

Agreement of Services

Contact Information

Date	October 28, 2022
Company	Ben Rogers Regional Visitors Center - Jefferson County TX
Contact	Kathi Hughes
Title	Director
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Agency Services

Description	Virtual Visitor Center PREMIUM Package
Contract Period	Setup & Development: February 1, 2023 Annual Licensing: March 1, 2023- February 28, 2024
Agency Fee	\$5,000 One Time Setup Fee \$16,500 Annual Licensing Fee Payment due upon contract start date
Notes	Scope of work as outlined in next pages addendum.

☐ Check this box to accept the SaaS **three-year subscription**. We offer a 5% discount on subsequent renewal if you agree on a three-year auto renewal. By checking this box, you agree the contract period is extended to three years from the signing date, incurring annual invoices.

I understand that I will be billed for the quoted upon signed contract. I understand that all charges are due within 30 days from the billing date and that a finance charge of 1.5% will be applied to any unpaid balance after 30 days. By signing, you agree to ITI Digital's SaaS Terms of Service. No Early Termination; No Refunds. The contract period will end on the expiration date and the agreement cannot be canceled early. We do not provide refunds if you decide to stop using the licensing services provided by ITI Digital.

Accepted for: (CVB)

Accepted for: **ITI Digital**

Franci Edgerly

Judge Jeff Branick
County Judge

Franci Edgerly
Founder & CEO

ATTEST _____
DATE _____

VIRTUAL VISITORS CENTER FEE SUMMARY

VIRTUAL VISITORS CENTER - PREMIUM DEVELOPMENT		QTY	PRICE
Virtual Visitors Center: One-time Development Fee		1	\$5,000.00
WordPress web development fee, including CMS setup, branding and customization, domain setup. Turnkey delivery with published website and Wordpress CMS training. Choice of three theme design options.			
Travel Resources Page		2	\$0.00
Videos, FAQ, Digital Travel Guide, Link to online store.			
Digital Brochures Page		1	\$0.00
List of all available brochures from partners and DMO materials.			
		One-Time Setup	\$5,000.00

VIRTUAL VISITORS CENTER - PREMIUM CONTENT SUBSCRIPTION	
Daily Events Calendar	
Tier 1: 1,500 delivered events/year. Content Sources: Up to 15 Facebook Business Pages and geofencing for additional sources of events such as Eventbrite. Additional business Facebook Pages available upon request.	
Google Places, Images, Reviews & Nearby Places - Up to 2,000 Places	
2,000 places/points of interest. For additional places, request pricing. Categories: Restaurants, hotels, attractions, shopping, outdoors. Additional business Places available upon request.	
Suggested Itineraries (Six Itinerary Package)	
Six (6) custom itineraries delivered to the client and editable through the dashboard. The itineraries are designed to highlight the key tourism products of the destination e.g. eat like a local, hiking and birding, arts and culture, etc. Each itinerary may include up to seven points of interest, manually added Google Places. ITI Digital will develop the itineraries.	
Instagram UGC	
Unlimited @accounts and up to 30 #hashtags.	
LICENSING/ADDED VALUE	

Digital Experience Platform (DXP) - Dashboard Access	
Manage all content available in your VVC. Create custom categories for Events and Places.	
Manage advertising or preferred member Google Places.	
Customer Tech Support	
Customer-facing ticket submission platform, dedicated customer manager and access to our User Training Library with articles and tutorial videos	
DMO Partner Training - "How to Partner with DMO" upon request	
Software Maintenance & Hosting on a secure server	
New SaaS features and upgrades as available	

Annual License \$16,500.00

Virtual Visitor Center – Development

Turnkey website for an online destination experience.

SCOPE OF WORK

Development and customization of WordPress theme-based Virtual Visitor Center website

- ITI Digital will develop the VVC on WordPress with DMO access to the CMS. Choice of three templates that will be customized to meet the brand specification and that include images to reflect the uniqueness of the destination.
- Easy integration by creating a sub-domain that will enhance the content of the website and improve SEO performance - more time on site, lower bounce rate and more pages viewed.

