



Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
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**State of West Virginia
 Request for Proposal
 21 – Info Technology**

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BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Name, Address and Telephone Number:


Miles Media Group, LLLP
 6751 Professional Pkwy W., Suite 200
 Sarasota, FL 34240
 941-342-2300

Contact: David Burgess, President
 David.Burgess@milespartnership.com

04/27/15 09:32:54
 WV Purchasing Division

FOR INFORMATION CONTACT THE BUYER

Guy Nisbet
 (304) 558-2596
 guy.l.nisbet@wv.gov

Signature X 

FEIN # 02-0761406

DATE April 20, 2015

All offers subject to all terms and conditions contained in this solicitation

INTRODUCTORY LETTER

Dear Members of the Selection Committee,

No other vendor responding to this RFP knows you and your challenges better than Miles—especially when it comes to your website. For the past 10 years, we've struggled right alongside you, saddled with a subpar website we've been unable to fully integrate with your print and email programs due to its limitations.

Because we've shared that journey with you, we already feel like we're in this thing together and will bring a passion to your new website that no one else can. This is our baby, too.

We know selecting a new website development partner is an important decision and many factors come into play. But we also know Miles is the clear choice to deliver exactly what the West Virginia Division of Tourism wants in an exciting new online presence:

- › We know you, your industry partners and the state itself—and our company has a rock-solid track record of generating increased engagement and traffic growth for the destination websites we build.
- › Miles generates more than \$25 million in industry participation annually, and we have the experience needed to develop a revenue generation program that will make the most of your budget and provide further benefits to industry partners.
- › We already have working relationships with your industry partners and understand their needs. The Data Engine we built for West Virginia was designed with them in mind—and is the same one that will power your new site.
- › We build award-winning websites that are visually powerful, technologically advanced, content-rich and supported by analytics. We'll develop a new GoToWV.com worth bragging about!

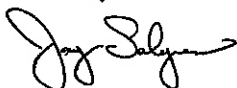
With its mix of wild and wonderful adventures, West Virginia is a special place. And our approach to every aspect of destination marketing is custom, whether it's developing an in-depth understanding of West Virginia's unique selling proposition for visitors, creating an exciting new design and user experience for your website, or meeting with your staff and partners to help educate them on the latest trends and technologies in digital marketing.

We believe that successful destination marketing solutions look to a user's needs first and, as a result, meet the needs of both the destination and industry stakeholders. All of our recommendations are grounded in research, and we take a data-driven, mobile-first approach to website development. More than a vendor, we want to continue being a true partner with the West Virginia Division of Tourism and are excited for the opportunity to deliver even more results to you.

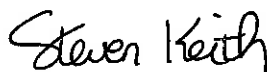
In the pages that follow, we offer exciting new ideas for GoToWV.com focused around key components such as responsive design, a flexible open-source CMS platform and dynamic display of inspirational content. Together, we can create a new website that inspires travelers to discover all the state has to offer, while serving as the cross-platform hub for all of your marketing initiatives.

It's long overdue. And we can't wait to get started!

Sincerely,



Jay Salyers
Senior Vice President



Steven Keith
WV Account Director/Senior Content Director

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Required Forms

- Signature Page (Att. B last page)
- Resident Vendor Preference Certificate
- Purchasing Affidavit
- Addendum Acknowledgment Form
- Certification Signature Page

Attachment C: Cost Sheet

See enclosed "Cost Proposal" in separately sealed envelope

Attachment A: Vendor Response Sheet

Provide a response regarding the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives were and how they were met.

3.1 Company description, history and years of experience related to the development and design of a destination marketing website.

Vendor Response:

More than a vendor, Miles pledges to be a continued strategic partner with the West Virginia Division of Tourism. We believe in true collaboration with you and bring not only proven technical expertise, but an innovative and holistic approach to every project.

Travel promotion has been our company's passion since 1954. Roger Miles purchased the company in 1990, and since that time we've worked exclusively within the travel and tourism industry, continuously staying ahead of the times to deliver forward-thinking, successful solutions that meet our clients' needs. Miles is now 187 employees strong and currently works with more than 90 destination marketing organizations and hospitality businesses, including major national and international travel organizations such as VISIT FLORIDA, Visit California, NYC & Company, the Colorado Tourism Office, the Louisiana Office of Tourism and Auckland Tourism. A list of some of our clients is included later in this proposal, and we would encourage you to connect with any of them to ask about our partnership-focused approach and ability to continually deliver new ideas and results.

Miles has spent the past 18 years building our reputation as a leading digital development agency in the travel space.



In fact, Miles was recently named an Outstanding Web Developer by the Web Marketing Association and our website work for clients frequently sweeps the travel category at the group's annual WebAwards.

To date, we've built more than 200 travel websites for destinations and hospitality businesses (38 of them are responsive design) with others in progress. And no two of them are alike.

OUR CORE COMPETENCIES

Miles is a turnkey destination marketing company offering expertise to our clients in the following areas:

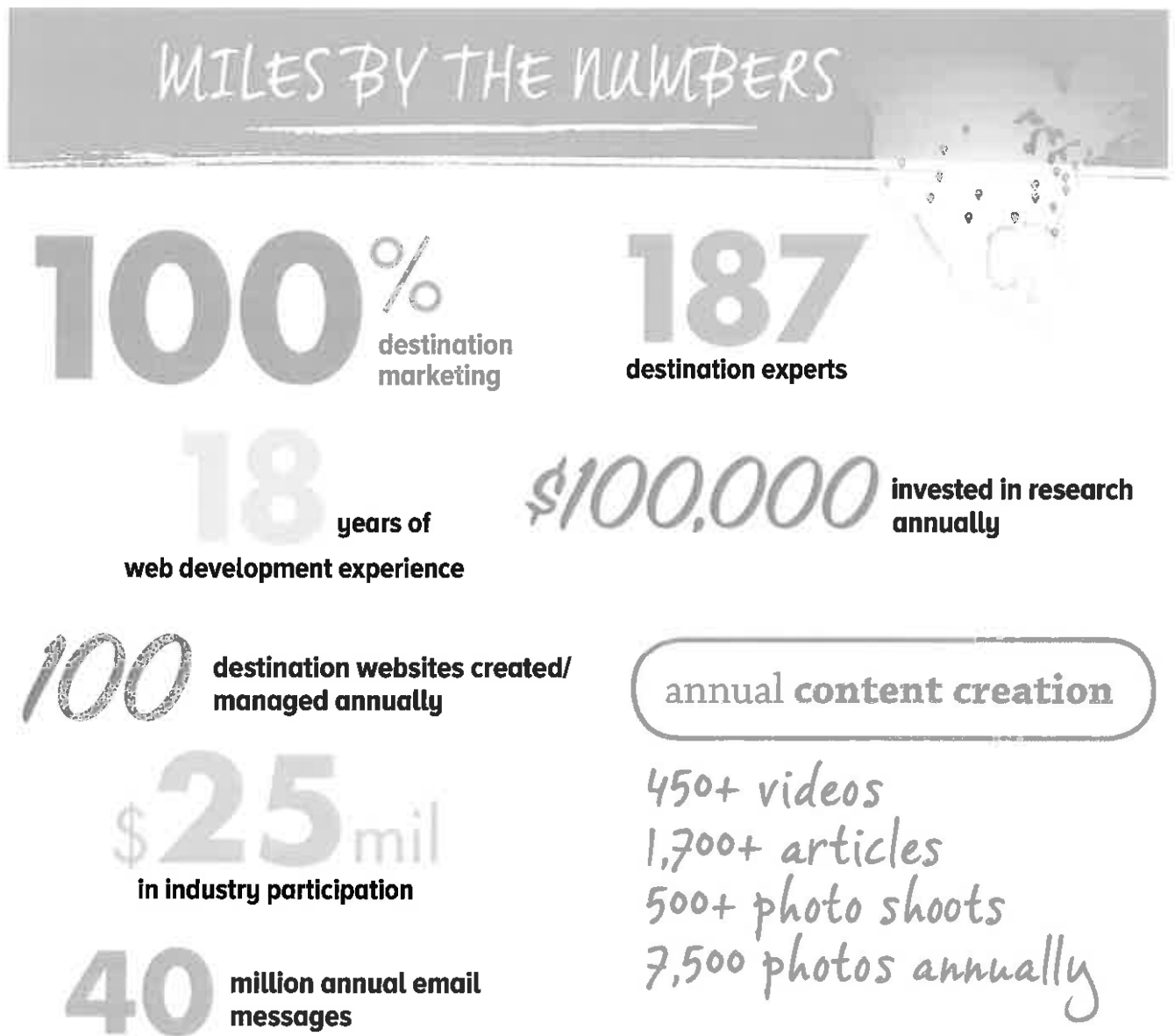
- › Interactive Design & User Experience
- › Open-Source CMS Development
- › Tourism-Specific Database Development
- › Digital Content Strategy
- › Front-End Website Development
- › Integrated Online Marketing Strategy
- › Web Analytics
- › Third-Party CRM, Data and Content Integration
- › Email Marketing Programs
- › Search Engine Optimization
- › Traffic Generation/SEM
- › Content & Rich Media Creation
- › Landing Page Optimization
- › Social Media Integration
- › Booking Integration
- › Mapping Integration
- › A/B Testing
- › Data Collection & Management Services
- › International Solutions Including Native Speaker Copywriting, Translation Management, Keyword Research, SEO, SEM Campaigns
- › Viral Programs & Contests
- › Revenue Generation Programs/Sales (Co-op)

How Our Experience Benefits West Virginia

As we mentioned in the previous section, Miles has built more than 200 travel websites for destinations and hospitality businesses, yet no two of them look or feel alike. We accomplish this by developing a deep understanding of each client's goals and brand, then using those pillars to build a research-driven, tailor-made website that successfully meets their needs.

If chosen to build your new website, Miles would have a huge head-start because we've already been working closely with you and your industry for the past 10 years. The benefits of that experience are immeasurable. What's more, the person who would lead your account is Steven Keith, a former Advertising Manager for the West Virginia Division of Tourism, giving him first-hand insight on the challenges you face. The benefits of that relationship are invaluable.

Combine this West Virginia experience with our success on an international level and it's a win-win situation for your new website.



Our Company Philosophy

We believe that successful destination marketing websites look to users' needs first—both internal and external users. As a result, they deliver a powerful consumer experience while providing flexibility, scalability and ease-of-use on the back end, which serves you.

The principles behind our philosophy are:

Expertise.

We focus 100% on travel and hire talented people to create smart solutions for our destinations and their partners.

Industry Engagement.

We're deeply involved in our clients' industry, attending all major industry meetings and frequently sharing research and analytics related to travel and tourism. We develop back-end website solutions that help communicate the DMO's value to industry stakeholders.

Innovation.

We focus on research, trends, best practices and the latest technology, applying this focus to help our clients develop informed strategies that position them ahead of the industry. We lead the industry in the use and customization of open-source web solutions and come to the table with proven destination-specific technology for your team.

Accountability.

