way that user activity within the microsite is included in the Task Force's existing Google Analytics reporting system; and
  4. Modification of the existing website home page to provide an elevated presence of the Ultimate Springs Guide to website users.
  5. The development of a Level 1 (Opening) page which displays a region-wide map which identifies the location of the springs.

6. A Level 1 regional springs map designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida as well as their associated springs can be added by Task Force staff without the need for additional assistance from the proposer.
7. A Level 1 regional springs map designed so that any of the Task Force member counties and associated springs can be hidden from view, without the need for additional assistance from the proposer.
8. The ability for the user to download a printable PDF regional springs guide file consisting of all of the springs and associated information contained on the Level 2 page. The regional springs guide shall also contain a map of the region which shall include, but not be limited to, the locations of the springs, rivers, major roads, nearby cities and towns and significant natural features.
9. The Level 1 regional springs map shall be designed so that when the user's cursor is placed on top of an individual spring identified on the map, the page shall provide a popup of summary information on the selected spring including spring name, spring magnitude, a brief summary description, a thumbnail photo, and the option to display a linked Level 2 page. A Level 2 web page shall be provided for every spring identified on the Level 1 regional spring map.
10. The Level 2 spring web pages shall be designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida and their associated springs can be added by Task Force staff without the need for additional assistance from the proposer.
11. The Level 2 spring pages shall be designed so that any of the Task Force member counties and associated springs can be deleted or, preferably, hidden from view, without the need for additional assistance from the proposer.
12. Level 2 web pages to consist of:
  - a. Spring name, spring magnitude (1st, 2nd, 3rd, other);
  - b. A photo or series of photos of the spring;
  - c. A Youtube video or similar video, as appropriate;
  - d. An option for obtaining driving directions to the spring from the user's location;
  - e. A detailed spring map as described in C, below;
  - f. A narrative description of the spring and its associated facilities as described in D, below;
  - g. An option to download a printable PDF guide for the spring which contains all of the information in items a through f above;
  - h. Message boards for user comments regarding the trail/route; and
  - i. A user-based rating system for the spring using a 1 (lowest score) to 5 (highest score) rating system.

C. Each Level 2 spring map shall contain the following.

1. A spring map consisting of the selected spring and its associated spring run, if any, overlaid on an existing base map such as Google maps. The inclusion of a scale and the ability for the user to alter the scale as presented on the web page (ability to zoom in and out). The map should identify nearby cities, roads and natural features such as, but not limited to, springs, parks, forests, conservation areas, rivers and lakes. The map should include an option for the user to switch between map and satellite views. The downloadable PDF guide to the spring shall also include the spring map.
2. The following items should be identified on each spring map: parking; trails; trailheads; restrooms; picnic facilities, snack bars, restaurants, dive shop, hotel, campground, and recreational vehicle park; nearby facilities such as restaurants; lodging (hotels/motels/recreational vehicle and tent campgrounds, and bed & breakfasts); nearby photo opportunities; and similar items.

- D. The Level 2 spring description should identify the following information,
1. Spring name, address, telephone number, website, and email address where available.
  2. The environmental/geographical setting of the spring.
  3. Availability and Hours of Operation: Daily, Seasonal, Weekly, or Weekend-only.
  4. Admission costs, which may be described as a price range using dollar symbols such as 0 = Free, \$ = Low, \$\$, moderate, \$\$\$ = high, and availability of discounts such as American Association of Retired Persons and state parks annual pass.
  5. Links to blogs on the Task Force website, as applicable, which discuss the spring.
  6. Swim attire requirements (i.e., swim attire mandatory or swim attire optional).
  7. Whether scuba diving allowed.
  8. Whether dogs are allowed.
  9. Availability of a public bathhouse, lockers, showers and towel/robe rentals.
  10. If cabins, campsites and/or recreational vehicle parks are provided, the number of cabins, campsites, and recreational vehicle sites, availability of hook-ups for recreational vehicles, seasons of operation for camping, and the type and availability of restrooms/bath houses.
  11. A determination as to whether the spring is family-friendly, especially regarding the appropriateness and safety of the facility for children under the age of six.
  12. Name and distance to nearby cities and towns.
  13. On-site activities such as biking, canoeing/rafting/kayaking, fishing, tubing, and, swimming.
  14. Availability of rentals, including but not limited to bicycles, canoes, kayaks and tubes.
  15. Include links for nearby outdoor activities, places to eat and places to sleep.
  16. Points of interest near the spring including, nearby outdoor activities, restaurants, lodging, gas stations, shopping and photo opportunities.
- E. The Task Force Marketing Committee may consider alternatives to the development of Level 2 springs maps for the microsite and the printable PDF guide should such alternative methods result in an increased number of springs included in the Ultimate Springs Guide. Should the proposal exclude some or all Level 2 springs maps, it shall clearly describe the alternative presentation methods to be used for Level 2 springs and the additional number of springs to be included as a result of the alternative presentation methods compared to the number of springs which would otherwise be included if Level 2 maps are provided.

### **III. Digital Advertising Campaign**

The Original Florida Tourism Task Force seeks to drive substantial additional traffic to the organization's website, [naturalnorthflorida.com](http://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 advertising campaign shall place targeted advertisements to consumers in a minimum of five to a maximum of 13 metropolitan areas where Visit Natural North Florida is participating in travel shows. The digital advertisements shall highlight attractions and events within the region as well as highlighting the newly-revamped 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, 2016.

### **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. Metropolitan areas shall be limited to Atlanta, Georgia; Berlin, Germany; Chicago, Illinois; Dallas, Texas; Detroit, Michigan; London, England; Madison, Wisconsin; Minneapolis, Minnesota; New York, New York; Philadelphia, Pennsylvania; Tampa, Florida; Toronto, Canada; and Washington, D.C; 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 ad 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. Task Force Marketing Committee Involvement. The selected proposer shall work with the Task Force Marketing Committee to design and implement the advertising campaign including ad 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 the period of times that the advertisements were run.
- D. The Original Florida Tourism 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 photos from the region depicting tourism products, associated text, and a link to the Task Force website ([www.vnnf.org](http://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 Original Florida Tourism 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 microsites, including the code used to create the microsites as well as all content on the microsites, shall be exclusively owned by The Original Florida Tourism Task Force. All content produced for the Digital Advertising Campaign shall be exclusively owned by The Original Florida Tourism Task Force.
- D. In addition to the items listed herein, the Original Florida Tourism Task Force shall give consideration to other concepts for developing the microsites and the Digital Advertising Campaign. Proposers are therefore encouraged to present other concepts and features not contained herein.
  - 1. The budget for the Ultimate Bicycle Guide is a maximum of \$36,000.
  - 2. The budget for the Ultimate Springs Guide is a maximum of \$12,000.
  - 3. The budget for the Digital Advertising Campaign is a maximum of \$13,000.
- E. On execution of a contract between the selected proposer and The Original Florida Tourism Task Force, The Original Florida Tourism Task Force shall make one payment for the completion of a draft Ultimate Bicycle Guide microsite and PDF guides and a final payment for completion of the final Ultimate Bicycle Guide microsite, PDF guides and 1,000 printed copies of the printed PDF guide; one payment for a draft Ultimate Springs Guide microsite and draft PDF guides as well as one payment for a final Ultimate Springs Guide microsite and PDF guides; and quarterly payments for the Digital Advertising Campaign to the selected proposer. All payments for the project shall be as specified by contract between The Original Florida Tourism Task Force and the selected proposer.

#### **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 Original Florida Tourism 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, their costs 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 Original Florida Tourism Task Force account.
- I. Describe the specific expertise you offer in each of the following areas:
  - 1. Interactive bicycle trail/route website design and development;
  - 2. Printed bicycle trail/route guide development;
  - 3. Interactive springs guide development; and
  - 4. Geographically-targeted digital advertising campaigns.
- J. With regard to microsite testing, please describe the microsite testing and approval process.
- K. Three letters of reference from clients familiar with your website development, bicycle trail/route guide development, springs guide 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 microsite including but not limited to monthly maintenance, 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, 2016 (25 points); (b) past experience with the development and maintenance of tourism- and bicycle trail-oriented websites, springs-oriented websites and digital advertising geographically-targeted 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 (40 points); and (d) three letters of reference (10 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 29, 2016.**

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

2016 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](mailto:dopp@ncfrpc.org) or by telephone at 352.955.2200, extension 109.



*Visit Natural*  
**NORTH FLORIDA**

PROPOSAL FOR

# **THE ORIGINAL FLORIDA TOURISM TASK FORCE 2016 MARKETING PROJECT**

**SPARXOO**  
CHAMPION YOUR BRAND

**SPARXOO CONTACT: GRACE NORTHERN**

[grace@sparxoo.com](mailto:grace@sparxoo.com) | 502.741.3970

514 N Franklin St, Suite 202 | Tampa, FL 33602

[www.sparxoo.com](http://www.sparxoo.com)

## TABLE OF CONTENTS

**Introduction**

Introduction to Sparxoo.....	3-4
------------------------------	-----

**RFP Detailed Requirements**

A. Description of How the Above Scope of Work Will Be Implemented.....	4-31
B. Project Coordination and Communication with Task Force .....	31-32
C. Detailed Implementation Timeline for the Project .....	32
D. Complete Proposal Summary Page for Each Project and Total Costs.....	32
E. Company Description.....	33
F. List of Previous & Current Clients in Travel and Tourism.....	34-40
G. Organization Chart and Professional Backgrounds.....	41-45
H. Staff Assigned to Manage Original Florida Tourism Task Force Account.....	45-46
I. Specific Expertise for Stated Services.....	46-47
J. Microsite Testing and Approval Process.....	47
K. Letters of Reference.....	47
L. Subcontracted Vendors and Third-Party Software.....	47
M. Project Budget.....	47
N. Terms and Conditions.....	48
O. Micro-Site On-Going Support Options.....	48
Appendix.....	49-52

RECEIVED

APR 29 2016

NORTH CENTRAL FLORIDA  
REGIONAL PLANNING COUNCIL



## ORIGINAL FLORIDA TOURISM TASK FORCE

### PROPOSAL FOR

### 2016 MARKETING PROJECT

Thank you for including Sparxoo in the Original Florida Tourism Task Force proposal for the 2016 Marketing project. Starting in September 2015, we had the opportunity to work with the Task Force on designing and developing the new [www.VNNF.org](http://www.VNNF.org). We are proud of our work on this project, and frequently use it among our top case studies. We are excited about the opportunity to continue our work with the Task Force on the opportunities outlined in this RFP.

As the Task Force may already be aware of (per our previous work), Sparxoo was founded in 2010 and is an integrated digital marketing agency headquartered in Tampa. With a team of brand leaders and digital trendsetters, we work with clients to create competitive advantage at the intersection of technology and brand storytelling—with interactive website, creative excellence via printed materials, and high-performing digital advertising campaigns.

This project is well aligned with our portfolio, which features web and mobile development projects, creative print production, and digital advertising campaigns—across a range of industries, including tourism. In addition to our work with VNNF, we have recently led projects for a number of tourism-focused organizations including: City of Clearwater, Florida Restaurant and Lodging Association, Flagler County and Stellar Partners.

If awarded this project, we look forward to showcasing the all that North Florida has to offer—from the sparkling springs to adventurous bike trails—via microsites, guides and digital advertising. We will be committed to execute on the required work streams and deliver final products that the Task Force is excited for and drives visitors to the area.

### Our Philosophy

The mind is wired to seek what's different. We are passionate to share dynamic and extraordinary stories that stand out in the market. We create digital experiences that inspire emotional connection through integrated campaigns and interactive experiences.

Sparxoo is energized and fiercely competitive to produce cutting edge, yet simple experiences. We integrate content, visual design, and technology to engage with today's on-the-go, busy consumer. Our holistic approach uses market analysis with best-in-class creative craft and technical know-how. We seek diverse perspectives, including stakeholders and audiences, as we bring brands to life.

Thank you in advance for your consideration and we look forward to continuing the conversation with Task Force.

Sincerely,



David Capece  
Sparxoo, CEO and Founder

#### **A. Description of How the Above Scope of Work Will Be Implemented**

Based on the project requirements outlined in this RFP, we will plan to manage the following work streams if awarded this project:

- Bicycle Guide
  - Microsite
  - Create Ultimate Bicycle Guide PDF
  - Print Ultimate Bicycle Guide PDF (1,000 copies)
- Springs Guide
  - Microsite
  - Create Ultimate Springs Guide PDF
- Digital Advertising Campaign
  - Creative Concepts
  - Implementation and Media Buying

On pages 4-31, we have explained in detail how the above scope will be implemented. However, given the similar project requirements for the bicycle and springs microsite, we have used the below pages to detail our recommended approach for the design and development of both microsites.

#### **Design and Development Approach for Microsite Sites (Bicycle and Spring Guide)**

Sparxoo has a well-honed project approach for website projects that enables us to create user-friendly digital experiences that amplify key messages and match our client's goals. We used this approach to design and develop the current [www.naturalnorthflorida.com](http://www.naturalnorthflorida.com) website and will use this approach for the bicycle and springs microsites.

As demonstrated below, we begin our projects with discovery, followed by milestone meetings and workshops. Please see below for our five phase approach to managing website projects.