Theme Setup & Customization

- Discovery Call & Theme Design. Three options of themes for your team to choose.
- Assets Collection. Branding elements (logos, colors, fonts) as well as media (images, videos and brochures) to be delivered by the client in the agreed proposed timeline. *Please note that any delays in asset delivery will result in delayed launch.*
- Development of all pages, according to VVC package.
- Content migration and development of all content widgets, according to VVC package.
- Configure WordPress CMS settings such as:
 - Slideshow items
 - Users and permissions
 - Media library uploads
 - Header and Footer customization according to brand guidelines
- Quality Assurance: detailed assessment of the status of the site's speed, content, and SEO settings.
- Provide the client a test URL for approval before launch
- Schedule and perform final source-to-destination server transition (i.e., the 'go-live event,' which is completed by pointing DNS to ITI Digital Server). Includes:
 - ITI being granted temporary access to your DNS account to perform or we will provide directions for your web team / developer to update the DNS records of the desired virtual visitor center domain or subdomain.
 - We will also recommend different integration ideas on how to cross-link the VVC in your current website. E.g. a new menu item, or homepage feature button, etc. according to your website overall aesthetics.

Daily Events Calendar – SaaS

SCOPE OF WORK

Development and customization of the destination Digital Experience Platform - DXP

The ITI Digital DXP is a tool that powers personalized, cross-channel digital experiences. We create unmatched personalized customer engagement with content - such as Events, Images, Business listings, Reviews, and Instagram UGC. This content is delivered via API and other sources from Google, Facebook, Instagram, Eventbrite, etc., to the ITI Digital Experience Platform.

From the DXP edit and manage content powered by the ITI Digital SaaS:

- Approve / Reject Posts
- Add Promotional Image and link of choice
- Add / Remove geofences as needed
- Bulk import events in Excel format
- Choose to highlight certain Events of interest or mark them as Editor's Choice
- Edit event details such as description, images, tickets URL, etc.
- Manually enter events as needed
- Event categories - tag events with different categories of your choice, e.g. Family Events, or Music, etc.
- Export all or selected events to a ready-to-print PDF

Account Setup & Customization

- Create categories that will allow the software to publish the content by interest
- Setup geofences for the destination to aggregate new and unlimited events from online platforms such as Eventbrite and other sources
- Setup account branding and frontend widget preferences
- Implement account logo which populates the export PDF feature
- Schedule twice a week automated updates to the existing content
- Schedule daily automated removal of past due events, upon event end date
- Customize navigation menu settings for two options of display
- Customize event list display - three options
- Customize header images for the PDF Export

Deliver Frontend Widgets

- Provide developer with the widget code and integration directions. We have 2 integration options: (a) DIV <script> widget with a few extra customizations available such as font styles and (b) JSON Data-feed - most customizable option, with access to raw data, in which allows you to design your own calendar and connect to the data .
- HTML and DIV widgets are responsive to mobile screens. Testing on PC and mobile upon client launch. ITI Digital development team will assist with any questions during the code implementation as well as recommendations for best display.

Google Places & Reviews – SaaS

SCOPE OF WORK

Development and customization of the destination Digital Experience Platform - DXP

The ITI Digital DXP is a tool that powers personalized, cross-channel digital experiences. We create unmatched personalized customer engagement with content - such as Events, Images, Business listings, Reviews, and Instagram UGC. This content is delivered via API and other sources from Google, Facebook, Instagram, Eventbrite, etc., to the ITI Digital Experience Platform.