We deliver measurable results through our products, including increased visitor traffic, increased user engagement and improved ease-of-use for your internal staff. Our client testimonials repeatedly praise Miles for building websites that excite, motivate and achieve results. Internally, we document our performance standards and procedures to maintain consistently high quality across our products.

Awards & Industry Recognition.

Results can be measured in industry recognition, and our clients consistently win prestigious national awards for their online efforts, including IAC awards, WebAwards and HSMAI Adrian Awards.

Authenticity.

We engage in frequent, personal communication with our clients. More than a vendor, we work as a strategic partner—an active, straight-forward contributor who shares a commitment to your destination and business goals.

Your Strategic Partner

Our goal is to be an active, contributing partner on your marketing team, working with you to develop creative approaches for West Virginia's digital needs. We invite you to work side-by-side with us to concept, create and deliver a quality website.

To keep current on tourism trends and to continue building relationships within the industry, our senior management team regularly attends, participates in and sponsors **dozens of conferences and seminars each year**—including those in West Virginia. We have a commitment to hands-on local involvement in every market in which we publish. From industry outreach and education by our content managers, publishers and local sales staff, to attendance at important industry events and in-person sales calls, we take every opportunity to foster trust and relationships within your industry.

In addition, our team members on average attend more than 60 seminars, conferences and training sessions each year covering topics from social media and project management to copywriting, web development, sustainable tourism practices, design and photo color correction. We commit to investing in our team so we can bring the best to you.

Our Content-Centric Approach

We believe content is the most critical asset that any destination marketing organization can have. It's the reason consumers will engage with a destination website (or not) and, ultimately, how they connect with your brand.

Content is one of the key differentiators between Miles and most other companies. For many years, we've been industry advocates in promoting the value and importance of content for DMOs—and are experts at creating it. In fact, over the past 10 years, Miles has produced **hundreds of travel features, suggested itineraries, photo slideshows, best-bet lists and more** for West Virginia.



About 650 pieces of content, to be exact—assets we already have to support all of the exciting new rich media content we plan to deliver:

- › 9 Destination Overviews
- › 46 Travel Features
- › 77 Suggested Itineraries
- › 101 Themed Reports
- › 310+ Sidebars and Best-Bet Lists
- › 99 Region Profiles
- › 6 Photo Essays
- › 2 Advertorial Sections

At various industry events, we have delivered presentations such as “Content Marketing: Your Action Plan for Success,” in which we share specific steps to content creation and the results content marketing can bring to DMOs. Working with Miles, the West Virginia Division of Tourism will gain a partner that’s synonymous with successful content programs.

Fundamentals of Miles’ content marketing approach to destination websites:

1. Custom content strategies based on research, keyword analysis, analytics and an understanding of target audiences
2. Content generation programs tailored to the needs of your target audiences in terms of varied content formats, from rich media to deep listings data and more
3. A wide net of talented content creators, including your staff and ours, as well as a robust network of professional travel writers, social ambassadors and bloggers.
4. Best practices in SEO for all content, including existing content, migrated content and new content
5. Constant evolution of content offerings based on tracking and monitoring of your site’s performance, changes in search engines’ indexing mechanisms, etc.

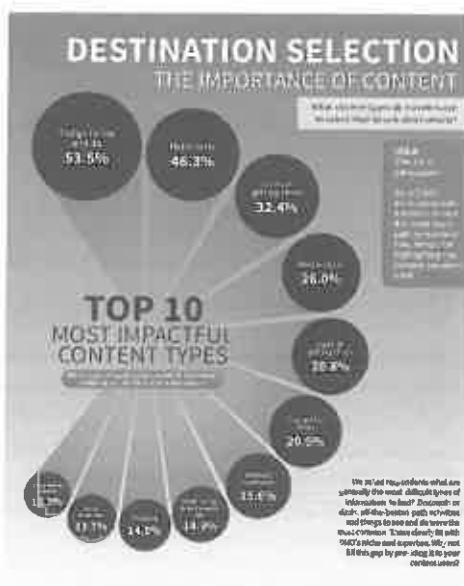
We’ve brought this same content-focused approach to our work in your West Virginia Official State Travel Guide—and have already identified ways we can leverage content we’ve created for your guides to provide an immediate boost of content to further enhance your new website. This will not only provide a stronger link between all of your official products, but also will benefit users by offering a consistent voice throughout the site.

Our Focus on Research

Miles is a leader in destination research and analytics. We have sponsored, supported and commissioned a huge range of research and special analytics projects in recent years that offer the latest insights and analysis on destination marketing. We understand what types of online content and website features inspire and motivate potential travelers, as well as the tools they need to plan their trip most effectively.

We are a leader in implementing the latest usability solutions that test and fine-tune our recommendations throughout the website design and development process. Once a site goes live, performance measurement is an **integral part** of Miles' web publishing philosophy. We have helped lead the industry in the ability to accurately measure site performance from audience to goals or "Signals of Intent to Travel"—allowing ROI measurement for every part of the online marketing mix. We have analyzed, reviewed and benchmarked more DMO websites that **any other agency in the world**, running programs in the U.S., Canada, Australia, New Zealand and throughout the South Pacific. This means that all of the recommendations we bring to the West Virginia Division of Tourism are based in best practices.

Throughout these research and analytics projects, Miles has partnered with key industry research organizations and/or partners, from Phocuswright and Destination Analysts to Google, JackRabbit, Sojern, BrightEdge and more. Miles believes in independent, objective research and works with the best organizations in the industry to support research on DMOs' biggest challenges and opportunities. A selection of research we have sponsored, commissioned or supported includes:



Miles has been the primary sponsor of the biannual State of the American Traveler since 2006; the latest edition includes in-depth research on the content that motivates travelers to select a destination.

- › “The State of the American Traveler,” Destination Analysts, 2006-2015 (ongoing biannual study)
- › “Content that Influences the Destination Decision,” The State of the American Traveler, Destination Analysts, January 2014
- › “Online Video that Influences Destination Selection,” Destination Analysts with input from Google and YouTube, published at the 2014 DMAI Annual Convention
- › “Social Media and Travel: The Role and Impact of Social Media on Travel Decisions,” Phocuswright, 2014
- › Benchmarking Programs in New Zealand, Canada, New Zealand and Australia, 2010-2014
- › “Destination Unknown—How US & European Travelers Decide Where to Go,” Phocuswright, 2010-2013
- › “Destination Marketing—Understanding the Role and Relevance of Destination Marketers,” Phocuswright, 2009-2010, including an analysis of behavior on 15 DMO websites

Our Clients

Miles is 100% focused on travel and tourism. Currently we work with more than 90 DMOs and hospitality businesses, some of which are shown below. Please see page 36 for a list of current clients for whom we provide services similar to those requested by the West Virginia Division of Tourism. A full client list can be found at www.milespartnership.com/clients.



Our Awards

Our real measure of success is in delivering more visitors to our clients, but we're always happy to have our work acknowledged by independent sources. Below is a recap of some recent awards we've won in partnership with our clients.



Telly Awards

- › Brand USA Fort Lauderdale video, Bronze Telly (2014)
- › Brand USA Santa Cruz video, Bronze Telly (2013)

Internet Advertising Competition Awards

In 2015, Miles was named an Outstanding Advertising Developer

- › Tampa International Airport Website, Outstanding Website (2015)
- › Grand Junction VCB 2014 E-Newsletter Campaign, Best Travel Online Newsletter campaign (2015)
- › Baltimore.org, Outstanding Website (2015)
- › Hilton Sandestin Beach Golf Resort & Spa Email, Best Hotel and Lodging Email Message (2015)
- › Georgia Department of Economic Development Email with Atlanta Magazine, Best Travel Email Message (2015)
- › Delaware Tourism Rebranding Integrated Campaign, Best Travel Integrated ad campaign (2015)
- › San Francisco Leisure Email Redesign, Best Travel Online Newsletter Campaign (2014)
- › The Modern Honolulu Integrated Ad Campaign, Outstanding Integrated Ad Campaign (2014)
- › PGAResort.com, Outstanding Website (2014)
- › ComeTourGeorgia.com, Outstanding Website (2014)
- › Washington.org, Outstanding Website (2013)
- › Delaware Tourism's Online Newsletters, Best Travel Newsletter Campaign (2013)
- › Hilton Sandestin Beach Golf Resort & Spa Integrated Ad Campaign, Best Hotel and Lodging Integrated Ad Campaign (2013)

Web Marketing Association's WebAwards

In 2013 and 2014, Miles was named an Outstanding Web Developer

- › Visit St. Pete/Clearwater Social Media Showroom & Homepage Social Hub (2014)
- › VisitSarasota.org (2014)
- › ComeTourGeorgia.com (2014)
- › ParadiseCoast.com (2014)
- › Baltimore.org (2014)
- › TheModernHonolulu.com/Live (2014)
- › Washington.org (2013)
- › TheModernHonolulu.com (2013)
- › HawksCayResort.com (2013)
- › Fishing.LouisianaTravel.com (2013)
- › SonomaCounty.com (2013)
- › ArticulateSuncoast.com (2013)

Web Marketing Association's MobileWebAwards

All of our MobileWebAwards have been for responsive design websites

- › ExploreGeorgia.org (2014)
- › Baltimore.org (2014)
- › TheModernHonolulu.com (2013)
- › NDTourism.com (2013)

HSMAI Adrian Awards

- › Austin Insider Guide, Gold Adrian (2014)
- › Taste of Louisiana Special Advertising Section, Gold Adrian (2014)
- › Baltimore.org, Silver Adrian (2014)
- › Brand USA Culinary Guide, Silver Adrian (2014)
- › ExploreGeorgia.org, Silver Adrian (2014)
- › The Modern Honolulu's Modern Live, Silver Adrian (2014)

- › Grand Junction Welcome Email, Bronze Adrian (2014)
- › Visit St. Pete/Clearwater Get Smart Content, Bronze Adrian (2014)
- › The Modern Honolulu Search Engine Marketing, Bronze Adrian (2014)
- › Louisiana Brewery Trail Video, Bronze Adrian (2014)
- › Brand USA: 2013 Discover America Inspiration Guide, Gold Adrian (2013)
- › Colorado.com, Gold Adrian (2013)
- › San Francisco Travel Association Email Marketing Redesign, Gold Adrian (2013)
- › Hilton Sandestin Beach Golf Resort & Spa Build Your Own Vacation Contest, Gold Adrian (2013)
- › SonomaCounty.com, Silver Adrian (2013)
- › Louisiana Travel Social Media, Silver Adrian (2013)
- › HawksCayResort.com Experiences Section, Silver Adrian (2013)
- › Capital Region USA Integrated Marketing Campaign, Silver Adrian (2013)
- › The Modern Honolulu, Silver Adrian (2013)
- › Louisiana Travel's Discover America SEM Campaign, Silver Adrian (2013)
- › Brand USA In-Language Content Program Video, Silver Adrian (2013)
- › VisitPA.com Mobile Marketing, Bronze Adrian (2013)

Magellan Awards from Travel Weekly

- › SonomaCounty.com, Gold Magellan Award (2013)
- › VisitGrandJunction.com, Silver Magellan Award (2013)