For the bike and springs microsite, we recommend a project timeline of approximately 20 weeks, or 4 to 5 months. For illustrative purposes, based on a start date of June 1, 2016, we would launch the website on-or-around the week of September 30, 2016.

#### Phase 1: Discovery & High Level Visioning

##### ***Weeks 1 – 2***

Upon being awarded the project, we will immediately begin immersing our full project team. During our initial discovery we will:

- Review provided assets (i.e. photo & video assets, brochures, other planning documents)
- Review provided analytics
- Evaluate relevant market peers based on any additional guidance from the Task Force
- Hold a kick-off call with the Task Force
- Hold a workshop with the client team to further explore site design and usability to prioritize what's most important

This discovery phase will conclude with a prioritization of content and features, and will lead to setting the vision for the website including our internal wireframing.

#### Phase 2: Design, Storytelling & User Experience (Web & Mobile)

##### ***Weeks 2 – 6***

After discovery and initial wireframing, we move to design and storytelling concepting. We lead three rounds of design and storytelling as follows.

- Week 3 (Round 1): Presentation of a total of three designs, including two different home page directions and one interior page for each of the design directions; client to provide feedback and proceed with one direction.
- Week 5 (Round 2): Based on selected direction in Round 1, revised home page, revised interior page, and mobile home page to be presented.
- Week 6 (Round 3): Based on Round 2 feedback, revisions made to all pages.
- Weeks 3-6: Content research and development (edits and finalization during Phase 3).

In each round of design and storytelling, we gain client feedback so that we can further refine the design and storytelling. At the end of the design and storytelling phase, we lock down design and

content by getting client sign-off. This phase includes mobile responsive design. Upon client sign-off, all foundational and structural elements of the website including all major functionality should be agreed upon, and only minor design or content changes should occur thereafter. This is important since significant foundational and structural changes to the website, or significant changes in features and functionality will delay the development phase, and could lead to additional budget requirements. We use our expertise and make best efforts to be detailed and transparent during this process so that the client is satisfied with website design and storytelling.

In conjunction with this phase, our team will begin the initial research and compiling of content for the bicycle and springs microsites. Given that the featured content for these microsites is key for an informative user experience, it is imperative that relevant copy is identified early and integrated with the look and feel of the microsite designs.

### Phase 3: Development (Web & Mobile)

We will use advanced web & mobile development capabilities with a mobile first approach that streamlines code for faster load time.

#### ***Weeks 7 – 15***

- Weeks 7 – 9: Development will be centered on front-end development, navigation, and CMS theming
- Weeks 10 – 12: Development will focus on the implementation of layout of approved design templates
- Weeks 13 – 14: Development will focus on feature functionality
- Weeks 15 – 16: Development will include minor customization for mobile along with the input of all content (content migration) and final tweaks based on internal testing

### Phase 4: QA Testing, Training & Launch (Web & Mobile)

As we finalize development, our internal team moves to QA (Quality Assurance) testing so that we polish our work prior to sharing a development link with the Task Force. We will test and optimize the main Internet browsers (Chrome, Safari, Firefox, Internet Explorer) for the most recent two versions. For IE, we will optimize IE 9, IE 10, and IE 11.

#### ***Weeks 17– 20***

- Week 17: A website link will be provided to the Task Force for review and we request all feedback by the end of Week 17
- Week 18: We will make final adjustments and prepare for go-live
- Week 19: We will have a final walk-through and a training session
- Week 20: We will launch at the end of Week 20

### Phase 5: Post Launch Support (Web & Mobile)

In tandem with launch, Sparxoo will provide a training document and a 1-hour training for Task Force members.

#### ***Weeks 19 and Beyond***

We offer two options for post-launch support:

- Hosting & Ad Hoc Requests: We can provide enterprise-level hosting and also field ad hoc requests, billed through on an hourly basis.
- Ongoing Support: We can set up an arrangement whereby we allocate a certain number of hours per month to ongoing support and evolution of the website (so that it isn't stagnant!).

### **ULTIMATE BICYCLE GUIDE**

In addition to the design and development approach outlined above, we have used the following pages to identify our approach for the following work streams: creating a downloadable PDF Bicycle Trail/Route guide, printing a downloadable PDF Bicycle Trail/Route guide, and designing the bicycle microsite (inclusive of our initial thoughts on design directions).

- **Creating the Downloadable PDF Bicycle Trail/Route guide**

Per the RFP, we will create a downloadable PDF bicycle trail/route guide. This guide will be featured on the website (see pages 13-16 for illustrative website designs that will feature the guide) and will be available in printed format.

For this project scope, we use the following approach to design the create the downloadable PDF bicycle trail/route guide:

- **Research & Discovery:** In-depth research of the top bicycle routes in north Florida, inclusive of online research, local expert recommendation, and Task Force input.
- **Content Plan:** Identify and confirm 26 county routes to feature, plus 2 potential regional maps.
- **Content Development:** Organize level two inputs (see #9, A-J on RFP for inputs) for all 28 routes, plus a 300-word description of the all routes.
- **Design:** Upon copy completion, layout, design elements, and production begins, with 1 round of feedback.
- **Printing:** Coordinate logistics with the selected printer vendor to deliver 1,000 copies of the guide.

In order to plan ahead, our team began the initial work for the Research & Discovery phase, to demonstrate our initial thinking for how we would approach this phase of the project.

We understand that the guide and microsite must, at minimum, must feature two bicycle trails/routes in each Task Force member county, one multi-county bicycle/trail route which links together the five coastal counties of the Big Bend area, and one multi-county bicycle trail/route which links together some of the most desirable nature based tourism activities of the Task Force region.

With this guidance in mind, our team conducted initial research on popular routes in the North Florida region, including contacting bike shops throughout the region and online research via the popular bicycle site, RidewithGPS.com. In addition, all of our research was validated by avid cyclists on our team, who have ridden across hundreds of routes including some in North Florida.

Based on our research, we identified a total of 51 potential routes to feature in the Ultimate Bicycle Guide. Since the goal of the guide is to feature 26 individual county routes, we narrowed down the list of 51 to 26, which are highlighted in green in the chart below. Note that we selected these 26 routes based on the information available and which routes best aligns with the requested route information on pages 2-3 of the RFP (i.e. photos of the trail, cue sheet, etc.).

As shown below, we have identified trails in each of the Task Force's counties, both in the competitive and recreational categories. As you'll see, a few of the counties only have one (1) route highlighted in green. If awarded this project, we would work with the Task Force to finalize this list and ensure that every county has two routes represented.



COUNTY	COMPETITIVE TRAIL	COMPETITIVE TRAIL	RECREATIONAL	RECREATIONAL	RECREATIONAL	RECREATIONAL	GREEN PER COUNTY
Alachua County	San Felipe Hammock Preserve State Park	Paynes Prairie Preserve State Park	Hawthorne Trail	Archer Braid Trail	UF Campus Greenway		3
Bradford County			Wainwright Park	Pelican Lake Butler State Trail	Hampton Park		2
Columbia County	Youngs Park	Stephen Foster Folk Culture Center State Park	Whitewater to Oleno Trail	Alligator Lake Recreation Area			1
Dixie County	Nature Coast State Trail	The Road to Nowhere	County Road 351	Ocala Mainline Trail	Shred Island County Park		2
Gilchrist County		Nature Coast State Trail	US Highway 129 East & West Routes				1
Jefferson County	St. Marks Wildlife Refuge	Florida National Scenic Trail	Ice Anderson Bike Trail	Monticello Bike Trail	Jefferson County Recreational Park		2
Lafayette County			Hatch Band	Conwell Springs Road Trail	Lafayette Heritage Trail Park		2
Levy County	Cedar Key Scrub State Reserve	Henry Beck Park	Marjorie Harris Carr Cross Florida Greenway	Manatee Springs State Park	Bronson to Cedar Key	Goethe State Park	2
Madison County	Twin Rivers State Forest		Isle of Palms Trail	The Madison Loop			2
Taylor County	Big Bend Wildlife Management Area Tide Swamp Trail	Econfina River State Park	Upper Steinhatchee Conservation Area Trail	Steinhatchee Falls	Rainbow Springs State Park		3
Union County	Panaka State Trail	River Rise Preserve State Park	Lake Butler	Oleno State Park	Providence Ride		3
Wakulla County	Munroe Park	Edward Ball Wakulla Springs State Park	Ochlocknee Bay Bike Trail	Tallahassee-St. Marks Historic Railroad State Trail	Tallahassee-St. Marks Historic Railroad State Trail		3
						<b>TOTAL ROUTES</b>	<b>26</b>

Once the 26 trail routes are identified and approved, our team will build off of our research to create the recommended routes for the one multi-county bicycle/trail route which links together the five coastal counties of the Big Bend area and the one multi-county bicycle trail/route which links together some of the most desirable nature based tourism activities of the Task Force region, bringing the total number of routes to 28.

For illustrative purposes, we have designed a sample cover and interior page of the Ultimate Bicycle Guide on the following page.



- **1,000 Printed Copy of the Bicycle Trail/Route Guide, Referred to as the Ultimate Bicycle Guide**

We have identified two pricing quotes for the printed copy of the Ultimate Bicycle Guide. For our proposal, we are including the cost of Option 1 due to the overall project budget. If the Task Force is able to allocate additional funds to the printed version, Option 2 would be the preferred choice—since it will be printed on extremely premium, water proof paper.

We have also included paper samples from Option 2 in our proposal package.

## Quote 1: A & A Printing

**Name:** Ryan Krail  
**Telephone:**  
**Email:** rayn@sparxoo.com  
**Address:**  
**Description:** Color book & booklet  
**Print Size:** 6 x 9  
**Pages (sides):** 24 & 36  
**Quantity:** 1000

### **COMPOSITION**

Text pages should be provided via our website at [www.printshopcentral.com](http://www.printshopcentral.com) or via email (pdf or postscript). Files provided in non-pdf format will incur file prep charges. Cover (front, spine and back, etc.) to be provided via our website or email by customer (pdf or postscript) ready for trouble free output.

**Digital File Prep Fee:**

**Cover Design Fee:**

### **PROOFS**

One complete unbound digital copier layout of text and cover is included in price quote. After the customer approves the proof provided, charges for changes or corrections requested by the customer will require an estimate. There will be a charge of \$50.00 for each additional proof.

### **TEXT PAGES**

**Text Paper:** 100# gloss text

**Offset/Digital/Toner:** 4/4

### **COVER**

**Stock:** 10PT CTS

**Offset/ Digital/Toner:** 4/4

**Coating:** UV

**Bleeds:**

**Other:**

### **FINISHING**

**Binding:** 36 pages perfect bound - 24 pages saddle staple booklet

**Packaging:**

**Wrap:**

COPIES	Total	Price Per Book	notes
1000	\$2,610.00	\$2.61	36 pages perfect bound
1000	\$1,820.00	\$1.82	24 pages saddle staple booklet

\* tax not included in the estimate

## Quote 2: Printing for Less

- 1000 - 36 pages, thick water proof paper, 6" x 9", spiral bound  
\$8,053.60
- 1000 - Same as above except the front and back covers would be about twice as thick  
\$8,952.37
- **Online, Interactive Bicycle Trail/Route Microsite**

According to the RFP, the stated goal is to have an online interactive bicycle trail/route microsite that shall be embedded in or otherwise fully integrated with the existing Task Force website ([www.vnnf.org](http://www.vnnf.org)) and shall provide online maps of bicycle trails/routes as well as nearby natural features and facilities of interest to bicyclists.

Our team led the design and development of the current [www.vnnf.org](http://www.vnnf.org). For this site, and all of our sites, we developed the site so that it would be scalable for projects such as this one, and easy for the Task Force to add it in the future. We have worked with many clients and have vast experience on building upon the first iteration of their respective sites.

Beyond integration with the current site, our team will approach this project similar to our approach for the VNNF current site. Our initial approach will be to set a project vision that is inspired by the market and rooted in goals. For inspiration, we consider our own best-in-class work (including the previously mentioned [www.VNNF.org](http://www.VNNF.org) website) along with best-in-class tourism websites with a focus on bicycle routes, including: [www.alltrails.com](http://www.alltrails.com), [www.rideoregonride.com](http://www.rideoregonride.com), [www.backpacker.com](http://www.backpacker.com), [www.exploreasheville.com](http://www.exploreasheville.com), [www.adventure.com](http://www.adventure.com) and [www.visitmaine.com](http://www.visitmaine.com). Each of these websites has successfully utilized an interactive design approach and many feature some sort of map integration.

With these concepts as a starting point, we will use our initial discovery meetings with the Task Force staff to further explore other creative directions. For the purposes of this RFP, we have shared a sample home and interior design page. If selected as your agency, this will simply be a starting point for design. We will lead a process to create the final design concept.

The purpose of these explorations is to enable the Task Force to see our approach in customizing our thinking and talents for the bicycle microsite. If selected, Sparxoo would welcome feedback to these initial directions and would use this as a starting point for concept exploration. These designs will be used to inform thinking, but we are flexible to expand our design and content exploration beyond these initial concepts.

In addition to these designs, our team has purchased the domains for: [www.ridenorthflorida.com](http://www.ridenorthflorida.com), [www.ridenorthflorida.org](http://www.ridenorthflorida.org), [www.bikenorthflorida.org](http://www.bikenorthflorida.org) and [www.bikenorthflorida.com](http://www.bikenorthflorida.com). Upon being hired for this job, we would donate all of these URLs to the Task Force. We would also set up redirects to coordinate with digital marketing initiatives.