From the DXP edit and manage content powered by the ITI Digital SaaS:

- Approve / Reject Posts
- Add Promotional Image and link of choice
- Add / Remove geofences as needed
- Choose to highlight certain Places of interest or mark them as Editor's Choice
- Edit Place details such as description, images, URL, etc.
- Place categories - tag them with different categories of your choice
- Export all or selected Places to a ready-to-print PDF

Account Setup & Customization

- Create categories that will allow the software to publish the content by interest
- Setup geofences for the destination to aggregate content from Google Places & Reviews
- Setup account branding and frontend widget preferences
- Implement account logo which populates the export PDF feature
- Schedule twice a week automated updates to the existing content
- Customize navigation menu settings for two options of display
- Customize places list display - three options
- Customize header images for the PDF Export

Deliver Frontend Widgets

- Provide developer with the widget code and integration directions. We have 2 integration options: (a) DIV <script> widget with a few extra customizations available such as font styles and (b) JSON Data-feed - most customizable option, with access to raw data, in which allows you to design your own calendar and connect to the data .
- HTML and DIV widgets are responsive to mobile screens. Testing on PC and mobile upon client launch. ITI Digital development team will assist with any questions during the code implementation as well as recommendations for best display.

SEO Friendly - Schema.org Optimization For Each Place of Interest

Each point of interest in our Places DXP widget includes schema.org markup to optimize content discovery by Google SEO traffic bots. The Places Details page also has unique URLs which can be shared, indexed, and tracked on Google Analytics. Schema is a semantic vocabulary of tags (or microdata) webmasters add to their content to improve the way search engines read and represent the page in search results. Therefore, Google bots and other search engines have more content to index, which will enhance the SEO results of the tourism site.

Itinerary Library – SaaS

SCOPE OF WORK

PACKAGE: Up to Six Custom GPS-Enabled Itineraries + DXP Dashboard Access

Access to Database up to 2,000 Points of Interest - Google Places & Reviews

Access to DXP Dashboard for unlimited itinerary edits and revisions

Limit of six itineraries published to your website at a time

Development and customization of the destination Digital Experience Platform - DXP

The ITI Digital DXP is a tool that powers personalized, cross-channel digital experiences. We create unmatched personalized customer engagement with content - such as Events, Images, Business listings, Reviews, and Instagram UGC. This content is delivered via API and other sources from Google, Facebook, Instagram, Eventbrite, etc., to the ITI Digital Experience Platform.

Account Setup & Customization

- Setup geofences for the destination to aggregate content from Google Places & Reviews - up to 2,000 places will be available to be used in your itineraries.
- Setup account branding and frontend widget preferences
- Setup initial 6 itineraries - topics and points of interest are provided by the client
- Implement account logo which populates the export PDF feature
- Schedule twice a week automated updates to the existing content
- Customize navigation menu settings for two options of display
- Customize places list display - three options
- Customize header images for the PDF Export

From the DXP edit and manage content powered by the ITI Digital SaaS:

- Add/Remove Itinerary Points of Interest
- Update the itinerary cover and description
- Publish and un-publish itineraries - with a limit of 6 itineraries published to your website at a time
- Edit Place details such as description, images, URL, etc.
- Export all or selected Places to a ready-to-print PDF

Deliver Frontend Widgets

- Provide developer with the widget code and integration directions. We offer an DIV <script> widget with a few extra customizations available such as font styles.
- HTML and DIV widgets are responsive to mobile screens. Testing on PC and mobile upon client launch. ITI Digital development team will assist with any questions during the code implementation as well as recommendations for best display.

Instagram User-Generated Content – SaaS

SCOPE OF WORK

Instagram User-Generated Content & Dashboard

What We Do. Offer DMO access to our DXP Dashboard with unlimited user-generated content from Instagram @Accounts and #Hashtags via the Instagram API.

Customer Access to the Digital Experience Platform - Content Management Control.