IMA Awards

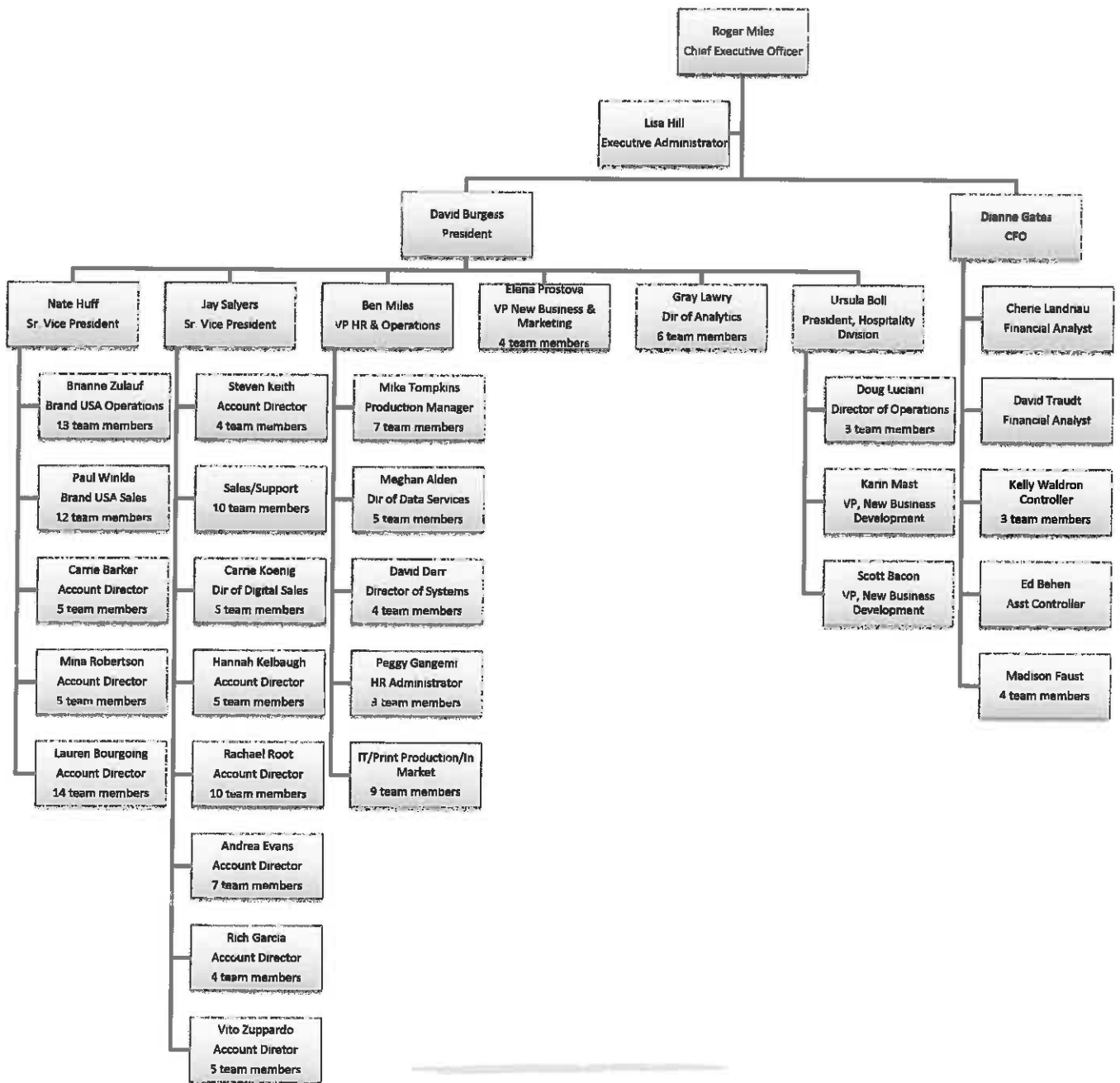
- › Colorado.com, Best in Class IMA Award (2013)

3.2 An Organizational Chart, listing names, title and the number of full-time staff currently employed and the employees that would be working directly with the contract awarded under this RFP.

Vendor Response:

With 187 employees in two national headquarters and dozens of local offices across the country, we pride ourselves on customer service and have created an operational structure that affords us the luxury of treating every client as if they were our only client. We take responding to your needs seriously.

Below, please see an organizational chart offering a closer look at our company's structure:



Your dedicated West Virginia team is a group of familiar faces, some of whom have been working closely with your staff since we were first awarded your print business back in 2005. Your team will be led by Senior Vice President Jay Salyers and Account Director/Senior Content Director Steven Keith, who is not only a West Virginian but also a former West Virginia Division of Tourism employee who brings valuable insight to working with your team. But for the purposes of this project, they'll also be joined by our company's top interactive producers and website developers. In addition to your dedicated project team below, you'll also have full access to the resources of our fully staffed editorial, design, data, email and web development departments.

Miles' West Virginia Team

Core Team



Jay Salyers

Senior Vice President

Education: B.A. in Integrated Strategic Communications, University of Kentucky, Lexington

Experience: 10 years with Miles; three additional years of tourism marketing experience

Expertise: Jay's specialty is in developing product plans that match our clients' needs and strategic objectives, specifically in aligning West Virginia's resources with the latest research-based trends. He's responsible for maintaining positive, productive relationships with Miles' clients, as well as their overall satisfaction with our products and services. Jay will have bottom-line responsibility for every aspect of the West Virginia website.



Steven Keith

Account Director/
Senior Content Director

Education: B.A., cum laude, Marshall University, Huntington, WV

Experience: Seven years with Miles; 24 years of related experience

Responsibilities: Steven manages internal production workflow and communicates with clients regularly on project status. While all team members will work closely with your staff, Steven will oversee the overall direction and success of the project. His responsibilities include scheduling regular meetings, providing status reports and overseeing the website development schedule to ensure on-time, on-budget delivery. Steven is also responsible for leading concept creation, execution and production of editorial in Miles' websites, email programs and print publications.



Jennifer Duncan
Interactive Producer

Education: B.F.A., Ringling School of Art and Design, FL

Experience: Eight years with Miles; seven additional years of publishing experience

Responsibilities: Jennifer is responsible for creating interactive designs for our clients' digital projects. Her understanding of user interface and experience in graphic design makes her uniquely suited to creating exciting and fresh interactive designs that are engaging, effective and visually appealing.



Robert Taylor
Lead Web Developer

Education: B.A. in English, California State University, Fullerton

Experience: Two years Miles; four additional years of web developer experience

Responsibilities: Robert manages the continuous integration of features and site improvements. He stays up-to-date on web-based products and trends through continuous research and production, and he is experienced in Drupal, PHP, HTML, CSS and JavaScript. Robert also has experience with Filemaker integration, implementing responsive design, advanced Google Analytics and international websites using Drupal.



Loren Jordan
Destination Specialist/
Account Executive

Education: Liberty University in Lynchburg, VA

Experience: Nine years with Miles; 10 years of nonprofit management experience in West Virginia. Loren is also co-owner of a gourmet coffee company in West Virginia, married a coal miner's daughter here and watched his youngest daughter graduate from WVU.

Responsibilities: Loren is responsible for all West Virginia sales. His approach encompasses independently prospecting, fact-finding and assessing the needs of potential advertisers to define their goals, then demonstrating how the West Virginia products can respond to each advertiser's needs and objectives. He also represents Miles at West Virginia events.



Hilary Stojak
Senior Art Director

Education: B.A. in Journalism with an emphasis in magazine and newspaper design, Marquette University, Milwaukee, WI

Experience: One year with Miles; 17 years of related experience as art director and lead designer on several magazines

Responsibilities: Hilary is responsible for implementing destination brands in websites, email newsletters, print guides and sales and marketing collateral produced by Miles – including graphic design, layout and photo direction.



Samantha Davis
Advertising Data Manager

Education: B.A. in Marketing, Metropolitan State University of Denver

Experience: One year with Miles; two years of related experience in marketing and social media

Responsibilities: Samantha is responsible for managing incoming ad contracts and communicating with advertisers. She works closely with each advertiser for the creation, collection, proofing and approval of ads to ensure they are ready and appear in final products.



Carrie Koenig
VP, Sales & Marketing

Education: Metropolitan State University of Denver

Experience: 11 years with Miles, 14 years of tourism industry experience

Responsibilities: Carrie is responsible for creating robust programs that first and foremost serve the user while driving a strong return for industry partners. She also leads industry relations rooted in helping to educate advertisers on tourism trends and marketing best practices, including creating and tracking effective advertising.



Kelli Chiri
Sales Operations Manager

Education: B.A. in Public Relations, University of Northern Iowa

Experience: Three years with Miles focused on industry partnerships

Responsibilities: Kelli is responsible for supporting the marketing efforts for our advertising programs. She supports our sales staff in revenue generation by providing best practices, sales tools and guidance for our Advertising Account Management Team, working together to execute a marketing plan in each market.



Amanda Steward
ePublishing Project Coordinator

Education: Technical School Certificate, Miami Advertising School

Experience: Eight years with Miles

Responsibilities: Amanda is responsible for the day-to-day management of the 20-plus clients using our email marketing services. Her focus is on managing deployment schedules, email builds and deployments, reporting and assisting with list management.

Supporting Team of Experts

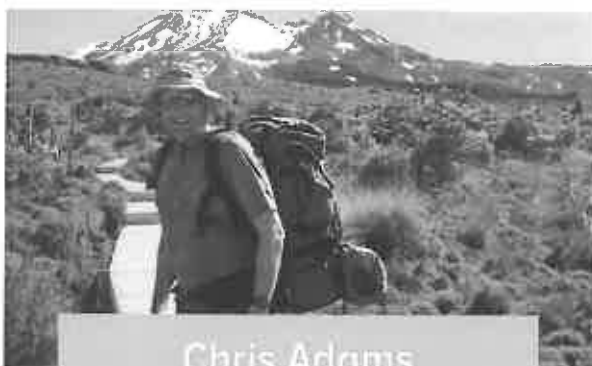


Elena Prostova
Creative Director

Education: B.A. and M.A. in Literature, Kazan State University in Kazan, Russia

Experience: 13 years with Miles; 11 additional years of related experience

Responsibilities: Elena is responsible for design concepts for print and digital products that reflect an understanding of our clients' objectives and marketing strategies. She is also responsible for evolving the products and services we provide to our clients from both creative and technological perspectives. She keeps a close watch on developing trends – from mobile technologies to digital publishing -- to bring the best thinking to our clients, ensuring innovative programs.



Chris Adams
 Director of Research & Online Marketing

Education: B.A. in Management Studies, University of Waikato, New Zealand; M.B.A. with a focus on tourism marketing, University of Colorado at Boulder

Experience: Nine years with Miles; 15 additional years of publishing experience in the U.S., New Zealand, Australia and UK tourism and media industries

Responsibilities: Chris is responsible for keeping our team and our clients informed regarding trends and research in travel. He provides strategic recommendations based on research, and is in demand as a speaker at tourism technology and research conferences.