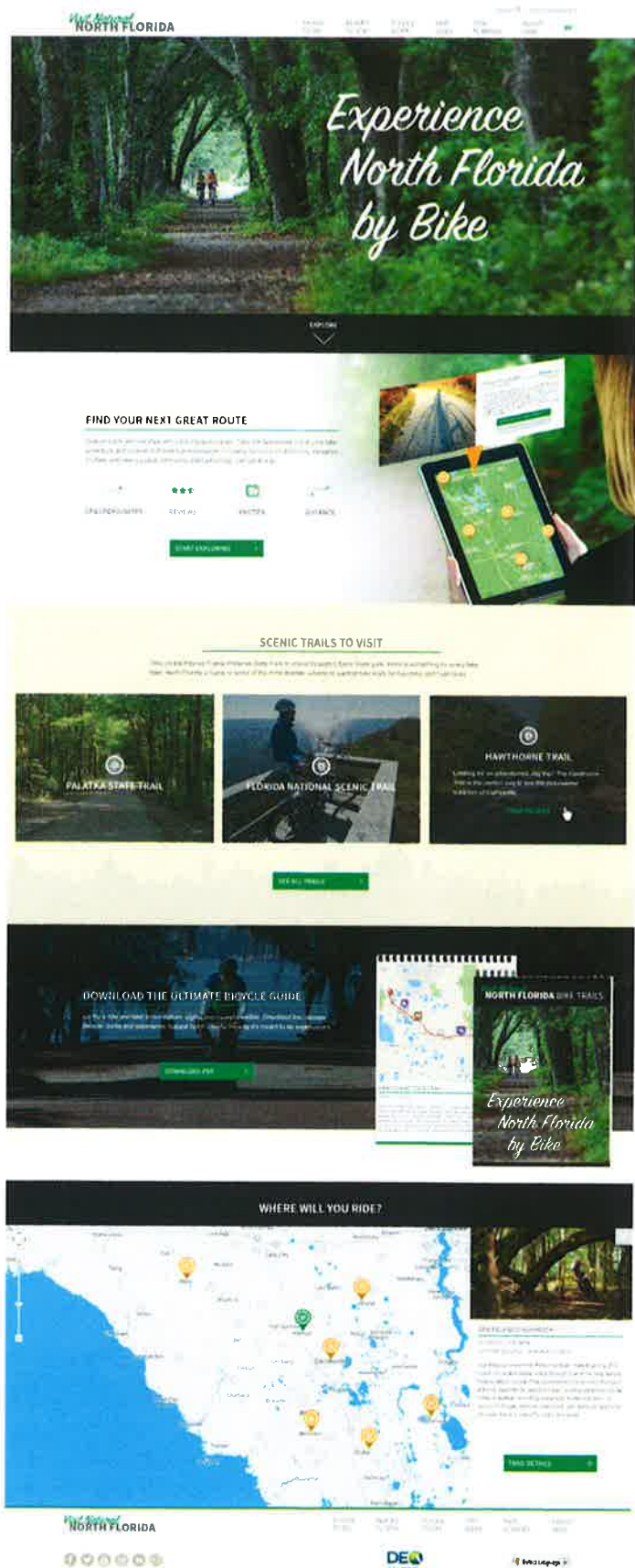


## LEVEL 1: BICYCLE MICROSITE HOME PAGE

We have created the following bicycle microsite homepage as an example of how VNNF can promote the trails in North Florida as an experience that all cyclists—from leisure to experienced riders—will want to travel. From the striking imagery to the dynamic “Explore” bar, users will be prompted to use the site as a resource for their trail planning needs.

For this design, we have elevated four main content areas, which feature: Find Your Next Great Route, Scenic Trails to Visit, the Ultimate Bicycle Guide, and a map that will take the user to the Level 2 pages. Note that for the Scenic Trails to Visit, the Task Force would be able to easily rotate these featured trails, so that all counties are equally represented.

In this approach, we have utilized the same navigation on the current VNNF site. This integration will enable the user to easily navigate through all of the resources that the current site offers. As shown in the drop down menu on page 14, we recommend placing the bike microsite under the menu dropdown “Trip Ideas.”

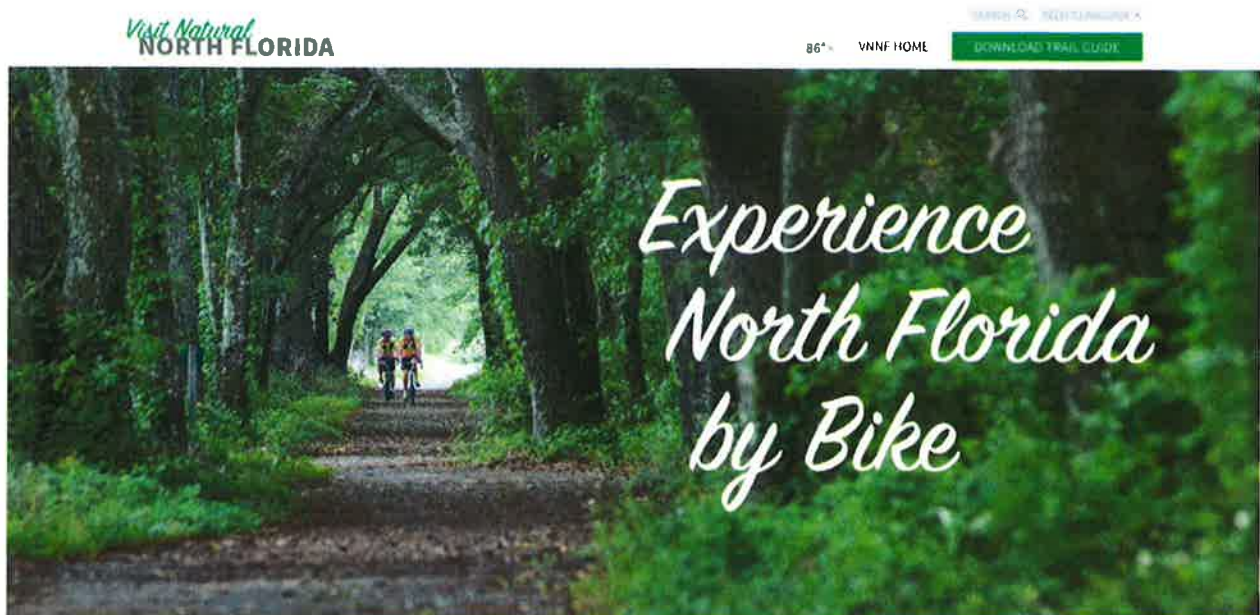


LEVEL 1: BICYCLE MICROSITE  
DROP DOWN



## LEVEL 1: BICYCLE MICROSITE ALTERNATIVE NAVIGATION

While our initial recommendation is to integrate the microsite within the current [www.VNNF.org](http://www.VNNF.org), we have also conceived the following design, which provides an alternative to how the main level navigation could be featured. If the Task Force selected this direction, we would recommend utilizing a new URL for the microsite, i.e. [www.ridenorthflorida.com](http://www.ridenorthflorida.com), [www.ridenorthflorida.org](http://www.ridenorthflorida.org), [www.bikenorthflorida.org](http://www.bikenorthflorida.org) or [www.bikenorthflorida.com](http://www.bikenorthflorida.com).

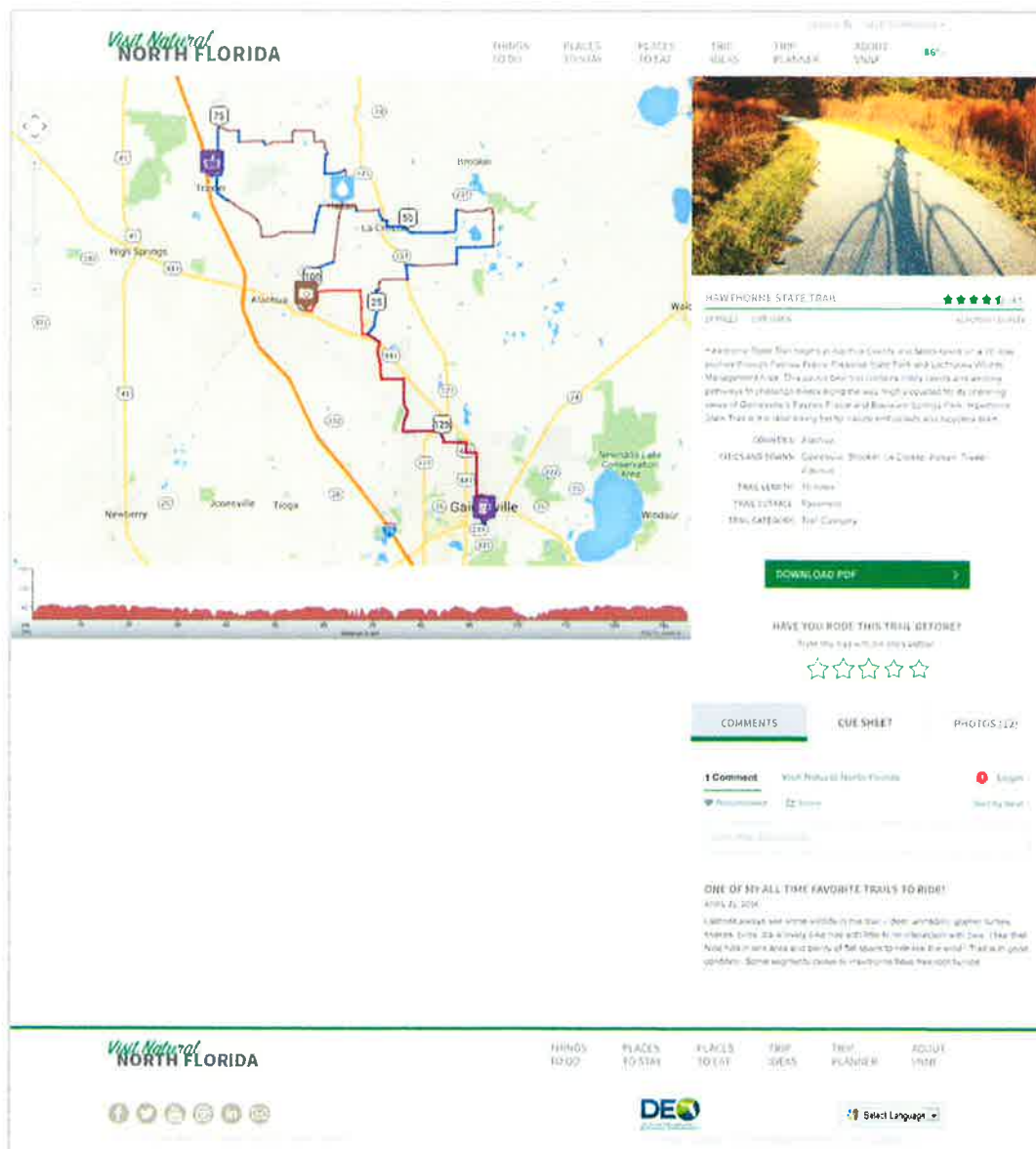




## LEVEL 2: BICYCLE MICROSITE INTERIOR PAGE

Understanding the importance of highlighting all of the required inputs for the bicycle microsite Level 2 page, we have conceived of the following design. In order to meet the Task Force's requests, we recommend using a Ride with GPS Application Program Interface (API) for the different portions of this page, i.e. the map and elevation features.

While we recommend that the map be the main feature of the page—and accordingly has the most dedicated space—we also know that it's important to feature other inputs, i.e. cue sheet, photos, comments, and trail description. In order to best organize these inputs, we have designed a page that will enable users to easily digest and navigate between the items that are most applicable to their site experience, by using the tab functionality underneath the trail description.





### Feedback Regarding Technical Requirements:

For the microsite, we will plan to implement the requirements outlined in section C #1-14. We will use a RidewithGPS.com API to pull the requested information and integrate it into the microsite. While we are able to deliver on the items listed in C #1-14, we do want to call out the following items:

***C.5.) A Level 1 regional trail/route map designed so that Baker, Hamilton, Marion, Putnam and Suwannee Counties, Florida as well as associated trails/routes, can be added by Task Force staff without the need for additional assistance from the proposer.***

***C.6.) A Level 1 regional trail/route map designed so that any of the Task Force member counties and associated trails/routes can be hidden from view, without the need for additional assistance from the proposer.***

While both of these requirements are possible, this request will require additional training to the Task Force staff. We recommend one training session, during which we will provide a 1-hour tutorial on how the Task Force can add and hide routes as desired.

### ***C.9.i.) Message boards for user comments regarding the trail/route***

For the message board, we will use the service called DISQUS, which is currently used on the VNNF.org blog page. The message board on the bicycle microsite will function the same way as this current site feature (example: <http://www.naturalnorthflorida.com/tour-cedar-keys-lighthouse-february-20-2016/>). Note that for this feature and for the requested user-based rating, users will not be required to sign in.

***10.b) The following items should be identified on each bicycle map, to the maximum extent practical: parking; trailheads; tunnels; restrooms; endpoints; drinking fountains; nearby hiking and bicycling trails/routes; geocoded photos; mileage markers; nearby restaurants; nearby lodging (hotels/motels/recreational vehicle and tent campgrounds, and bed & breakfasts); nearby photo opportunities; and similar items. Such features should, to the maximum extent practicable, have the ability to be turned on and off by the user.***

We are able to complete this request, except for the request to have the user turn on and off the functionality.