The ITI Digital DXP is a platform that powers personalized, cross-channel digital experiences. We create unmatched personalized customer engagement with content - such as Events, Images, Business listings, Reviews, and Instagram UGC. This content is delivered via API and other sources from Google, Facebook, Instagram, Eventbrite, etc., to the ITI Digital Experience Platform. From the DXP, the content is edited (if needed,) approved, and published to the website. With access to the DXP and the innovative and feature rich DXP, staff are empowered to edit, approve and publish events directly to your website. Key Features of ITI Digital DXP:

- The software has the flexibility that allows DMOs to edit and add content manually.
- Stakeholders can submit events and Places for approval before publishing them to the website.
- The data feeds are customizable.

Content Management - Features Our Clients LOVE!

- Add as many @accounts and up to 30 #hashtags or replace existing ones, directly via the dashboard.
- Approve or reject content for UGC libraries
- Create and Organize assets in unlimited library folders
- Display the library folders as website widgets on specific web pages such as shopping, restaurants, outdoor, etc.
- Filter media by type (image or video,) size, and orientation and by date if was published
- Search assets database based on caption text. A search feature of the CMS that searches all assets - keyword search but only based on the caption of the photo
- Rights Approval Feature - Have access to unlimited images. Contact users and ask for permission to use their posts in other material

Deliver Frontend Widgets

- Provide developer with the widget code and integration directions. We offer an HTML <script> widget with a few extra customizations available such as font styles and the number of rows of content.
- HTML widgets are responsive to mobile screens. Testing on PC and mobile upon client launch. ITI Digital development team will assist with any questions during the code implementation as well as recommendations for best display.

DXP Software Maintenance & Support

Digital Experience Platform (DXP) Hosting, Tech Support & Management.

- Apply software feature upgrades as they become available
- SaaS deployment and day-to-day maintenance of the application, which includes:
 - testing and installing patches
 - managing upgrades
 - monitoring performance, ensuring high availability
 - Hosting of the database on a scalable cloud-based server. Hosting includes space for files, images, and content of the software widgets.
- Monitor and manage all third-party systems and API statuses. As an approved application Developer through verified API access, we ensure you have a functioning end-user application with the latest upgrades available on each third-party API. (E.g. If an existing parameter is revised in the third-party API that affects our content delivery, our team will proactively update as soon as possible).
- Training. Ongoing DXP Dashboard training as requested and as needed.

Managed WordPress Hosting

- Daily Server Backups - We back up your website every night, ensuring that your essential data is safe and secure. This way, you can revert to a previous version in the event that you made a change that broke the site or for any other reason.
- Domain uptime monitoring, using the Freshping 24/7 monitoring tool. We guarantee 95% domain uptime/year. Dedicated WordPress Security, which includes:
 - Core WordPress Files are locked down, so potential malicious activity cannot overwrite files.
 - WordPress PHP
 - Intelligent IP blocker detects intruders and blocks them across all sites on our servers within seconds.
- Updates to existing WordPress plugins. Any work-related towards troubleshooting plugins installed on the website will count towards the available support hours.
- Hosting of the database on a scalable cloud-based server. Hosting includes space for files, images, and content of the website—Malware & virus scanning and removal (quarterly).
- SSL Security Seals. We provide and install the SSL security seals on your primary domain. The security seals enable your website visitors to know you have invested in their safety and indicate that you provide secure transactions and data.
- Staging and Privacy Mode. These options are used when we need to restore a backup or in the event of needing a test website for new features.
- Training. Ongoing CMS training upon request.
- Monthly Analytics Report
- Quarterly Consultation Call

DXP Software Maintenance & Support

Ongoing Customer Support

With access to our Client Portal, you can submit your requests for assistance and follow up on the status of your ticket. The system allows the project manager to monitor the progress of a ticket and communicate with you and our development team.

Our standard communication process:

- We recognize and respond to the ticket within the business day that it is submitted.
- If possible, we correct within two working days or reach out to your team for further directions/clarification needed to solve the problem
- Bugs and technical issues that may need to be escalated will be submitted to our development team and provided a detailed estimated delivery date.
- At all times we will keep the client informed and of the timelines.