Meghan Alden Gasparro
 Director of Information Technology

Education: B.S. in Broadcasting Production, University of Florida

Experience: 14 years with Miles; two additional years of related experience

Responsibilities: Meghan oversees our database systems and web application and mobile development, focusing on ensuring our tools, programs and sites are uniquely suited to the user's needs. She also heads up our ePublishing team, with an emphasis on staying on top of the latest trends in email marketing and increased deliverability, ensuring optimal reach for the West Virginia Division of Tourism.

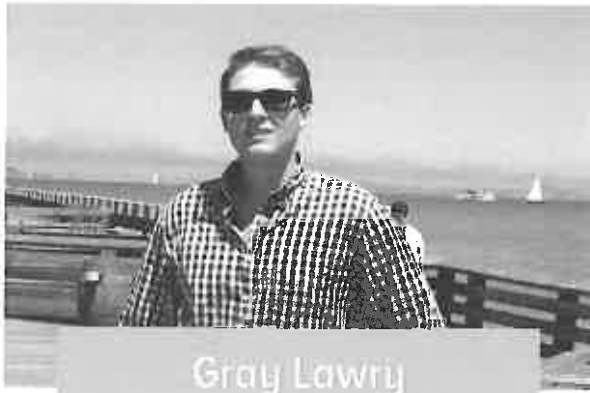


David Derr
 Development Director

Education: B.S. in Computer Science, Iowa State University

Experience: Eight years with Miles; seven additional years of related experience in web development and mobile applications; areas of expertise include PHP, MySQL, JavaScript/jQuery, HTML, CSS, Apache, Linux, MSSQL, Mac OSX

Responsibilities: David is responsible for the integration of design, architecture and technology in our electronic products. He ensures that each product meets our clients' expectations as well as Miles' own standards of excellence.



Gray Lawry

Director of Digital Media
and Analytics

Education: B.S. in Hotel & Restaurant Management/Hospitality with a Business Minor, University of South Florida

Experience: Three years with Miles; three years of prior experience. Gray is Google AdWords Certified and has experience with Google Analytics, Double Click for Publishers, OpenX and Drupal, among other platforms. He is a frequent speaker on digital media topics at industry events.

Responsibilities: Gray will provide analytics reporting, coordinating with the West Virginia Division of Tourism on any media tracking, remarketing and behavior-based campaigns and providing an overall media implementation strategy.



Monica Hare

Digital Analyst

Education: B.S. in Journalism/Advertising with minors in Psychology and Marketing, Ball State University

Experience: Four years with Miles; 14 additional years of journalism experience in writing, editing, page design and web production

Responsibilities: As a digital analyst, Monica works with platforms including Adobe SiteCatalyst, Google Analytics and Quantcast to review, research and report on site performance. She also identifies opportunities for growth and improvement for Miles clients.

3.3 Subcontractor company information and references

Provide names, addresses, and experiences of any subcontractors that will be used in the day-to-day performance of this contract in delivering services described in this proposal.

Example: If your agency does not have the capabilities to provide the services needed to fulfill the goals of the Agency, provide information on your planned subcontractor partner firm.

Vendor Response:

We subcontract with Rackspace Managed Hosting to provide our clients with a hosting environment for our websites with the highest security and reliability available.

Rackspace Company History

Rackspace began providing hosting services in 1998 and has since grown to serve more than 99,000 customers, including more than 80,000 cloud-computing customers. All they do is hosting—and they do it better than anyone else in the world. Miles has contracted with Rackspace to provide hosting solutions for our clients since 2004.

Rackspace integrates the industry's best technologies for each customer's specific needs and delivers it as a service via the company's commitment to fanatical support. There are currently more than 2,900 Rackers (employees) around the world serving our customers.

Rackspace Managed Hosting

www.rackspace.com

Tony Ramos, Account Manager

5000 Walzem Road, San Antonio, TX 78218

(800) 961-2888

sales@rackspace.com

References

SunPower

Rich Robinson, VP Business Technology & CIO

2900 Esperanza Crossing, 2nd Floor, Austin, TX 78758

(512) 735-0100

Christian Feddern

Head of IT

Hype Innovation, Inc.

HYPE Softwaretechnik GmbH

Trierer Str. 70-72, 53115 Bonn, Germany

Phone: +49 228 2276 0

3.4 A list of all accounts gained and lost in the last 12 months with a description of why accounts were lost, and a list of memberships in any local, national, or international advertising, marketing or public relations associations.

Vendor Response:

Accounts Gained in Past 12 Months

- › Ohio Division of Travel and Tourism – web services (2015)
- › Greater Williamsburg Chamber & Tourism Alliance – web services (2015)
- › The Michelangelo Hotel – SEM, email services and content development (2015)
- › Napa River Inn – email services, site hosting and content development (2015)
- › Maryland Office of Tourism – print and web services (2014)
- › Branson/Lakes Area Convention and Visitors Bureau – front-end web services (2014)
- › Intertribal Tourism Committee – media placement services (2014)
- › Experience Kissimmee – print services (2014)
- › Mammoth Lakes Tourism – web services (2014)
- › NYC & Co. – consulting and SEO services (2014)
- › San Diego Tourism Authority – SEO consulting (2014)
- › Visit South Walton – web services (2014)
- › Samoa National Tourism Authority – content, SEO and consulting (2014)
- › South Pacific Tourism Organization – education, strategy, consulting and SEO (2014)
- › The ART Hotel – branding, online and print advertising, web services, SEO, content, email and social media (2014)
- › Historic Hotels of America – co-op programs, web services, content, email and online advertising (2014)
- › Preferred Hotel Group – web services and online advertising (2014)
- › The Sherry-Netherland – content development, SEO, online advertising and email services (2014)
- › Travaasa Austin – content development and SEO (2014)
- › Travaasa Hana – content development and SEO (2014)
- › Auckland International Airport – Chinese language content and campaign, domestic and international (2014)
- › Tampa International Airport – web services, digital strategy and app development (2014)

Accounts Lost in Past 12 Months

None

Advertising, Marketing & PR Memberships

- › West Virginia Hospitality & Travel Association
- › Brand USA
- › Destination Marketing Association International
- › U.S. Travel Association
- › Southeast Tourism Society

3.5 Contact names, telephone, email and fax numbers of two additional clients, who may be contacted by the Agency as references, for which similar services have been provided as referenced in this RFP.

Vendor Response:

Below please find two client references for whom Miles provides services similar to those referenced in our RFP.

Colorado Tourism Office

Office of Economic Development and International Trade

1625 Broadway, Suite 2700

Denver, CO 80202

Contact: John Ricks, Associate Director, (303) 892-3869, john.ricks@state.co.us

Services provided: web, print, email, sales

Louisiana Department of Culture, Recreation & Tourism

1051 North 3rd Street

Baton Rouge, LA 70802

Contact: Kyle Edmiston, Assistant Secretary, (225) 342-8125, kedmiston@crt.la.gov

Services provided: web, print, email, social media, database, advertising

3.6 Provide details of the complexity of projects performed and the volume of the services provided that may include specific examples, tracking and monitoring of the project, comprehensive evaluation of the project.

Vendor Response:

On the following pages please find two examples of complex web development projects Miles has completed for clients with needs similar to that of the West Virginia Division of Tourism.



LouisianaTravel.com



Miles provides a number of services for the Louisiana Department of Culture, Recreation & Tourism including website development, maintenance and hosting, as well as account management, consulting, competitive analysis and research, creative and design, content strategy, copywriting and editing, data collection services, travel guide production and printing, email marketing, advertising sales, SEO, SEM, media purchasing, analytics and social media management.

Client Requirements

The Louisiana Office of Tourism required a turnkey solution from its web publisher, including site design and architecture, web development, content creation, rich media creation, social media management, email marketing, SEO and SEM—and strong revenue generation to support all of these programs.

Challenges, Goals & Objectives

Our partnership with Louisiana began in 2008, when Miles was selected to be the interactive agency for the Louisiana Office of Tourism. At the time, the challenge in front of us was daunting: We would be starting from scratch on every aspect of the Office of Tourism's interactive program. There was virtually no content on the website, no email program, no social media program and no admin access for tourism partners to update their listing information. Monthly traffic was roughly 30,000 visits.

It was no surprise that there was very little industry support for the state's official tourism website, and partners did not consider it a credible marketing source for the state. (Any of this sound familiar?)

The goal was to build a complete online program for the state of Louisiana that would be both inspirational and informative, and that would not only bring the state's web presence up to par with its peers, but go beyond.

Strategy Developed to Achieve Goals and Objectives

Our strategy was to build a strong foundation (both a Drupal CMS and a Data Engine) that would create a flexible and future-focused platform for the online components (web, email, social media and, eventually, a mobile site); to create a critical mass of deep, rich, relevant content about tourism experiences in Louisiana; and to create an extremely user-friendly admin tool for tourism partners to enter and update their business information in order to create a complete source of data for visitors.



We also created email marketing and social media strategies that focused on key travel experiences in the state, namely festivals and events, cuisine, culture and the outdoors.

In December 2010, we began testing Get Smart software, which allows websites to deliver different messages to different consumers based on many pre-determined factors, including whether they have visited the site previously and their geographic location. We began with the homepage, testing whether customizing messages and information display for in-state vs. out-of-state users would result in a lower bounce rate and higher engagement metrics. (They did.) In fact, the homepage bounce rate is now the lowest it has ever been.

We didn't just "re-launch" Louisiana's tourism site—we continued to test, enhance and add to its content and features.

Approach Selected and Rationale for Approach

We approached our challenge by immediately immersing ourselves in the Louisiana experience, learning about the state's tourism assets and building relationships with the state's tourism partners. Our Account Director visited every region of the state many times, meeting with groups of 50 and groups of five, to talk and listen, to learn about their ideas and needs. Louisiana's dedicated Miles project team also spent time traveling the state and meeting with our client's team to begin a comprehensive discovery process. We even talked with individual travelers and Louisiana residents who had emailed the Office of Tourism with suggestions on how to improve the website.

Beyond our hands-on discovery process, we collected and reviewed a wealth of data to inform our website front-end decisions, including review of all available research on Louisiana travelers; review of the state's strategic marketing plan, advertising and PR efforts; review and analysis of site performance metrics and comprehensive keyword research and analysis. We also worked in conjunction with Louisiana's four other partner agencies to ensure consistent branding and messaging across all outlets.

This dual approach (focusing on both hard data and industry input) allowed us to create a custom online strategy that promoted key drivers to the state (such as culture and the outdoors) through branded design, photography and video, along with an ambitious content development strategy designed to meet the needs of visitors as well as build organic search engine traffic.



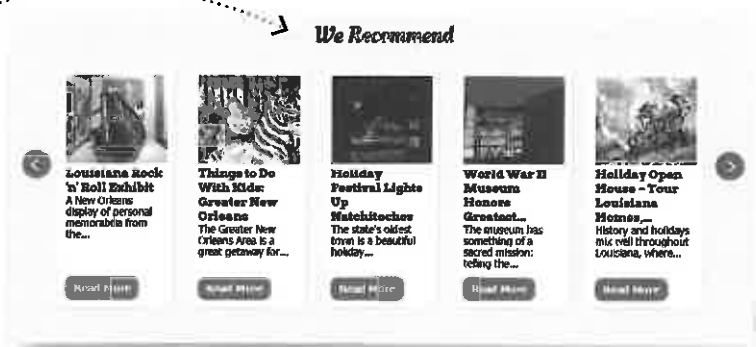
We then began generating (and optimizing) quality content; establishing a robust tagging system for site content; creating page layouts; developing a custom trip planning tool with an Amazon.com-style recommendations engine; building opt-in lists and implementing an ambitious email marketing program; and establishing a robust social media presence.