## ULTIMATE SPRINGS GUIDE

Similar to the Ultimate Bicycle Guide, we have used the following pages to identify our approach for the following work streams: creating a downloadable springs guide and designing the ultimate springs microsite (inclusive of our initial thoughts on design directions).

- **Online, Interactive Springs Microsite**

According to the RFP, the Ultimate Springs Guide shall consist of an online, interactive freshwater springs web pages and printable springs guides in PDF format. The selected proposer shall detail the steps for the site design, content development, programming, maintenance, hosting of the microsite and the design of the printable PDF.

The detailed steps for site design, programming, maintenance and hosting of the microsite are provided on pages 4-7 and will follow the same project approach as the bicycle microsite. For the purposes of this proposal, below we have provided additional information regarding our site design process and content development approach.

### Site Design

According to the RFP, the stated goal is to have an online, interactive freshwater springs website.

For this scope, we would follow the same design and development process that was previously outlined for the bicycle microsite as outlined on pages 11-12, in order to maintain a consistent look and feel to both microsites.

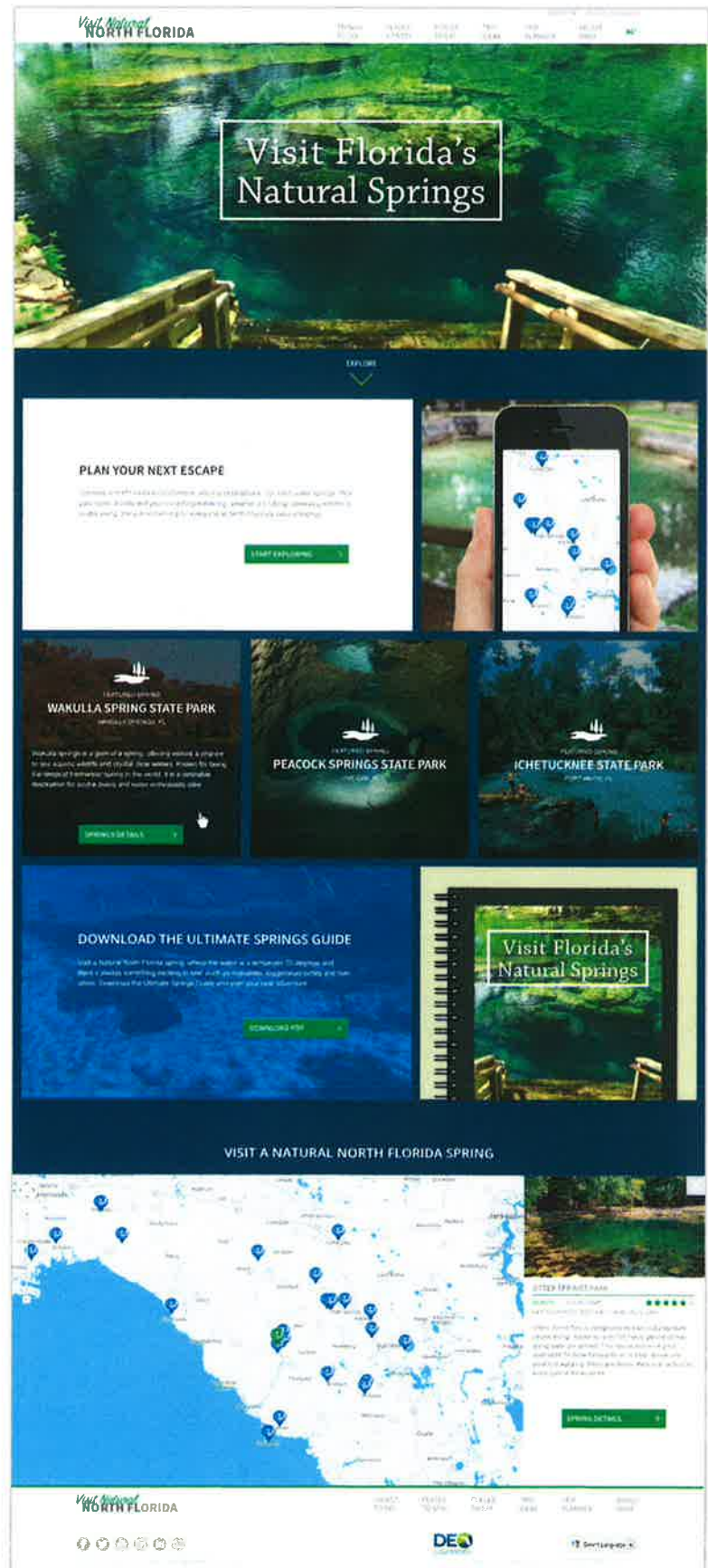
Similar to the bicycle microsite, these concepts will be a starting point, and we will use our initial discovery meetings with the Task Force staff to further explore other creative directions. As shown on pages 19-22, our team has conceived of initial content, layout, and design directions of the Level 1 and Level 2 pages for the microsite.

## LEVEL 1: SPRINGS MICROSITE HOME PAGE

Per the issued RFP, the springs microsite should be an interactive site that features the freshwater springs throughout the north Florida region.

With this direction in mind, we designed the following page with the goal to prompt the user to begin planning their trip to one (or more) of the area's springs, showcase featured springs (which can be easily interchanged by the Task Force), promote the springs guide, and highlight the location of selected springs in the area.

For this page, we also followed a similar design to the bicycle microsite so that there would be a consistent look and feel among the various pages throughout the site. In addition, on the following page, we have demonstrated where this microsite could be integrated on the current [www.VNNF.org](http://www.VNNF.org) site's drop down navigation.



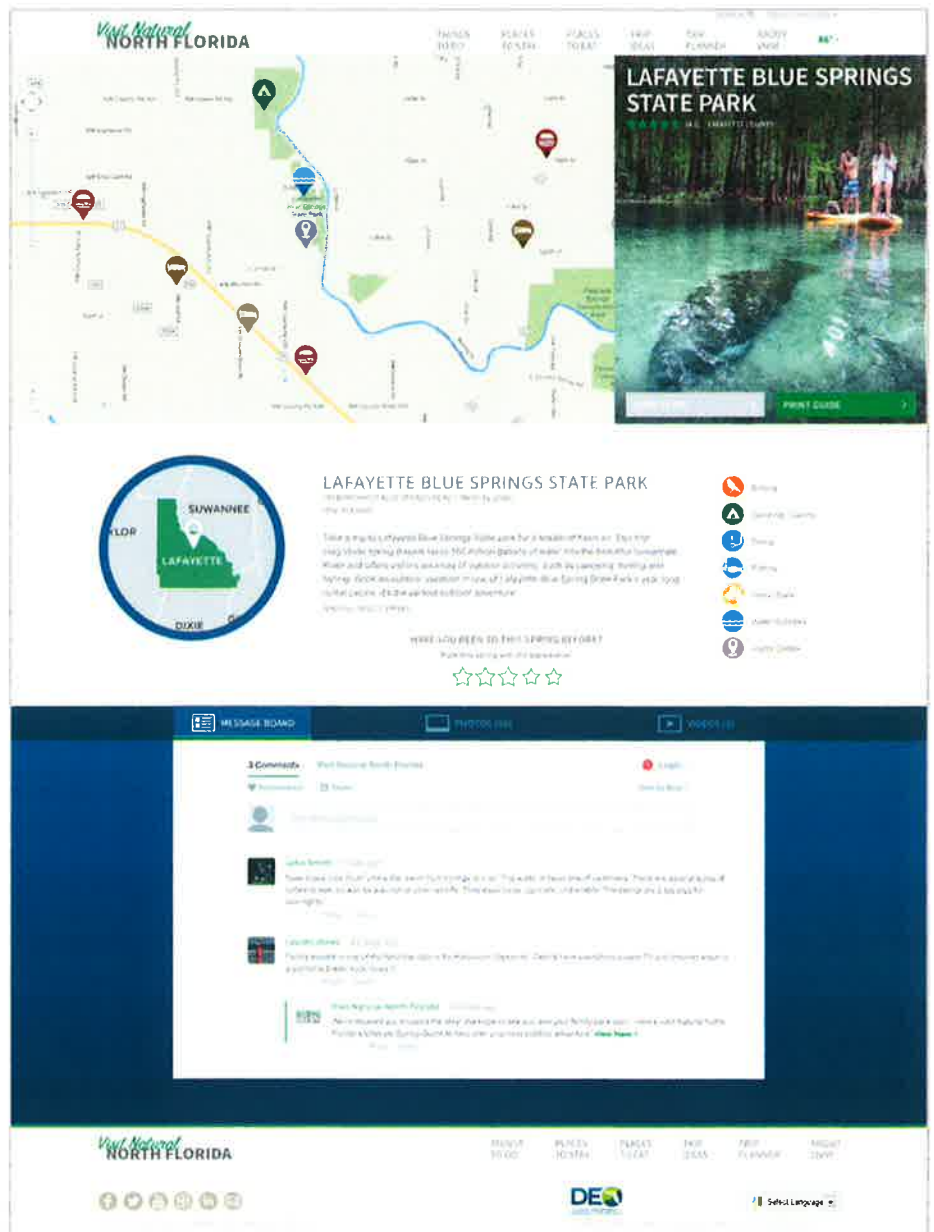
LEVEL 1: BICYCLE MICROSITE  
DROP DOWN



## LEVEL 2: SPRINGS MICROSITE INTERIOR PAGE

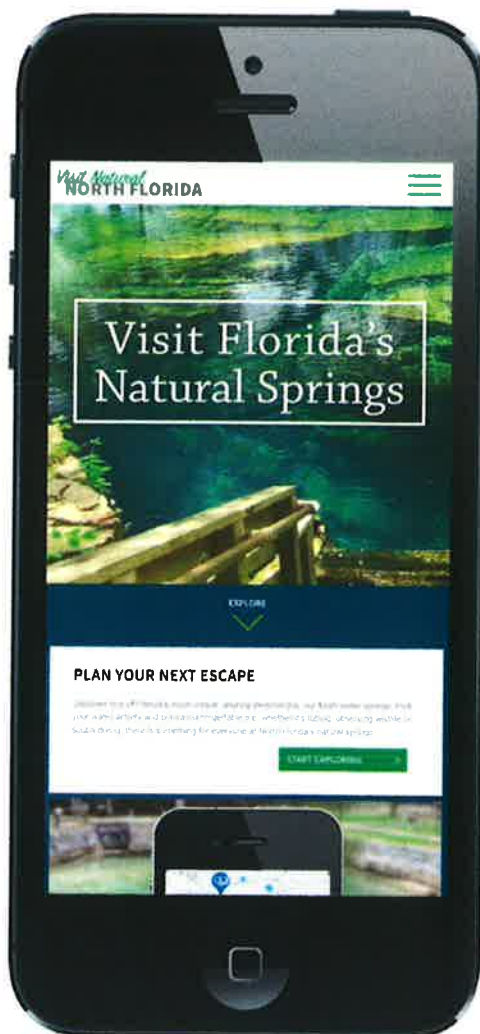
Matching the design theme for the Level 1 page, we focused on creating a visually striking and user-friendly page for the springs Level 2 design. As shown, we start the page with a map of the spring's surrounding amenities and features, i.e. restaurants, hotels, etc. For this page, the map will look similar to the map that is on the current [www.VNNF.org](http://www.VNNF.org) site.

In addition to the map, the Level 2 page will provide the user the following information on the selected spring: brief description, message board, photos, videos, user rating, and the ability to print information on the spring.





**LEVEL 2: BICYCLE MICROSITE  
MOBILE**



Feedback Regarding Technical Requirements:

For the microsite, we will plan to implement the requirements outlined in section B) 1-12, C) 1-2, and D) 1-16, and E. However, we do want to address the following requests:

***D.9.) The Level 1 regional springs map shall be designed so that when the user's cursor is placed on top of an individual spring identified on the map, the page shall provide a popup of summary information on the selected spring including spring name, spring magnitude, a brief summary description, a thumbnail photo, and the option to display a linked Level 2 page. A Level 2 web page shall be provided for every spring identified on the Level 1 regional spring map.***

For this request, we will use a map that is very similar to the map on the current [www.VNNF.org](http://www.VNNF.org) site.

***12.h and 12.1) Level 2 web pages to consist of: Message boards for user comments regarding the trail/route; and a user-based rating system for the spring using a 1 (lowest score) to 5 (highest score) rating system.***

For the message board, we will use the service called DISQUS, which is currently used on the VNNF.org blog page. The message board on the bicycle microsite will function the same way as this feature (example: <http://www.naturalnorthflorida.com/tour-cedar-keys-lighthouse-february-20-2016/>). Note that for this feature and for the requested user-based rating, users will not be required to sign in. For the user-based rating system, we will follow the same functionality as the bicycle microsite.

***D.2) Level 2 spring description should identify the following information: The environmental/geographical setting of the spring***

We would request additional clarification on this request from the Task Force, since we are currently unsure of exactly what this request represents.