A robust tagging system allows for cross-referencing related content, increasing visibility for industry partners and enriching users' experience.

An Amazon.com-style recommendations engine serves additional content ideas.



A Trip Planner stores each user's collection of listings, content and events and, in addition, provides relevant recommendations by popularity.

Metrics Selected and Rationale for Selection

As we began revamping Louisiana’s digital strategy, we identified major key performance indicators (KPIs) to measure success against. These KPIs were selected based on the state’s own goals of increasing its digital presence amongst other state competitors, as well as traditional metrics of success for websites such as traffic, time on site, etc.

The KPIs identified for LouisianaTravel.com were:

- › Increase site traffic
- › Reduce bounce rate
- › Improve site ranking vs. other state tourism websites
- › Optimize SEO
- › Increase number of page views and time on site
- › Increase guide orders and business referrals

Value Delivered Against Chosen Metrics

Every key performance metric for LouisianaTravel.com has significantly improved over time, including traffic, site ranking vs. other state tourism websites, number of page views, time on site, traffic to the “Passions” pages (up 35 percent, reflecting increased consumer access to content on the state’s key drivers) and robust engagement on social media platforms. Here are some highlights:

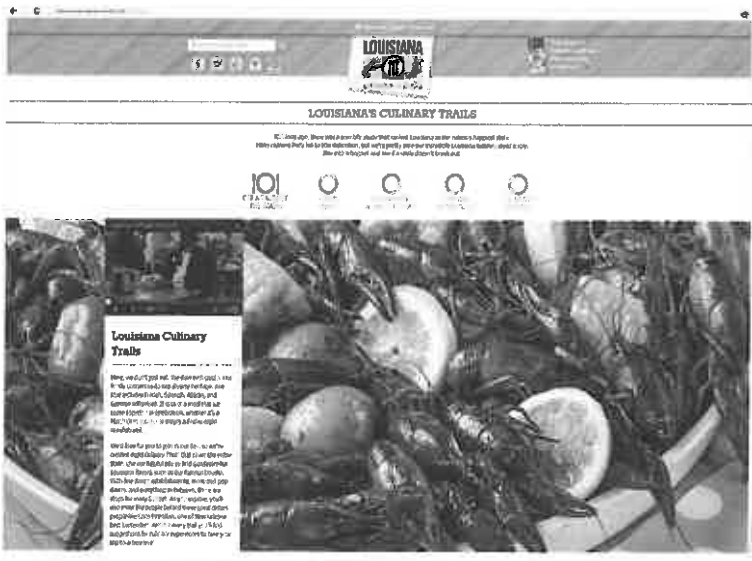
- › In late 2008, LouisianaTravel.com ranked 46th out of 50 state tourism websites. After redesign and continuous evolution by our team, the site now ranks between 12th and 17th.
- › Industry participation and satisfaction in the state’s online programs has increased significantly
- › Traffic to the site increased from 30,000 to 1.8 million visitors and page views increased from 130,000 to 4.1 million
- › By creating and maintaining an SEO-optimized content strategy leveraged industry participation, we populated the sites with more than 3,000 content units
- › 2010 Winner of Web Marketing Association Award
- › 2010 Winner of HSMAI Silver Adrian in Web Marketing for the eNewsletter program
- › In May 2011 and again in December 2013, the Louisiana Office of Tourism again chose us as their web vendor after vigorous RFP processes.
- › 2011 Winner of HSMAI Silver Adrian for LouisianaTravel.com
- › 2012 Web Marketing Association WebAward for LouisianaTravel.com
- › The fiscal year 2012/13 saw a 27% growth in Twitter followers and 60,617 YouTube video views
- › As of September 2013, Louisiana Travel’s Instagram and Pinterest pages surpassed 1,800 followers each and the Facebook page exceeded 190,000 fans

How the Campaign was Optimized Over Time

The LouisianaTravel.com website and online program continues to be optimized over time and adjusted based on media campaigns executed by Louisiana's other agencies and PR initiatives. This ongoing evolution includes the addition of new content, features and functionality, as well as microsites and several generations of the state's mobile travel website. (The website was just recently redesigned with responsive design.) Through an ambitious content generation program—as well as proactive data collection and education of the industry—we added more than 1,000 content units in six months and facilitated listing updates and additions from 2,500 tourism businesses. The result? Organic traffic to the site tripled.

The full scope of services we now perform for the Louisiana Office of Tourism include digital strategy, web development, content generation, social media program management, email marketing, database management, SEM/SEO, web advertising and hosting. The sites we manage for the state include:

- › <http://www.louisianatravel.com/>
- › <http://www.astorylikenoother.com/>
- › <http://www.bikelouisiana.com/>
- › <http://www.louisianapaddle.com/>
- › <http://breweries.louisianatravel.com/>
- › <http://www.louisianatravel.com/culinary/home>
- › <http://www.louisianasoundtrack.com/>
- › <http://www.fishing.louisianatravel.com/>
- › <http://www.louisianatravel.com/retire>
- › <http://www.louisianatravel.com/destinationlouisiana>





The Colorado Tourism Office has been a Miles client since 2005, and currently we provide website development, maintenance and hosting, as well as account management, consulting, competitive analysis and research, creative and design, copywriting and editing, content creation, data collection services, travel guide production and printing, email marketing, advertising sales, SEO, analytics and social media management. In February 2013, we worked with the Colorado Tourism Office to rebuild Colorado.com.

Background & Objectives

Colorado is a progressive state with activities that cater to the young at heart. Travelers to the state are younger, more affluent and more technologically savvy than U.S. travelers in general. The Colorado Tourism Office's (CTO) previous website, however, was not designed for the small screen, causing referrals to tourism partners to decrease month after month. Mobile and tablet users were being directed to another website that was short on content and inspiration, so it was critical that Miles rebuild the state's website around the small screen first, while also implementing content targeting tools that would allow us to personalize each web experience based on the device and behavioral patterns the user had displayed. The site build took place from February 2013 to launch in May 2013.

Based on the challenges outlined above, our primary objective was to build a completely new site that would be personalized for each user. This required us to focus on more robust content, interactive features, social media and planning tools. And all of these enhancements also needed to be organized in a logical site structure, with more intuitive navigation paths that would lead visitors to state industry partner websites.

By accomplishing all of the above, we hoped to increase referrals by 15% and lower our bounce rate by 10%.

At the start of the website redesign process, five key performance indicators (KPIs) were identified for the new website:

- › Increase referrals to partner websites
- › Lower the bounce rate
- › Increase visits from mobile and tablet users
- › Decrease page load times

Miles also handles the production and distribution of Colorado's monthly consumer newsletter. Performance had previously been less than stellar, with open rates at 7.28% for in-state deployments and 1.46% for out-of-state deployments. We were tasked by the state to find new ways to increase engagement with both audiences, with the goal of increasing click-through rates to Colorado.com by 5% for both newsletter audiences.

Research and Methodology

The target audience for Colorado.com is online vacation travelers who are either considering or planning a trip to Colorado. Colorado gets about 60 million visitors annually, with visitors staying an average of 4.5 nights. Outdoors, historic places, events and culinary experiences are among the top draws. Leisure visitors are typically from Generation X (25-44), followed by Baby Boomers.

Before building the new website, we took significant time in the discovery phase to understand both the state and industry's feedback about the old website so we could determine how best to move forward. In building the new site, we:

- › Reviewed the current site and its analytics, plus other competitive and next-generation travel sites.
- › Focused on site speed/load times by establishing a page size "budget" (in bytes) for each page to ensure optimum performance regardless of device
- › Built an intuitive site structure that promoted popular travel experiences and made it easier for users to drill down to specific tourism partner websites
- › Implemented Get Smart Content on the homepage to serve in-state and out-of-state visitors with different content and calls to action based on their IP address
- › Enhanced partner listings by adding quick links to their websites in multiple locations
- › Built out city pages with enhanced promotion to CVBs and other tourism partners' websites

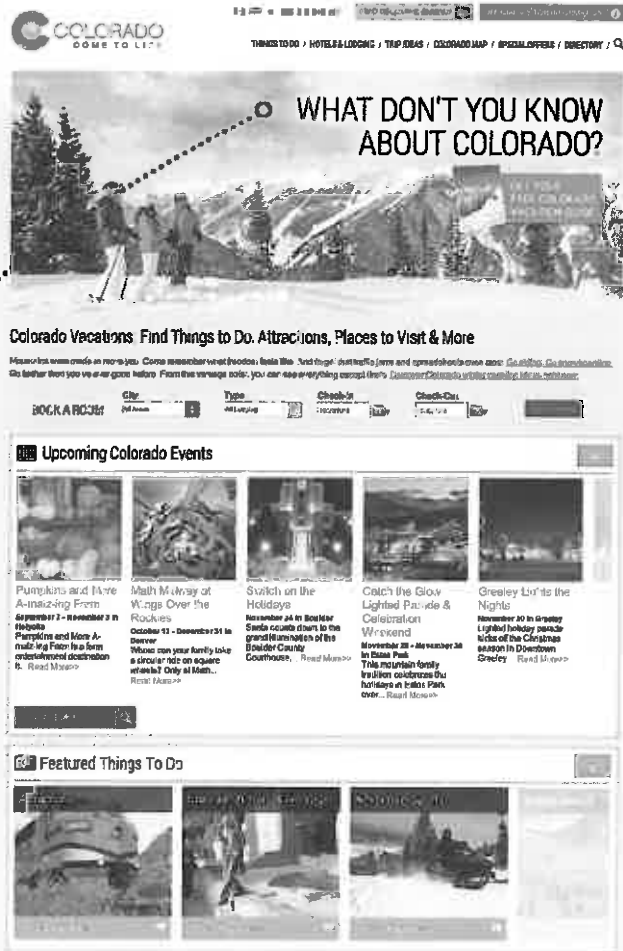
Once we started building the new website, we stayed in constant communication with the industry. With the state office taking the lead, we also made sure that the industry understood which decisions were being made and why.

We conducted subject line testing for the new email program (transitioning to longer, more specific subject lines) and closely watched what content performed well on Colorado.com to determine our editorial calendar. A new template was created based on the changes to Colorado.com, which immediately resulted in increased performance.

Resulting Creative Concept

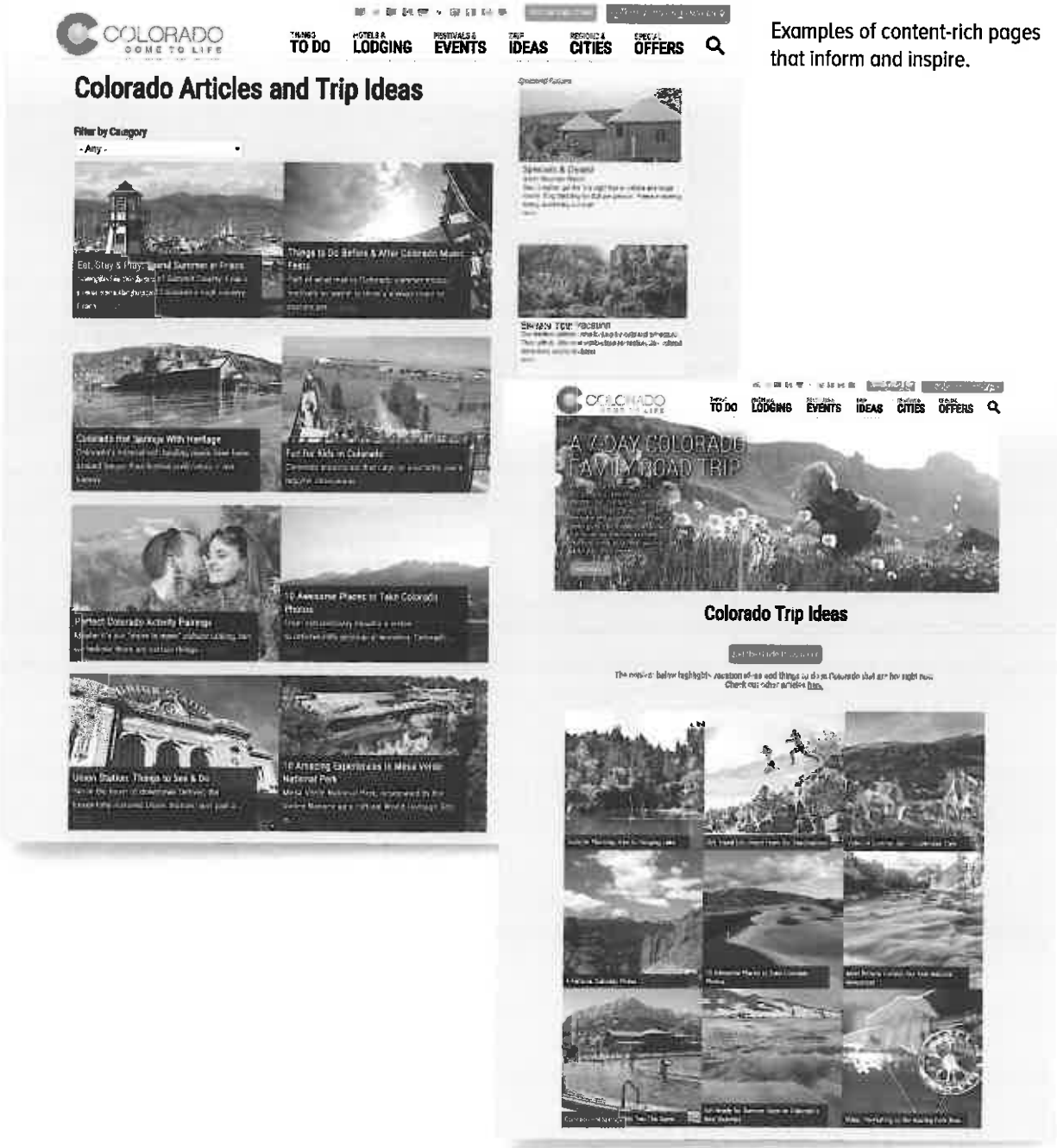
It was important that the new Colorado.com support Colorado's overall "Come to Life" campaign by offering stunning visuals for both a desktop user (to inspire) and content that interests users with smaller screens such as mobile phones or tablets (to promote taking action).

We incorporated Get Smart Content into the homepage in a number of ways, including targeting messages to locals ("What don't you know about your home state? Find out by ordering the vacation guide."), specific markets ("There are direct flights from Miami to Colorado every day. Plan your trip to Colorado now!") and keyword-specific users (for example, if they searched "family vacations," they were served images and content that fit that description).



Finding articles, featured events and popular things to do is easier on the new site, and we tested different terms in the navigation to see what performed best. Grid pages now link directly to partner sites (there's no need to click through to the listing), and links to partner pages and social media channels are much more prominent on city pages.

Specifically, we wanted to say: "Sure, you'll find information on visiting Rocky Mountain National Park and our 25 famed ski resorts. But we want you to dig deeper—to keep reading and find the serenity of a hot spring in a town you've never heard of, pick up a pair of snowshoes for the first time and crunch across the snow to a warming hut for hot chocolate and watch the sunrise from one of our fifty-four 14,000-foot peaks." It is experiences like this that embody the "Come to Life" battle cry, and the new website captures that spirit beautifully.



Examples of content-rich pages that inform and inspire.

The corresponding newsletter program provides specific, timely information to both in-state and out-of-state travelers. Custom deployments to roughly 30,000 in-state subscribers and 600,000 out-of-state subscribers feature content that's tailored to the specific audience's vacation planning window: 10 days or fewer for in state and one to three months for out of state, based on research. New monthly "departments" are based on high-performing stories on Colorado.com and updated with catchy titles like "5 Free Things to Do Now," "You Must Taste This," "Must-See Slideshow" and "Best of Colorado." Navigation in the eNewsletter mirrors Colorado.com, and calls to action in each deployment include ordering a vacation guide, viewing upcoming events and special offers on Colorado.com, downloading the iPad app and engaging in social media channels—all of which signal intent to travel to Colorado.

In-State eNews

Colorado's Best Deals

- Save the Trails Through the Royal Gorge
- Winter Lodging Deals in Popular Skiing
- Water Lodging Deals in Popular Skiing

Fresh Winter Events

Who's the Hidden Gem of the Month?

Find the Colorado Ski Trip for You

Value Winter Vacations

Fall is Here - Glenwood Springs

FEATURED EVENTS

11-14-15 Colorado Ski & Snow Festival	11-14-15 Rocky Mountain Fall Festival	11-14-15 Four Corners Fall Festival	11-14-15 Colorado State Fair	11-14-15 Colorado State Fair
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Out-of-State eNews

Colorado's Best Deals

- Save 40% on Your Next Night
- \$100 Discount on Backpacking Trip
- Get Off the Road Package

Must-See Slideshow

Best of Colorado

Who's the Hidden Gem of the Month?

Colorado's Best Deals

NEW DESTINATIONS

ADVERTISED EVENTS

11-14-15 Colorado Ski & Snow Festival	11-14-15 Rocky Mountain Fall Festival	11-14-15 Four Corners Fall Festival	11-14-15 Colorado State Fair	11-14-15 Colorado State Fair
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Results

Results for the new Colorado.com have been incredibly rewarding. Year-over-year analytics on the new website show:

The new Colorado.com has seen more than a 40% increase in traffic (or 2 million visits) over a two-year period

- › Referrals to partner websites increased a staggering 44%, eclipsing our goal of 15%
- › The website's overall bounce rate dropped 21.32%, more than double our goal of 10%. The largest drops in bounce rate are from mobile and tablet users (30.35% and 23.06% respectively).
- › Page load times decreased by 30%
- › Mobile visits to the website increased 216%, and tablet visits to the website increased 191%
- › Mobile and tablet users now make up more than 38% of overall traffic, up from 25% the year prior
- › Enewsletter click-through rates to Colorado.com exceeded the 5% goal, averaging a 15.66% higher click-through rate for in-state subscribers and 7.19% higher for out-of state
- › Colorado.com won Web Marketing Association's Travel Standard of Excellence Award in May 2013
- › Colorado.com won Interactive Media Council's Best in Class Travel/Tourism Award in October 2013
- › Colorado.com's responsive redesign won a Gold Adrian Award in November 2013

How Success Was Measured

We use Google Analytics to measure the site's metrics in terms of click-throughs, bounce rate, conversion rate and overall engagement. The 216% increase in mobile visits to the site and 191% increase in tablet visits (with mobile and tablet users now making up more than 38% of traffic) validates our decision to structure the site for the fastest-growing segment of visitors to Colorado.com. A lower bounce rate means we're retaining a much higher number of potential visitors on the site, and we have the opportunity to engage them with content and calls-to-action to choose Colorado on their next getaway.

An increase in enewsletter click-through rates to Colorado.com for both in-state and out-of-state subscribers reinforces our decision to focus the content strategy on giving people the information they're looking for right in their inbox, during the timeframe they're most likely to be planning a trip.

Partner referrals have always been an important measurement of success for the state. Increasing partner referrals by 44% was an incredible feat for the new website, and it has strengthened the CTO's partner relationships and industry engagement. The industry is all smiles and frequently comments that Colorado.com is a top-five referrer to their websites.

Ways We Continue to Optimize the Site Over Time

Our partnership with the Colorado Tourism Office is ongoing, and we continue to bring them new ideas for further growth and engagement with Colorado.com, including launching a new meetings and tours landing page on Colorado.com in June 2013 and launching a new industry partners website in December 2013. Through ongoing analysis of Google Analytics and Get Smart Content performance, we are able to continually improve and optimize site content for increased growth and engagement year after year.

3.7 Provide a listing of Clients whom you have provided services to similar to the services being requested in this RFP over the last three years.

Vendor Response:

Below please find our active client list for which we provide similar services as outlined in your RFP.

National Organizations

- › DMAI, Destination Marketing Association International – web services (2012)

States

- › Colorado Tourism Office – web, print, email, sales services (2005)
- › Visit Delaware – print and agency of record services (2010)
- › Georgia Department Of Economic Development – digital agency of record (2013)
- › Georgia State Parks & Natural Resources – marketing/advertising consulting services (2013)
- › Louisiana Office Of Tourism/Louisiana Travel Promotion Association – web, print, email, social media, database and advertising services (2006)
- › Maryland Office of Tourism – print and web services (2014)
- › New Jersey Division Of Travel & Tourism – web and social media services (2010)
- › North Dakota Department Of Commerce & Tourism Division – web and email services (2012)
- › Ohio Division of Travel and Tourism – web services (2015)
- › Pennsylvania Department Of Community & Economic Development – web, print, database and distribution services (2006)
- › Washington Tourism Alliance – web services (2012)

Regional DMOs

- › Anchorage (AK) Convention & Visitors Bureau – web services (2011)
- › Baltimore Convention & Visitors Bureau – web services (2013)
- › Branson/Lakes Area Convention and Visitors Bureau – front-end web services (2014)
- › Capital Region USA – web, print, email and SEM services (2012)
- › Charlotte Harbor and the Gulf Islands Convention & Visitors Bureau – web services (2006)
- › Visit Charlotte – web services (2012)
- › Cincinnati USA Regional Travel Network – website and SEO consulting (2013)
- › Greater Williamsburg Chamber & Tourism Alliance – web services (2015)
- › Destination DC – web services (2012)
- › Fort Worth Convention & Visitors Bureau – web and tablet app development services (2012)
- › Grand Junction (CO) Visitor & Convention Bureau – web, mobile and email marketing services (2007)
- › Juneau (AK) Convention & Visitors Bureau – web services (2009)
- › Mammoth Lakes Tourism – web services (2014)
- › Memphis Convention & Visitors Bureau – web, mobile, print and mobile app development services (2010)