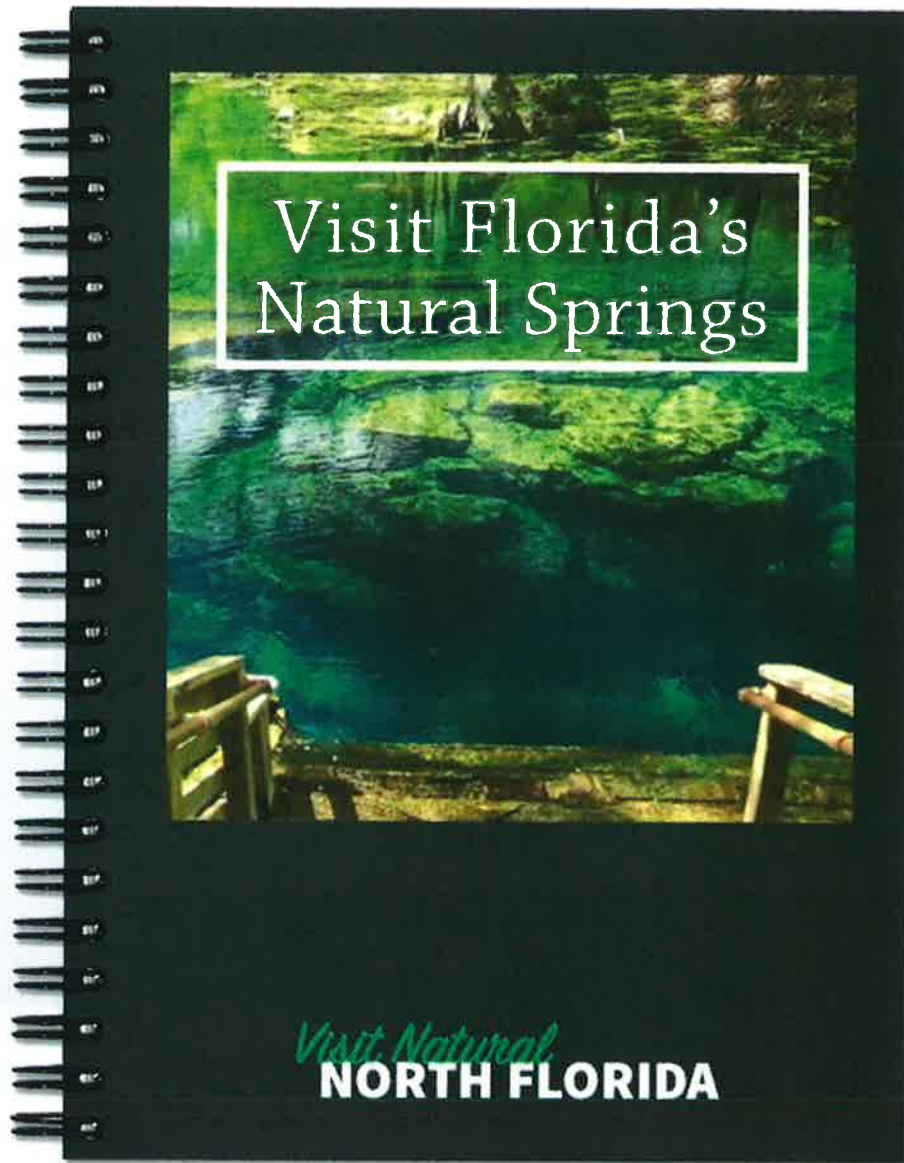
- **Creating the Downloadable PDF Springs guide**

Per the RFP, we will create a downloadable PDF springs guide. This guide will be featured on the website (see pages 19-22 for illustrative website designs that will feature the guide).

For this project scope, we use the following approach to design the create the downloadable springs PDF:

- Research & Discovery: In-depth research of the top springs in north Florida, inclusive of online research and Task Force input
- Content Plan: Identify and confirm 20 springs to feature
- Content Development: Organize level two inputs
- Design: Upon copy completion, layout, design elements, and production begins, with 1 round of feedback

For illustrative purposes, we have designed a sample cover of the Ultimate Springs Guide on the following page.



### Content Development

Similar to our approach for the bicycle guide, we have conducted preliminary research on springs in the north Florida. Based on this research, we recommend featuring a total of 20 springs in the springs guide and on the microsite. Below, highlighted in green, are the 20 springs that we recommend. As alternative options, we have also included additional springs in the chart below. Upon project kick-off, we would work with the Task Force to finalize the 20 featured springs.



Priority:	HIGH PRIORITY	SWIMMING NOT RECOMMENDED		
COUNTY				
Alachua County	Poe Springs Park	Glen Springs	Boulware Springs	Hornsby Spring
Bradford County	Heilbronn Spring			
Columbia County	Blue Hole Spring	Cedar Head Spring	Ichauucknee Springs	Devil's Eye Springs
Dixie County	Copper Spring	Guaranto Springs	Hart Springs	
Gilchrist County	Ginsie Springs	Dogwood Spring	Oxter Springs Park	
Jefferson County	Wacissa River Springs	Big Blue Springs	Nuttall River Rose Spring	
Lafayette County	Lafayette Blue Springs	Troy Springs	Ruth Spring	Mearson Spring
Levy County	Devil's Den	Fanning Springs	Wasscasassa River	Blue Springs
Madison County	Madison Blue Springs	Pot Spring		
Taylor County	Cedar Island Spring	Walden Springs	Beaver Creek Spring Florida	
Union County	Worthington Spring			
Wakulla County	Gander Spring	Shepard Spring	Wakulla Springs	Indian Springs

## DIGITAL ADVERTISING CAMPAIGN

Per the issued RFP, we understand that the goal of a Digital Advertising Campaign is to drive substantial additional traffic to the organization's website, [www.vnnf.org](http://www.vnnf.org) through a geographically-targeted digital advertising campaign to increase awareness of tourist-oriented activities and resources located with the Natural North Florida region.

With that background in mind, we evaluated the digital advertising campaign requirements on pages 6-8 of the RFP. Our team has experience executing all identified items and will deliver all items identified in sections A-F. In addition, we have addressed a few of the specific requirements as outlined below:

### ***A.2.) Demonstrate Familiarity with the tourism products of the Original Florida Task Force and its member counties, the Task Force website and the Task Force Facebook page.***

Based on our experience leading the redesign and development of the new [www.VNNF.org](http://www.VNNF.org), our team of digital experts is very familiar with the Task Force, its member counties, website and Facebook page. For the launch of the [www.VNNF.org](http://www.VNNF.org) site, we had a team of digital experts working on the project, during which they worked on the following tasks:

- **Content development, inclusive of site content (i.e. headlines) and 10 blogs:** For these 10 blogs, our content specialists researched and wrote on the activities, things to do, and

photos for all of the Task Force's member counties. This process enabled our team to become familiar with the top things to do, places to stay, and places to eat in every county.

- **Web design and development:** As the primary designers and developers for the new [www.VNNF.org](http://www.VNNF.org), our team of creative designers and developers know every aspect of the new site. In addition, we are most knowledgeable of the custom features that we created (i.e. the custom Things Do/Places to Eat/Places to Stay map, trip planner and county map).
- **Facebook:** As part of our content development and web design process, we have frequently visited the VNNF Facebook page since July 2015, in order to learn more about the Task Force and all of that North Florida has to offer tourists.

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

***A.4.) Identify the maximum number of metropolitan areas to be included in the Digital Advertising Campaign***

Due to the limited amount of media dollars, we propose taking a two-phased approach regarding digital marketing aimed at metropolitan areas. We propose the following schedule for the digital advertising campaign. Note that these dates are designed to occur in conjunction with the launch of the springs and bicycle microsites.

- Test Campaign: October 1 – October 31, 2016
- Full Campaign: November 1 – December 31, 2016

Phase 1 would be a testing phase that lasts 1 month (October 1 – October 31). Here we would take 30% of the overall media budget and publish and advertise in 8-10 geographic areas. These test campaigns will be inclusive but not limited to boosting Facebook posts, Facebook display ads, Google AdWords, and display ads and direct media buys on tourism and vacation focused websites.

Upon completion of Phase 1, we would judge the success of each metropolitan area's test based on metrics like impressions, clicks and conversion amounts and rates. Using those learnings, we would move into Phase 2 and use the remaining 70% of budget to advertise in the top 4-5 highest performing geographical areas using the tactics that provided the highest return on marketing investment (ROMI).

***A.5.C.) Analytics: Provide analytics, accessible by the Task Force, on campaign performance including: 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 the period of times that the advertisements were run.***

We have full analytical and reporting capability and will provide detailed reports on all paid advertising and web analytics. In these reports we will include recommendations and insights for

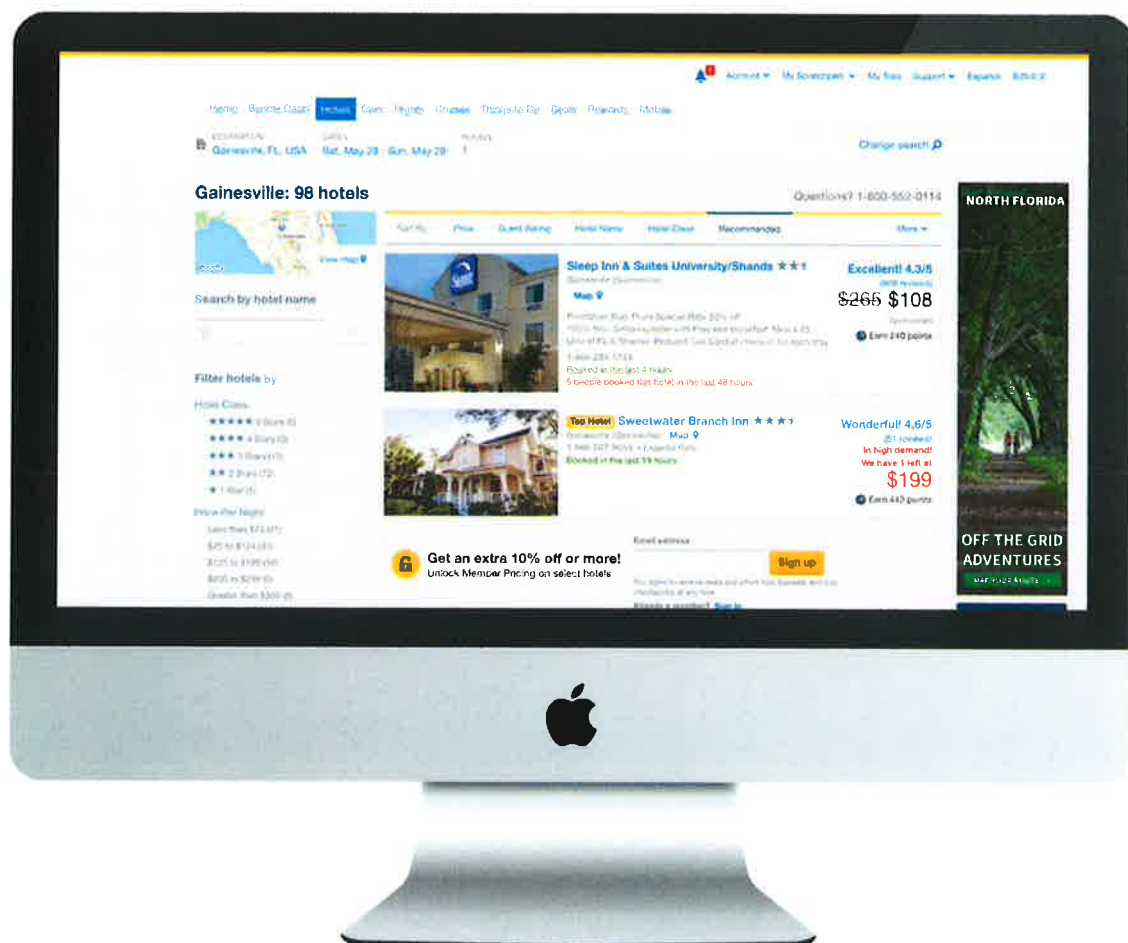
optimizations to incrementally improve the campaign as well as summaries of all ads run, websites the ads ran on and timeframes they were live. We will also change strategy at any time if the Task Force Marketing Committee requests it.