- › Naples, Marco Island and the Everglades Convention & Visitors Bureau – web and print services (2004)
- › Greater Palm Springs Convention & Visitors Bureau – web, mobile, SEO/SEM and content services (2012)
- › Pensacola Bay Area Convention & Visitors Bureau – web and mobile services (2010)
- › Ruston Lincoln Convention & Visitors Bureau – web services (2009)
- › St. Augustine, Ponte Vedra & the Beaches Visitor & Convention Bureau – web and mobile services (1999)
- › St. Petersburg/Clearwater Area Convention & Visitors Bureau – web and email services (1996)
- › St. Tammany Parish Tourist Development Council – print and web services (2007)
- › Visit Sarasota – web and digital agency of record services (2013)
- › Sonoma County Tourism Bureau – web services (2012)
- › Visit South Walton – web services (2014)
- › Visit West Hollywood – web services (2012)
- › Napa River Inn – email services, site hosting and content development (2015)
- › PGA National Resort & Spa, Florida – agency of record services (2012)
- › Preferred Hotel Group – web services and online advertising (2014)
- › The Sanderling Resort & Spa, North Carolina – web services (2012)
- › SCS Advisors – web services (2013)
- › Seagar's Prime Steaks & Seafood, Florida – agency of record services (2012)

Other Travel Industry Clients

- › Macy's – web services and digital advertising (2013)
- › Tampa International Airport – web services, digital strategy and app development (2014)

Hospitality and Resort Clients

- › The ART Hotel – branding, online and print advertising, web services, SEO, content, email and social media (2014)
- › Blackstone Hospitality Group – web, analytics and consulting services (2011)
- › Hilton Sandestin Beach Golf Resort & Spa, Florida – agency of record (2012)
- › Historic Hotels of America – co-op programs, web services, content, email and online advertising (2014)
- › Miller's Ale House Restaurants (57 restaurants) – web and SEM services (2012)
- › The Modern Honolulu, Hawaii – web and agency of record services (2012)

List project goals and objectives outlined in Section 4, Subsection 4

Section 4, Subsection 4.1

To develop, design and implement a state-of-the-art destination marketing website.

Provide a detailed plan, estimated hours and the creative design for a destination marketing website which would include: the development, programming, design and the capabilities of linking pages to various sections of the site, banner ads, quick loading time for video content and photo animation, and to include online components such as a lead management system, trip advisors, itinerary planning tools, calendar of events, and promotional packages.

Vendor Response:

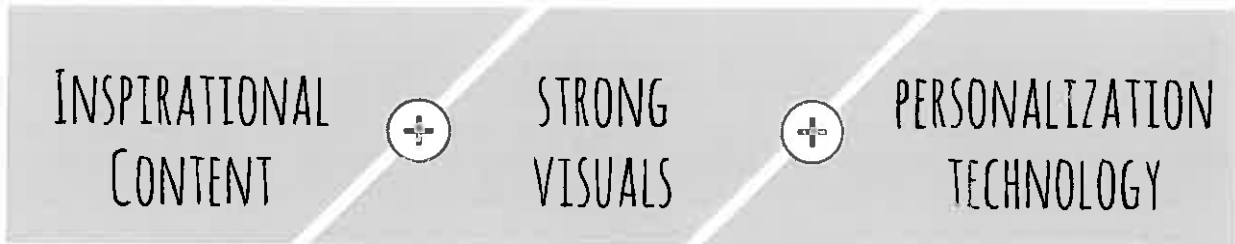
We present the core elements of our big vision for the new GoToWV.com below and in the pages that follow, focusing on content, technology and results. We have further outlined the various components of our detailed plan for the new GoToWV.com throughout this proposal and understand that we need to address all elements outlined in this section of your RFP. In the interest of not repeating ourselves, please find information on how we will work you and our Agile Development Process on page 60. For information on our recommended CMS and how it allows for linking, loading content (including videos and photography) and API integration for all online components, please see page 69. Details about our advertising capabilities can be found on page 57. The initial timeline we have created for the new GoToWV.com is on page 62. Now, please read on to see how Miles can develop an exciting new GoToWV.com that will excite visitors, engage with industry stakeholders and increase travel to West Virginia!

Our Vision for the New GoToWV.com

Get your acceptance speech ready, because we've envisioned an award-winning website for the West Virginia Division of Tourism.

West Virginia is a unique state filled with wild and wonderful experiences that welcome both first-time and returning visitors who want to explore or rediscover its many charms. There's world-class whitewater rafting, the best skiing in the Mid-Atlantic, lush hiking and biking trails, challenging climbing routes, great rivers and lakes for fishing and fun, welcoming small towns, historic sites, family attractions and more scenic beauty than you can imagine—all served with a healthy side of the Mountain State's famed hospitality.

We believe that the new GoToWV.com should be as exciting, engaging and welcoming as the state itself. **Inspirational content, strong visuals and personalization technology** will highlight the varied experiences available to travelers in new and innovative ways, while intuitive navigation, easy-to-use planning tools and a friendly voice will reflect the state's warm, welcoming style.



Strong in both style and substance, we'll bring the character (and characters) of West Virginia to life through the new GoToWV.com.

Our color palette for your new site mimics the Mountain State's renowned natural beauty, with Monongahela National Forest greens, Summersville Lake blues and the golds of Canaan Valley State Park in fall complementing (rather than competing with) the vibrant, powerful, large-format photography we'll use to showcase the entire state. In fact, large images and video play a major role in the new website design to help inspire travelers to choose West Virginia as their next vacation destination.

Intuitive navigation (Explore, Plan, Events, #GoToWV, Blog) and easily readable typography makes it simple to move throughout the site to find exactly what you need. Long-scroll pages make reading and scanning articles, events, deals, videos, photo galleries and other content a breeze, with plenty of opportunities for users to dig deeper for more information any time they wish. New content types—including local West Virginians sharing their favorite experiences, choose-your-own video adventures, dynamic photo slideshows of can't-miss vacation ideas and robust industry listing pages—make travel planning both easy and exciting. Call-to-action prompts, buttons and links are prominent (not to mention touch-friendly on smaller screens in responsive design) to ensure we move site users from being inspired to actually booking their trip. (Please see our initial conceptual designs for the new GoToWV.com after page 56.)

**Intuitive
Navigation** **Prominent
Calls-to-Action**

Readable Typography **New
Content
Types**

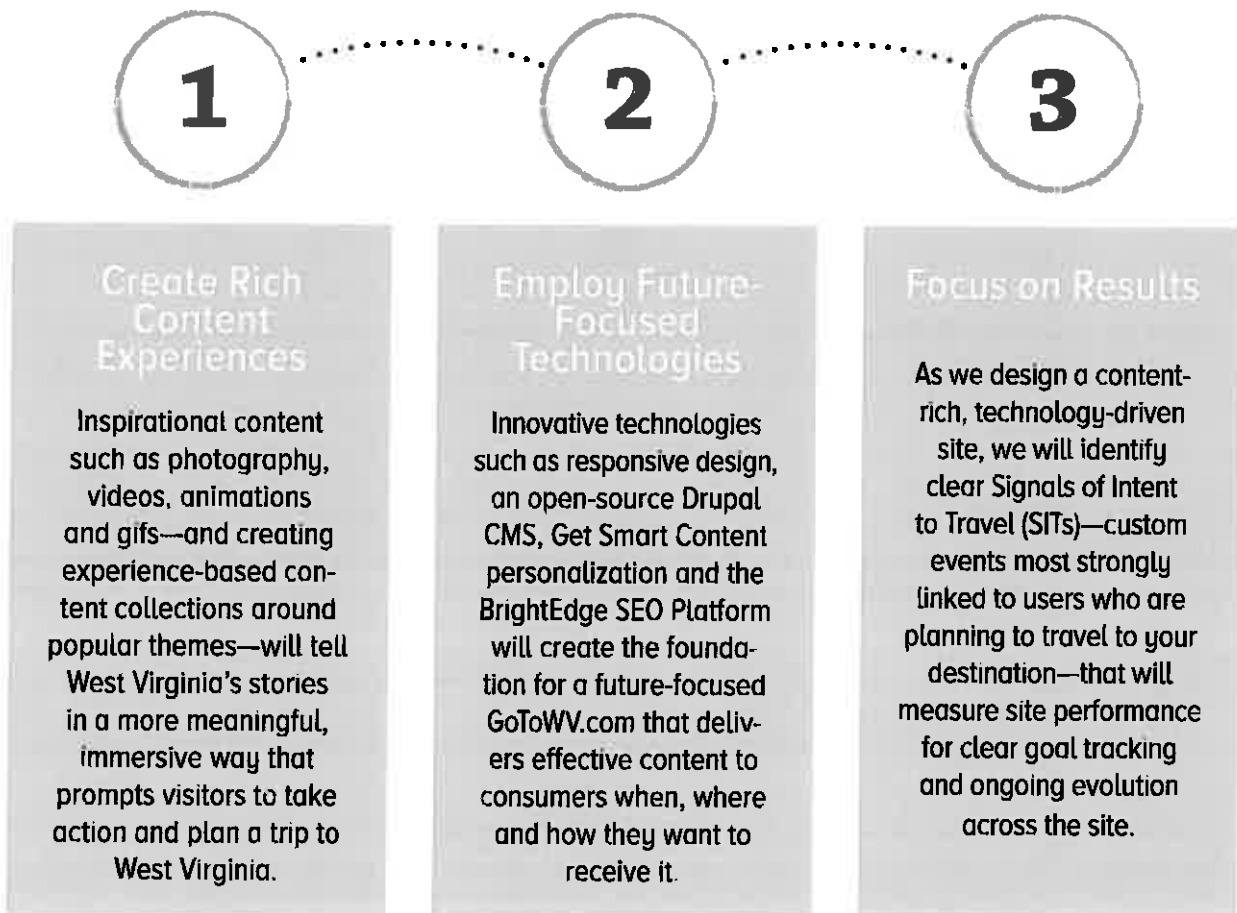
Long-Scroll Pages

Mobile-First Approach

And potential visitors aren't the only ones who benefit from the new site we envision for West Virginia. Externally, industry members can easily update their information (and add more content than ever before) on **robust industry profile pages** that almost serve as mini-websites for each business. They'll also be able to expand their presence through sponsored content and advertising opportunities elsewhere on the site. Internally, your staff will be able to **quickly and easily add, remove or modify content** on the site, giving you the flexibility to promote upcoming events or special package deals, support special marketing campaigns and communicate other timely messages to your audience. Focusing on these goals will ensure the new site is best serving you, your industry and your visitors.

CORE TACTICS FOR THE NEW GOTOWV.COM

Now that we've shared our big-picture vision for the new GoToWV.com, let's dive deeper into the core tactics we'll use for making our vision a reality:



Each of these tactics will work in tandem to create the new, soon-to-be award-winning GoToWV.com. Here's what we have planned for each:

1. Create Rich Content Experiences

At its core, our overall vision for the new GoToWV.com focuses on **inspiration**: words, photos, videos and more that showcase the *why* and the *wow* of the West Virginia travel experience in addition to the *how*, which is where listings and planning tools come into play. We know from the latest State of the American Traveler report from Destination Analysts that a destination's assets and appeal are top influencers for consumers. And recent Google research reveals that 68% of leisure travelers begin researching online before they've decided where to travel, which just goes to show how crucial inspirational content is in capturing the attention of your target audience.