***F. 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.***

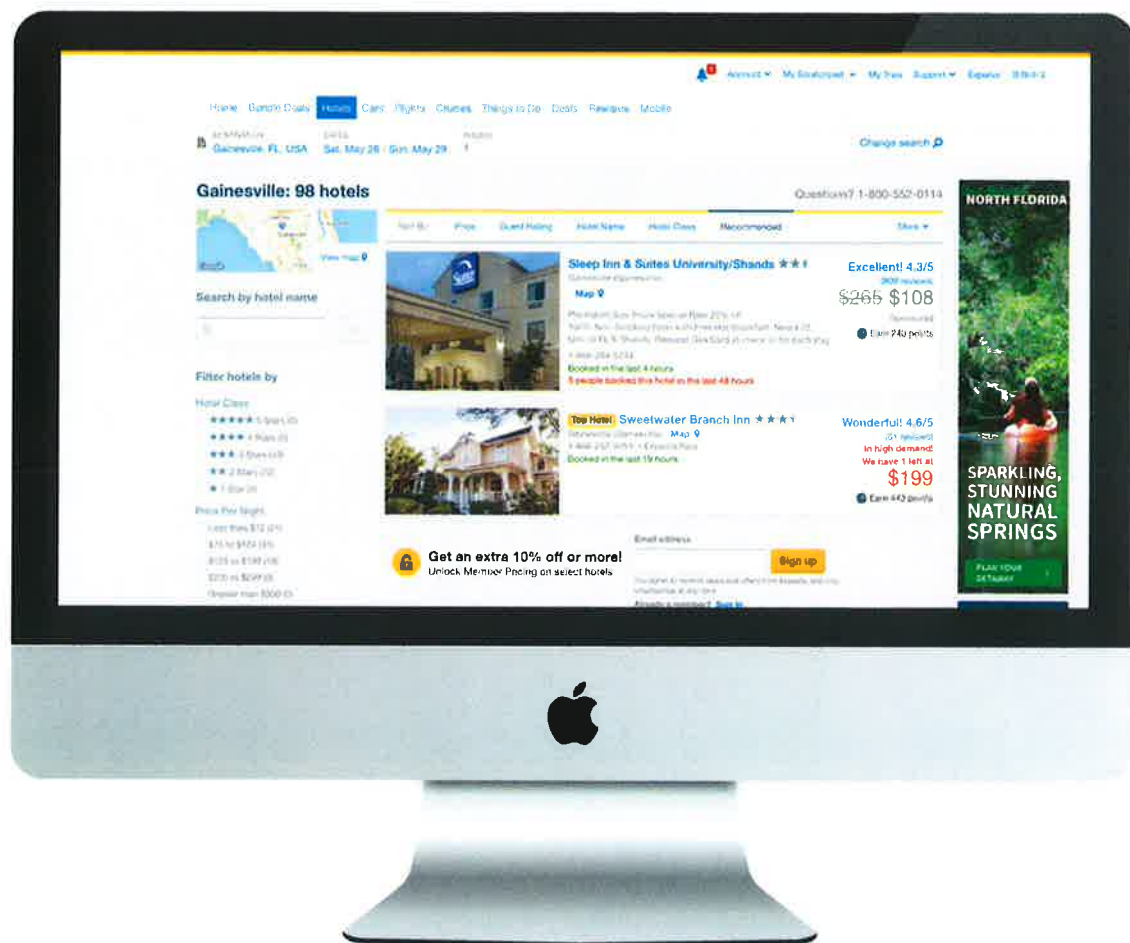
Due to the limited amount of media dollars and the demographic areas mainly existing in the United States, Google AdWords, and the Facebook Advertising Platform will be the best ad networks to utilize. These networks will allow us to target desktop, tablet and smartphones (mobile) using static and real-time bidding strategies. Static bidding will be used for search advertising, where a user is searching for something related to your keywords in a search engine. Static bidding provides several benefits including only paying when an ad is clicked and the ability to pay less for a click if the ad is very relevant to the keyword. The real-time bidding strategies will be used for display ads where ads are displayed only on websites or within smartphone apps that are related to the advertising subject matter. As a highlight of our expertise in paid search and analytics, Sparxoo is a Google Partner Certified Agency.

For this campaign, we anticipate that this digital advertising campaign will yield a minimum of 1 million total impressions, including Facebook and Google Adwords / Google Ad Network.

For illustrative purposes, our team has designed four sample digital ads that could be used as part of the digital advertising campaign. As shown, the theme of these ads is to drive traffic to the bicycle and springs microsite with striking imagery and compelling calls to action.









## B. Project Coordination and Communication with Task Force

At Sparxoo, each project is led by a project leader who is a strategic communications expert and serves as the client's main point of contact. For this project, Strategic Account Director, Caitlin Doyle, will lead this project and facilitate deadlines and deliverables. In addition to Caitlin, the team will include Grace Northern who works closely with Visit Natural North Florida for digital initiatives. The extended Task Force team will include creative and development experts inclusive of UI / UX, content specialists, and web & mobile developers.

This process ensures a streamlined process for communication and project deliverables.

To ensure effective project coordination, we recommend the following communication plan:

- Design Phase: Weekly calls with the Task Force until all designs are approved
- Development and Production Phase: Bi-weekly calls to provide status updates



- Testing and Campaign Launch Phase: Weekly calls as the microsites and campaigns are launched and implemented

### C. Detailed Implementation Timeline for the Project

- Bicycle Guide and Spring Guide Microsite Timeline: Please see detailed project timeline on page in the Appendix section. Note that the design and development for these two microsites will run concurrently.
- Bicycle Guide and Spring Guide PDF Guide Timeline:
  - Design: June and July
  - Content: July and August
  - Production: September
- Digital Advertising Campaign: Based on a launch date of on or around September 30, 2016 for the bicycle and springs microsites, we recommend the following timeline for the Digital Advertising Campaign. Note our team would conceive of the concepts and ad designs, and prep for media planning priorities prior to the Test Campaign start date.
  - Test Campaign: October 1 – October 31, 2016
  - Full Campaign: November 1 – December 31, 2016

### D. Complete Proposal Summary Page for Each Project and Total Costs

Website Work stream	Budget
Ultimate Bicycle Guide	\$36,000
Ultimate Springs Guide	\$12,000
Digital Advertising Campaign	\$13,000
Transfer of Following URLs: <a href="http://www.ridenorthflorida.com">www.ridenorthflorida.com</a> , <a href="http://www.ridenorthflorida.org">www.ridenorthflorida.org</a> , <a href="http://www.bikenorthflorida.org">www.bikenorthflorida.org</a> and <a href="http://www.bikenorthflorida.com">www.bikenorthflorida.com</a> .	\$0
Hosting and Basic Maintenance included through January 13, 2018	\$0
<b>Total for Website Project</b>	<b>\$61,000</b>



## E. Company Description

Founded in 2010, Sparxoo has continuously maintained a strong financial standing. Sparxoo currently has a full-time staff of 20 employees and has maintained an annual 45%+ growth rate.

As one of the fastest growing integrated digital agency in Florida, Sparxoo has a team of experts who have the ability to meet and satisfy all of the Task Force's needs as outlined in the issued RFP. In addition to the company background provided in our introduction, we have included below a few examples of how our culture and strong foundation of values empowers us to do great work:

- **Our Agency Culture**

The Sparxoo culture is one that is upbeat, positive, and energetic. This environment enables us to serve as proactive advisors, while approaching projects with fresh perspectives. We seek likeminded clients, who are excited about the opportunity to challenge the status quo and deliver creative excellence. In 2015, the *Tampa Bay Business Journal* selected Sparxoo as a finalist for Best Places to Work in the Tampa Bay area.

- **Agency on the Rise**

In 2014, we were a finalist for the Greater Tampa Chamber of Commerce Small Business of the Year. With 20 employees across offices in Tampa and Miami, our agency size enables us to treat each client as our best client.

- **Fusion of Creative, Strategic, and Technical**

To stand out in today's always-on, cluttered market, businesses need more than a one-dimensional approach. That is why we fuse together dynamic talents that integrate our experts in creative, strategy, and digital.

- **Agile**

We are agile as a team, especially when it comes to our web & mobile development projects. Our team of experienced developers applies an agile approach to all projects, which allows us to be adaptive and continuously improve throughout the process. In order to adapt to the needs of our clients, we apply this same agile approach starting at the project kickoff (inclusive of key deliverables and timelines) to regularly scheduled check-in meetings. As an agency, we are dedicated to creating a relationship that best serves our clients' needs.

- **Creating a Lasting Impression**

We believe that professional excellence is best accomplished when we all work together. We strive to build longstanding relationships with our clients. This philosophy and our work ethic have enabled Sparxoo to cultivate client relationships that extend past the initial contract. For example, of the clients that we have served over the past 12 months, 75 percent have hired our agency for additional work beyond the original project scope.

## E. List of Previous & Current Clients In Travel and Tourism

Today, the majority of Sparxoo's work is in digital and web and mobile design and development, with a focus on clients in the travel and tourism sector. Accordingly, most of our portfolio is highly relevant to this RFP. We are proud of our work on these projects, and below have included examples of a few of our recent projects with previous and current clients in travel and tourism.

### CLIENT EXAMPLE 1: VISIT NATURAL NORTH FLORIDA WEBSITE DESIGN AND DEVELOPMENT



Visit Natural North Florida (aka The Original Florida Tourism Task Force) is a governmental entity formed through an interlocal agreement among county governments to promote tourism in north central Florida. The region encompasses Florida's Big Bend coastal area, spanning Wakulla County in the west down to Cedar Key/Levy County in the south, east to Gainesville, and north to the Florida-Georgia state line. The Task Force is a founding partner of the official tourism marketing organization for the state, VISIT FLORIDA.

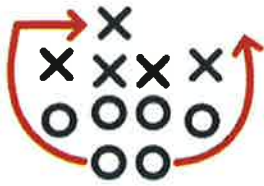
The mission of Visit Natural North Florida is to promote the natural, historic and cultural attractions of the area in order to increase the number of visitors and to extend their stay.



#### CHALLENGE

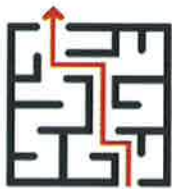
For this project, Sparxoo was tasked with designing and developing the new <http://VNNE.org>. An integral part of this project was leading, facilitating and managing feedback from the Visit Natural North Florida's Task Force—which is comprised of 12 members from the associated counties. Based on the Task Force's goals, we understood that beyond creating a visually appealing site that was technically sound, we needed to also create a site that achieved the following goals:

- Delivered a seamless user experience, that encourages repeat site visits and increased time on the site
- Highlights all that the region has to offer, beyond the most popular attractions (natural springs)
- Integrates interactive features that create a dynamic site and user experience



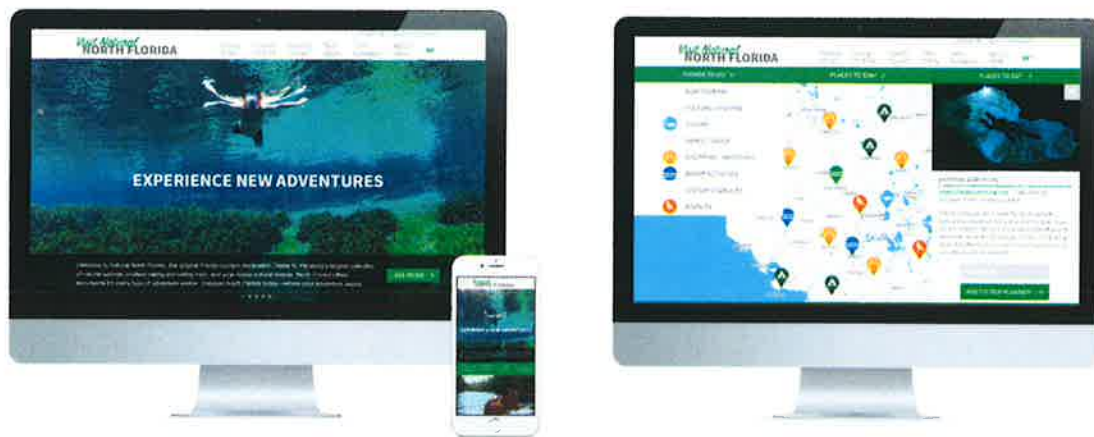
## APPROACH

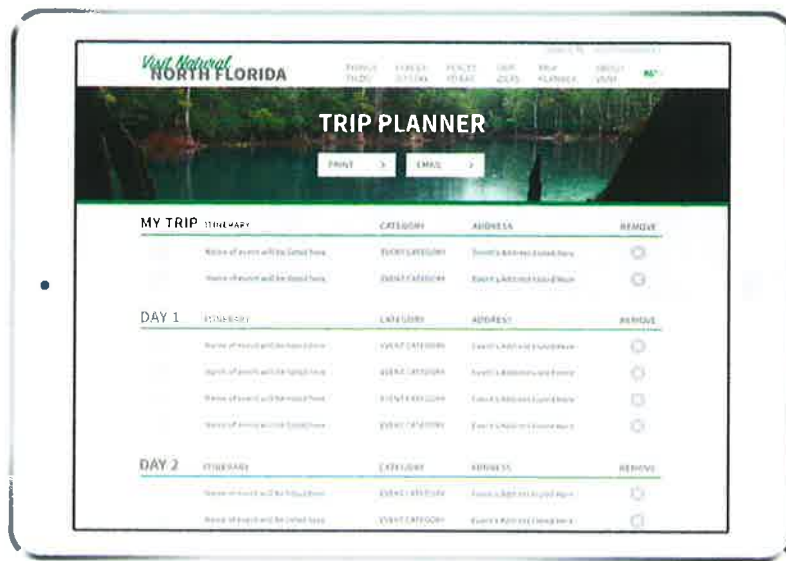
With inspiration from best in class market examples, our team pitched the concept of a Trip Planning feature to the Task Force. With this trip planner, the Task Force would not only have a unique site feature, but also would have a site that delivers a customized experience for each user—and address the clients' goals.



## SOLUTION

In January 2016, Sparxoo launched the new VNNF.org, which includes a dynamic trip planning feature. As shown below, when users are directed to the site, they can begin their trip planning by visiting either a.) The VNNF customized map of "Things to Do," "Places to Stay," and "Places to Eat" or b.) the "Trip Planner" page, which provides informative instructions for how to use the Trip Planner. The Sparxoo team presented the final site to the Task Force in early January 2016, during which, the Task Force members positively received this feature.





## CLIENT EXAMPLE 2: FLORIDA RESTAURANT AND LODGING ASSOCIATION WEBSITE DESIGN AND DEVELOPMENT

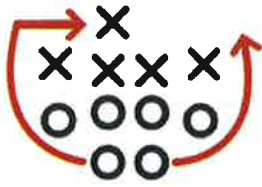


The Florida Restaurant & Lodging Association (FRLA), established in 1946, wanted to enhance its digital presence via the website. FRLA came to Sparxoo and asked us to create a user-friendly, SEO-enabled, visually appealing website that integrated with FRLA's membership program.



### CHALLENGE

Sparxoo was challenged with the status of FRLA's current site. The massive site was not up-to-date, not mobile friendly, and did not use best practices from a web development or web design standpoint.



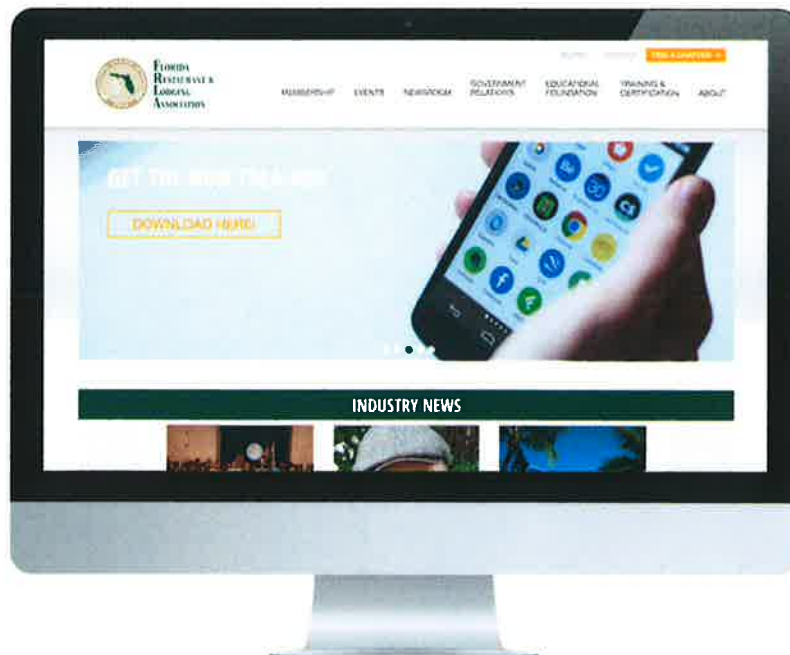
In order to create a best in class website for FRLA, Sparxoo completely scrapped all elements from FRLA's current site. Sparxoo created a fully customized and scalable website for FRLA using the Wordpress CMS, so the FRLA team would have complete control over updates in the future.

## APPROACH



Sparxoo launched the new FRLA website in June 2015 at FRLA's Board of Directors' meeting in Key West. The website has received rave reviews and praise from the FRLA team.

## SOLUTION



## CLIENT EXAMPLE 3: CITY OF CLEARWATER BRAND ROLLOUT AND DESIGN



The City of Clearwater is dedicated to providing service to its customers in order to improve the quality of life for Clearwater residents, businesses and visitors.

Clearwater is an ideal destination for travelers of all ages and interests, occupying prime real estate along Florida's stunning Gulf Coast. As a top, year round location for both leisure and business, Clearwater boasts an endless supply of sun, warm weather, great dining and shopping, along with extensive outdoor activities both on land and at sea.



In November 2015, the City of Clearwater sought to rollout a new brand. The legacy "sun and waves" logo first launched 15 years ago, and the City was ready for a refreshed brand. However, with any brand rollout, organizations and their constituents are often resistant to change. Given this, our task was to generate excitement and awareness in anticipation of the new brand.

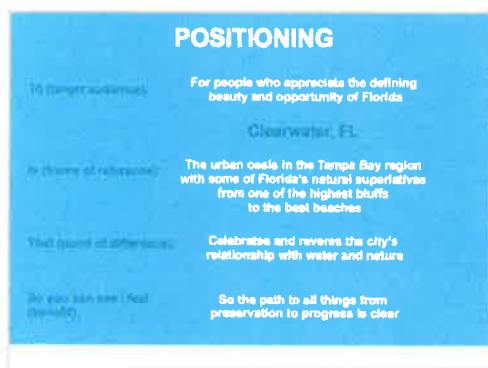
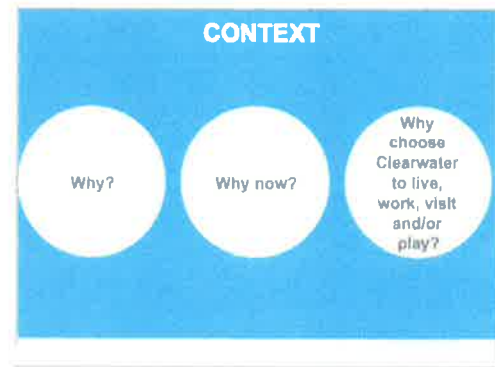


Given that background, our team was tasked with overseeing the introduction and implementation of the new Clearwater brand, inclusive of the following deliverables, broken down by four phases.

PHASE I: ESTABLISH	PHASE II: EDUCATE	PHASE III: EXCITE	PHASE IV: ENGAGE
<ul style="list-style-type: none"> <li>Set metrics of success</li> <li>Conduct logo inventory and develop replacement strategy</li> <li>Design presentation materials for roll out</li> <li>Conduct initial in-person meetings with key stakeholders</li> <li>Provide direction for the city website re-design</li> <li>Create collateral templates</li> <li>Provide direction for monument signage</li> </ul>	<ul style="list-style-type: none"> <li>Develop training and workshop materials</li> <li>Complete logo inventory</li> <li>Design branded presentation for education rollout</li> <li>Conduct training and workshops including brand activation modules such as "Start Stop"</li> <li>Identify brand ambassadors and discuss role</li> <li>Present end-of-quarter results and set expectations for next phase</li> </ul>	<ul style="list-style-type: none"> <li>Develop overall plan for branded activities</li> <li>Prepare presentation of results to-date / provide update to City Council</li> <li>Design and order giveaways &amp; uniform t-shirts</li> <li>Prepare for PR launch</li> <li>Develop social media recommendations</li> <li>Develop and roll-out Ambassador training</li> <li>Finalize preparation and coordination for launch; establish final 30 day pre-launch checklist</li> </ul>	<ul style="list-style-type: none"> <li>Launch brand to the public</li> <li>Provide ongoing support for brand roll-out</li> <li>Conduct regular check-ins with key stakeholders and brand ambassadors</li> </ul>

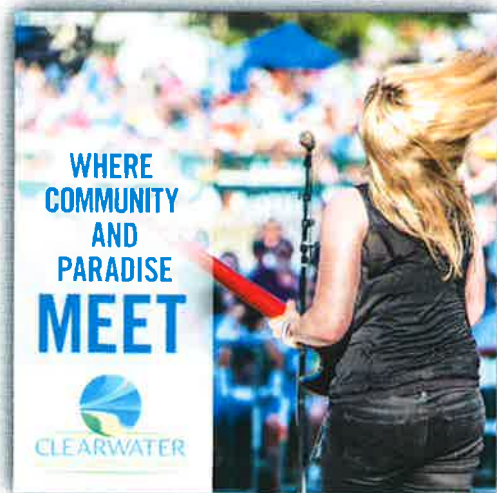


Understanding the importance of gaining employee, resident and visitor buy-in, our team focused our efforts on developing an external and internal communications strategy plan. Below is a snapshot of our external communications planning document and slides from a branding rollout PowerPoint that was presented to over 15 City departments.



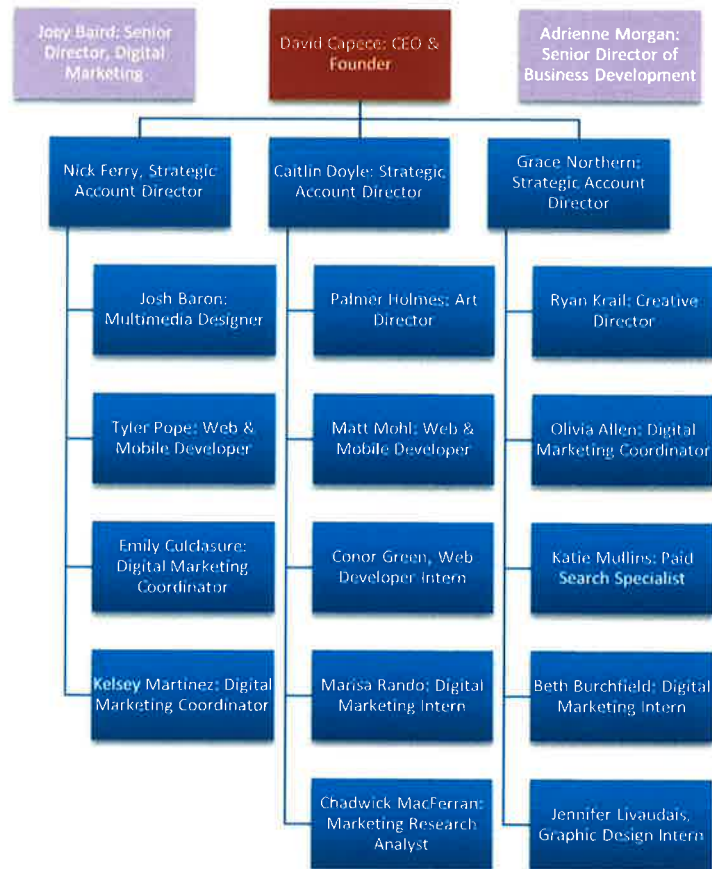
## SOLUTION

To date, the brand rollout has been a success, and we have activated the brand across via touch points including, but not limited to: print magazine collateral, social media and a brand one-pager. In addition, our team worked with the City to create a two :30 television ads featuring the new brand, that launched in conjunction with the Phillies opening day.



## G. Organization Chart and Professional Backgrounds

Below is an org chart of our 19-person team at Sparxoo. Sparxoo is led by David Capece, our CEO. Reporting to David are three strategic account directors and the senior director of digital marketing. The strategic account directors are department leads who oversee their functional teams. All employees are a part of project teams, which are led by a strategic account director to ensure project communication is both streamlined and efficient.





**David Capece, CEO & Founder**

David is a branding and digital specialist with 16 years of industry experience. David's experience includes leading brand development projects, running multi-million dollar marketing campaigns, and redesigning consumer experience.

Prior to Sparxoo, David served as Senior Director of Marketing for ESPN.com, leading a \$10 million advertising budget that enabled ESPN.com to extend its lead as the #1 sports property online. He also served as a Senior Brand Strategist at Interbrand New York, Omincom's branding agency, leading branding projects for clients including Habitat for Humanity, McDonald's, and Citigroup.

David has appeared as a guest speaker on the topics of branding, digital marketing, and social media at the following universities: University of South Florida, Columbia Business School, Wharton Business School, NYU Stern School of Business, the Business School at Georgia Tech, and Simon Business School at University of Rochester

David holds an MBA in Marketing and Finance from the Wharton School of the University of Pennsylvania and a BA from Johns Hopkins University, and is an Adjunct Marketing Professor at the University of Tampa.

Sample Client Experience: City of Clearwater, Florida Polytechnic University, Visit Natural North Florida



**Caitlin Doyle, Strategic Account Director**

Caitlin is responsible for developing and executing marketing tactics for strategic accounts. She uses her digital marketing expertise to lead creative, integrated campaigns. She is responsible for communicating account performance with the team to develop ongoing action.

Her experience includes web and development management, social media, interactive media, CRM management, analytics and marketing automation. Caitlin's portfolio of work spans the real estate, insurance, technology, retail, ecommerce and consumer product industries. Caitlin holds a bachelor's degree in Graphic Design and Business Administration from The University of Tampa.

Sample Client Experience: Florida Polytechnic University, Weight Watchers, Florida Restaurant and Lodging Association





**Grace Northern, Strategic Account Director**

At Sparxoo, Grace helps clients design and execute innovative campaigns. In both the private and public sectors, Grace has honed her skills in building digital and offline communities, leading campaigns, and coordinating media outreach at places like The Glover Park Group, the White House, and the University of Florida. One of the first staffers hired by Obama for America in 2007, Grace worked in six states on the campaign trail before joining the White House staff on Day One of the administration. Prior to her work with President Obama, Grace worked on the public affairs team at The Glover Park Group, a leading Washington, D.C. consulting and strategy firm.

Grace holds an MBA from the University of Florida, and a BA in English from Xavier University in Cincinnati.

Sample Client Experience: City of Clearwater, Visit Natural North Florida, Tallahassee Community College, Flagler Department of Economic Opportunity



**Ryan Krail, Director of Creative**

Ryan is a creative professional who loves all things design and technology. His experience includes brand identity, print advertising, video editing, front-end web design/development and packaging. Ryan's industry experience includes consumer-packaged goods, healthcare, fitness, sports, automotive, B2B technology, and business services. Previously, Ryan was an Art Director for a successful consumer's goods company, eShave, in NYC.

Ryan holds a BA in Media Communications & Technology from East Stroudsburg University of Pennsylvania.

Sample Client Experience: City of Clearwater, Visit Natural North Florida, Florida Polytechnic University, Tallahassee Community College, Flagler Department of Economic Opportunity



**Joey Baird, Director of Digital Marketing**

At Sparxoo, Joey leads the Digital Marketing team helping clients to grow revenue, generate demand and increase brand awareness. His experience includes search engine marketing, email marketing automation, content marketing, social media, public relations and telemarketing. Previously, Joey worked as a Director of Marketing – New Customer Acquisition, for YourMembership, a market leader in the association

management software industry, and as an Integrated Marketing Manager – Demand Generation for Sage's US-based human resources software division.

Joey holds an MBA in Advanced Marketing and Management from the University of South Florida, and a BA in History & Spanish from Florida Atlantic University. Joey also holds a Master's Certificate in Internet Marketing from the University of San Francisco.

Sample Client Experience: Florida Polytechnic University, eVerifile, Weight Watchers



**Olivia Allen, Content Specialist**

Olivia is a Digital Marketing Coordinator with a passion for all things digital, with a special interest in creative writing and inbound marketing. She loves finding new, innovative ways to generate leads for her clients. Her favorite part of the job is watching her client's businesses grow and knowing that she played a role in it.

Sample Client Experience: City of Clearwater, Florida Polytechnic University, eVerifile



**Chris Lis, Web & Mobile Developer Manager**

Chris is a web designer and developer who specializes in creating functional websites quickly and efficiently with HTML, CSS, Photoshop, and other web languages. He is organized, dedicated, and possesses a positive attitude to go with excellent technical skills.

Chris recently graduated from the University of Tampa,



receiving a Bachelor of Arts in New Media Production with Cum Laude honors and Honors Program distinctions. In addition, he possesses a minor in Business Administration and was awarded Student of The Year within his major during his senior year at UT.

Sample Client Experience: Florida Polytechnic University, Florida Restaurant and Lodging Association, Flagler County Department of Economic Opportunity



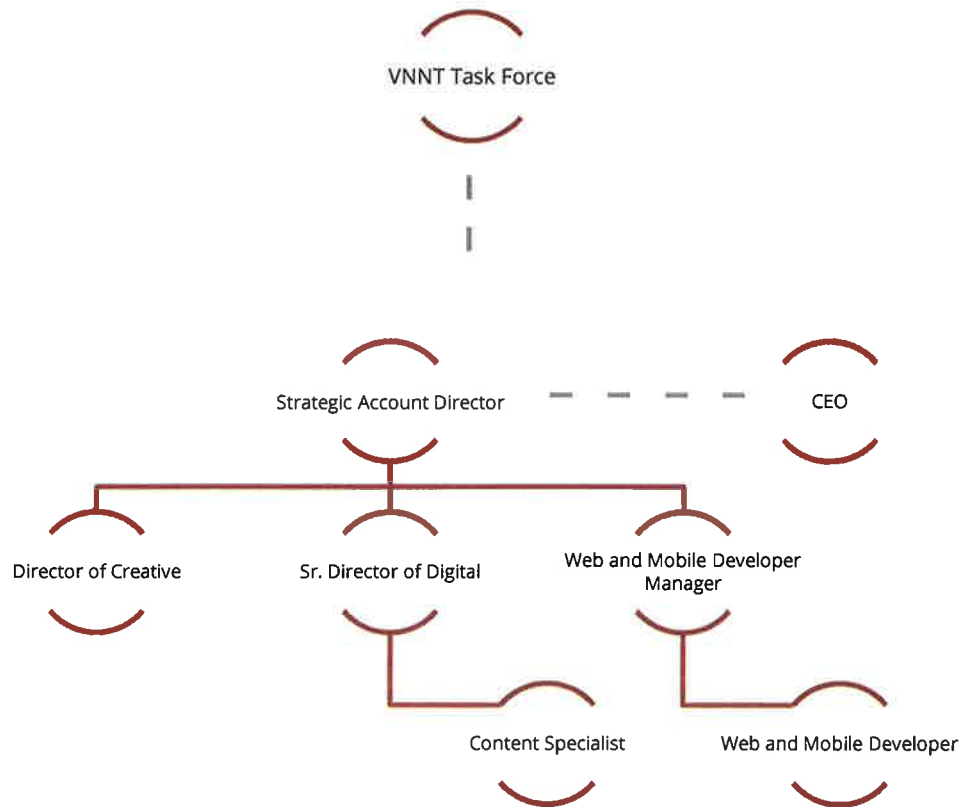
**Tyler Pope, Web & Mobile Developer**

Tyler is a web developer who specializes in HTML, CSS and Javascript. Tyler loves challenging himself by solving problems and learning new web technologies and languages. Before Sparxoo, Tyler was a freelance web designer & developer helping clients create sustainable websites using WordPress.

Sample Client Experience: Visit Natural North Florida, Florida Restaurant and Lodging Association, Flagler Department of Economic Opportunity, The Gathering Spot, and Pease and Curren Refiners.

#### **H. Staff Assigned to Manage Original Florida Tourism Task Force Account**

At Sparxoo, each project is led by a project leader who is a strategic communications expert and serves as the client's main point of contact. This process ensures a streamlined process for communication and project deliverables. For this project, Strategic Account Director, Caitlin Doyle, will lead this project and facilitate deadlines and deliverables. In addition to Caitlin, the team will include Grace Northern who works closely with Visit Natural North Florida for digital initiatives. The extended VNNF team will include creative and development experts inclusive of UI / UX, content specialists, and web & mobile developers.



## I. Specific Expertise for Stated Services

### 1. Interactive bicycle trail/route website design and development

At Sparxoo, we produce creative excellence through design and development. We believe in going the extra mile in creating awe-inspiring design that conveys a professional and direct message to your target audience. That is why we fuse analytics, creative, and focused call-to-actions, to create a high-quality user experience. Our UI/UX process is designed by truly understanding user pathways and business goals.

We use the most current digital platforms to create dynamic, mobile-friendly, and search engine optimized websites. We have experience creating interactive site features, such as those requested for bicycle and springs microsites, for a range of clients including Florida Polytechnic University, Florida Restaurant and Lodging Association, and the Visit Natural North Florida. For Visit Natural North Florida the advanced functionality that we completed included: interactive map, interactive trip planner, and dynamic county map.

### 2. Printed bicycle trail/route guide development

From content creation to creative design, our team has experience developing and delivering materials, such as the bicycle trail/route guide. For example, we recently created an extensive (40+ page) printed white paper guide for Florida Polytechnic University. This project scope included content research and development, creative exploration, printing coordination, and distribution.

### **3. Interactive springs guide development**

Similar to our answer in “1) Interactive bicycle trail/route website design and development” and “2) Printed bicycle trail/route guide development”—our team has ample experience in creating interactive user experiences, from printed guides to web experiences. For example, since January 2016, we have launched 9 websites, many of which feature one or more interactive and dynamic site elements.

### **4. Geographically-target digital advertising campaigns**

Sparxoo has the capability to develop, implement and optimize geo-graphically targeted digital advertising campaigns through search engine marketing (search, display, remarketing), social media and mobile device in-app display advertising. Sparxoo has achieved strong results in the areas of brand awareness and direct response (conversion) through these methods across various industries including travel and tourism, education and health and wellness.

#### **J. Microsite Testing and Approval Process**

As outlined on pages 6-7, Sparxoo’s website testing and final approval process will take place during Phase 3 and Phase 4 of the proposed timeline. During these phases, our development team will conduct internal cross-browser and mobile testing, including any final tweaks. We will then provide the Task Force with a website link for review and feedback. Based on this feedback, we will make final adjustments and prepare for go-live.

Once Sparxoo receives final approval and sign-off from the Task Force (during Phase 4), our team will host a final walk-through and training session, prior to launch. If selected and the proposed timeline is accepted, we will be prepared to launch the week of September 30, 2016. For further breakdown on this timeline, please see the appendix.

#### **K. Letters of Reference**

Our three letters of reference are located on the last pages of our proposal package.

#### **L. Subcontracted Vendors and Third-Party Software**

Sparxoo will manage all project work streams, with the exception of printing the Ultimate Bicycle Guide. For this work stream, we will use one of the following printers: A&A Printing or Printing for Less. For all other work streams, Sparxoo has all licenses and capabilities required to perform this project.

#### **M. Project Budget**

Based on the website requirements, we believe that \$61,000 should be sufficient budget (as outlined below). Below, we have outlined an initial budget. Note that this includes 1M ad impressions and print 1,000 ultimate bicycle guides from our subcontractor printer, A & A.

Website Work stream	Budget
Ultimate Bicycle Guide	\$36,000
Ultimate Springs Guide	\$12,000
Digital Advertising Campaign	\$13,000
Transfer of Following URLs: <a href="http://www.ridenorthflorida.com">www.ridenorthflorida.com</a> , <a href="http://www.ridenorthflorida.org">www.ridenorthflorida.org</a> , <a href="http://www.bikenorthflorida.org">www.bikenorthflorida.org</a> and <a href="http://www.bikenorthflorida.com">www.bikenorthflorida.com</a> .	\$0
Hosting and Basic Maintenance included through January 13, 2018	\$0
<b>Total for Website Project</b>	<b>\$61,000</b>

#### **N. Terms and Conditions**

We do not currently foresee any terms or conditions that might affect this project.

#### **O. Micro-Site On-Going Support Options**

Included through January 13, 2018.

VNNF - Project Timeline - BaySide and Springs Microsite																			
	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13	Wk 14	Wk 15	Wk 16	Wk 17	Wk 18	Wk 19
<b>Phase 1: Discovery &amp; High Level Visioning</b>																			
Review VNNF assets																			
Review analytics																			
Evaluate competitors based on guidance from VNNF																			
Review project plan with designated contact / client team																			
Sparxoo to hold a workshop with client team to further explore site design and usability to prioritize what is most important																			
The discovery phase will conclude with a prioritization of content and features and will lead to setting the website vision																			
<b>Phase 2: Design, Storytelling &amp; User Experience (web &amp; mobile)</b>																			
Round 1: Presentation of a total of three designs, including two different home page directions and one interior page for each of the design directions; client to provide feedback and proceed with one direction.																			
Round 2: Based on selected direction in Round 1, revised home page, revised interior page, and mobile home page to be presented																			
Round 3: Based on Round 2 feedback, revisions made to all pages																			
Content research and development																			
VNNF to provide design sign off																			
<b>Phase 3: Development (web &amp; mobile)</b>																			
Front-end development, navigation, and CMS theming																			
Implementation of layout of the approved design templates																			
Feature functionality																			
Minor customization for mobile along with the input of all content (content migration) and final tweaks based on internal testing																			
<b>Phase 4: QA Testing, training &amp; Launch (web &amp; mobile)</b>																			
Sparxoo internal browser and device testing																			
Website link will be provided to the VNNF for review and we request all feedback by the end of Week 17																			
Make all final adjustments and prepare for go-live																			
Final walk through and training session																			
Launch																			

Date: April 27, 2016

Original Florida Tourism  
Attn: Task Force  
2009 NW 67th Pl  
Gainesville, FL 32653-1603

To whom it may concern:

I am writing on behalf of Sparxoo, a proposing agency for the Original Florida Tourism Task Force's RFP for a 2016 marketing project. I am pleased to recommend Sparxoo for this project.

Our company, eVeriFile, began working with Sparxoo in 2012. Since 2012, Sparxoo has become eVeriFile's primary advertising and marketing agency of record, during which the Sparxoo team has led numerous marketing projects, including: website design and development, creative collateral, and digital advertising. With the marketing and sales support of Sparxoo, eVeriFile has grown its revenue over 75% since 2012.

I would give Sparxoo my highest recommendation. From the CEO to the dedicated account team, Sparxoo continues to deliver creative, reliable services and is very responsive to our ever-changing requirements and marketing needs.

Additionally, Sparxoo is a well-managed agency that is responsive, agile, and innovative.

If you have any questions, please give me a call at 404-585-4487.

Sincerely,



Ashok Vairavan  
Vice President – Sales Operations & Marketing  
404-585-4487 Office  
770-313-1992 Mobile  
ashokv@everifile.com  
www.everifile.com



Date: April 26, 2016

Original Florida Tourism  
Attn: Task Force  
2009 NW 67th Pl  
Gainesville, FL 32653-1603

To whom it may concern:

I am writing on behalf of Sparxoo, a proposing agency for the Original Florida Tourism Task Force's 2016 marketing project RFP. I am pleased to recommend Sparxoo for this project.

Our organization, Florida Polytechnic University, began working with Sparxoo in 2014. Since 2014, Sparxoo has become Florida Poly's primary digital agency of record, during which the Sparxoo team has led numerous digital initiatives including but not limited to email drip campaigns, SEO, PPC, virtual events and text message campaigns. With the marketing and lead generation support of Sparxoo, Florida Poly has increased applications submitted by 20% and deposits by 21% since 2014.

I would give Sparxoo my highest recommendation. Sparxoo continues to deliver creative, reliable services and is very responsive to our ever-changing requirements and marketing needs. Additionally, Sparxoo is a well-managed agency that is responsive, agile, and innovative.

If you have any questions, please feel free to reach out.

Sincerely,

A handwritten signature in black ink, appearing to read 'Crystal L. Lauderdale', with a long horizontal flourish extending to the right.

Crystal L. Lauderdale  
Director, Marketing and Communications  
863-874-8444 Office  
813-728-4294 Mobile  
clauderdale@flpoly.org  
[www.flpoly.org](http://www.flpoly.org)