As a state rich in natural beauty and year-round recreation, West Virginia is uniquely positioned to deliver the types of robust inspirational content that travelers seek when choosing a destination. And as the past and current publisher of your Official State Travel Guide, **no one knows that better** than us.

We can help the West Virginia Division of Tourism **develop a content strategy** focused on increasing the inspirational value of the site and showcasing different ways visitors can experience West Virginia in real, easily attainable ways. Even better, we'll find creative ways to repurpose, optimize and utilize existing content assets from the travel guide and email program we currently manage. That goldmine of West Virginia content already created doesn't eliminate the need for all of the exciting new content and rich media we're offering. But it sure will jump-start the new site (and save you money on content creation) by offering a much deeper well of content that will immediately boost SEO rankings.

Below please find a few types of rich media content we're excited to introduce as part of our new content strategy for GoToWV.com.

Experiential Content Collections

Rather than creating single pages heavy on content and light on visual appeal, we recommend developing rich media content—photography, videos in different lengths and formats, street view embeds, gifs, animations and more—that will be packaged into **dynamic content collections** that tell West Virginia's story in a more immersive, engaging way. We want the stories of West Virginia to be rich in format and inspiration, so the content itself will also come from a variety of sources—"in the know" locals, industry partners, past visitors, travel writers, bloggers, official sources and more.

Content collections can be grouped by season, interest, visitor type and/or region—the possibilities are nearly endless. One thing they will all have in common is a **wealth of visual content** combined with articles, itineraries, don't-miss lists, business listings and plenty of planning information, so site users can turn these exciting vacation ideas into reality.

Google

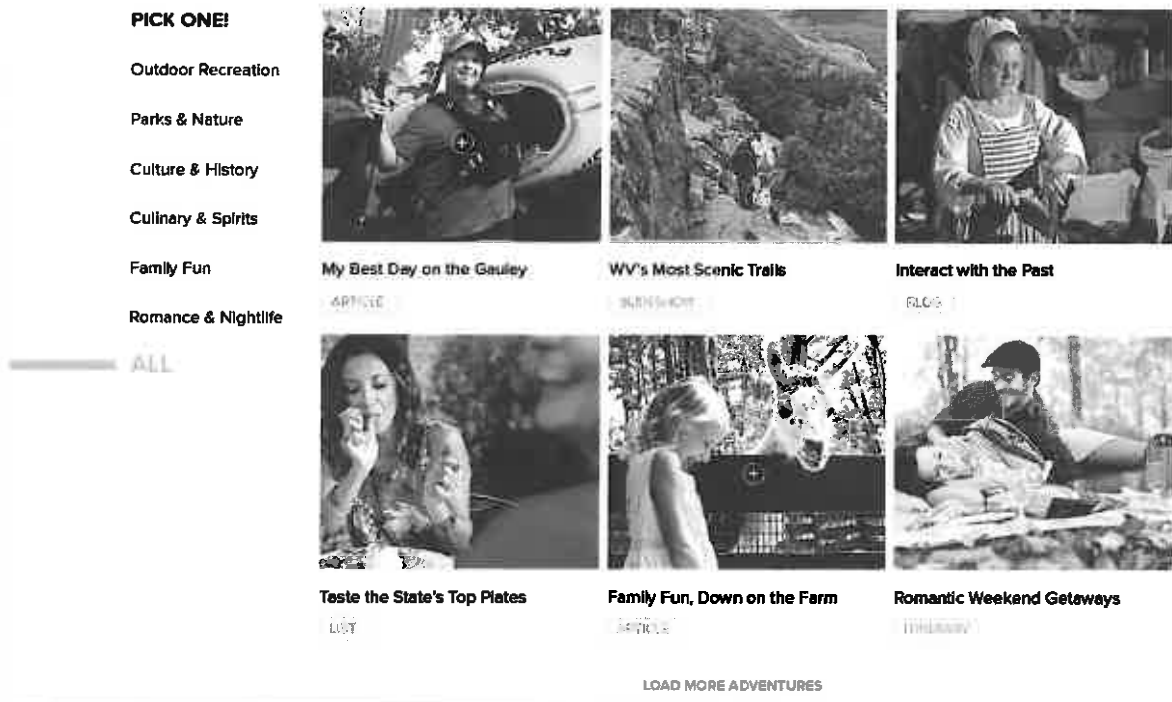
Leisure travelers seek inspiration online



vs. 65% in 2012



CHOOSE YOUR ADVENTURE!



As part of our new homepage design mockups for GoToWV.com, site visitors can easily access a wealth of experiential content about West Virginia. This panel offers interest-based exploration of the site via an engaging “choose your adventure” menu.



An alternative way of exploring content on the new homepage is by traveler type.

Choose-Your-Own Interactive Video Itinerary

We know from recent Google research that online travel videos are very influential in the early stages of travel planning, with 65% of users watching videos when thinking about taking a trip and 61% when choosing a destination. We can't over-emphasize the importance of video content on the new GoToWV.com. But rather than create a general overview video, we want to develop something much more dynamic and interactive: a **Choose-Your-Own Interactive Video Itinerary** that perfectly complements the state's Wild and Wonderful brand.

To do this we will send a videographer to West Virginia to film a variety of experiences that can be stitched together as part of a **custom video player** we create for West Virginia. Site users searching for vacation ideas will be able to watch the video and, while it plays, **choose the types of experiences** they want to see more of. As they make their selections, those choices dynamically appear in the video player. Featuring a mix of available experiences, viewers can determine whether the videos leans more “Wild” or more “Wonderful” as it plays. By doing so, they will be creating their own custom video itinerary.

For example, the video might open with a fly-over of the New River Gorge and Bridge, offering a striking view of West Virginia’s wild (rugged, natural) and wonderful (scenic, lush) landscape. As the camera swoops down to river, viewers can click on:

- › **Wild:** where an action-packed whitewater rafting video starts playing, or ...
- › **Wonderful:** where a new video shows a father and daughter fishing a serene stream.

As whichever video selected above ends, viewers can then choose:

- › **Wild:** to watch a family telling stories and sipping cocoa around a campfire, or ...
- › **Wonderful:** to watch a couple taking a walk or enjoying dinner in a quaint small town

And as each video above ends, viewers can select:

- › **Wild:** to see another outdoor adventure—zip-lining, biking, climbing, caving, or ...
- › **Wonderful:** to see WV-made crafts or an artisan demonstration at Tamarack



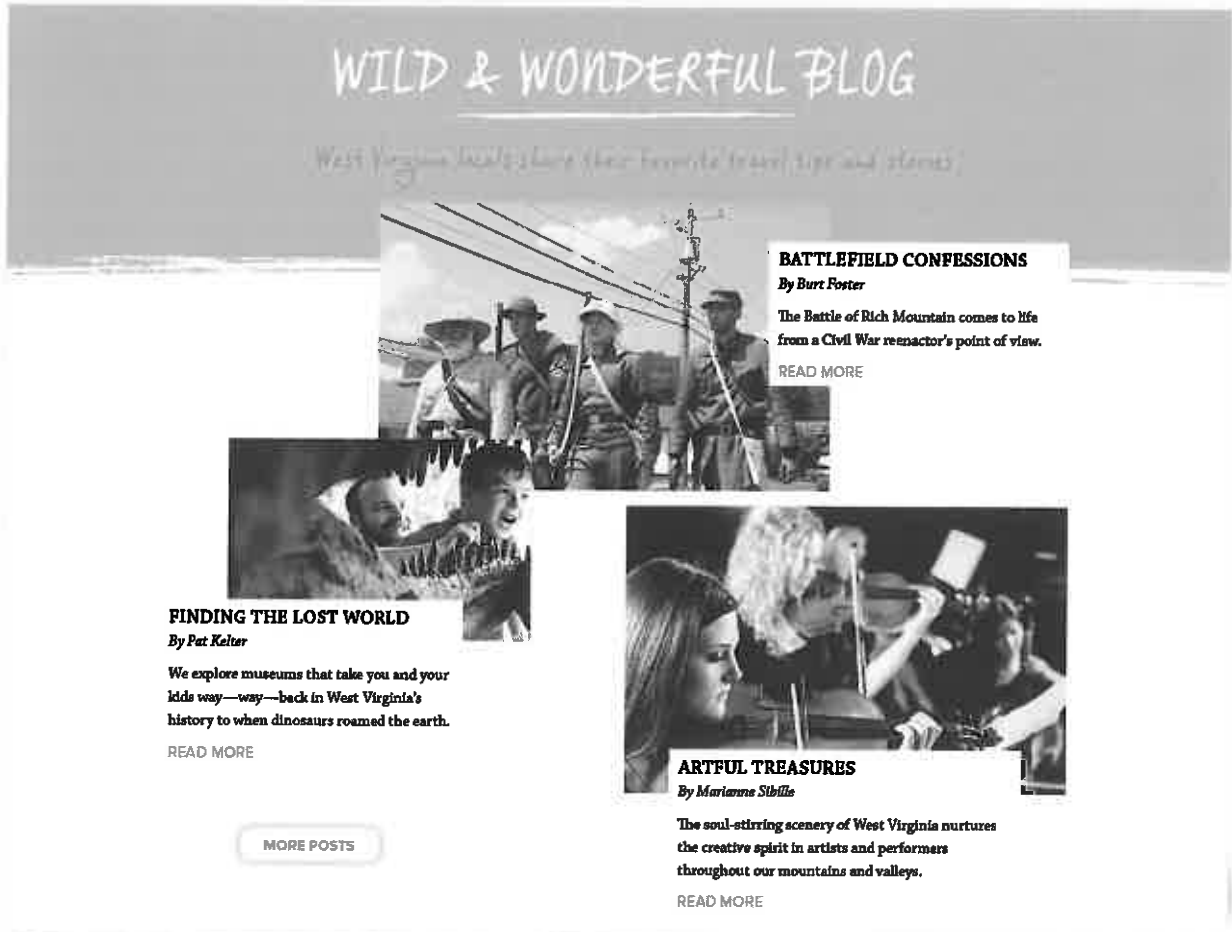
The interactive video player is part of our new homepage design for GoToWV.com.

West By God Virginians: Local Experts

A key part of our proposed content strategy for the new site is engaging a **statewide network of local contributors** who regularly create and share content on GoToWV.com. In addition to providing a constant, valuable source of fresh, relevant content—which is an **SEO powerhouse**—these experts also will reach out to other locals, enthusiasts and past visitors to share their favorite West Virginia experiences on the website and through your social networks. From iconic to eclectic spots, famous to quirky people, well-known spots to off-the-beaten-track gems, the conversations these experts facilitate will keep West Virginia “top of mind” by **providing new ideas** every time someone visits your site.

The experts we offer can represent popular travel interests (outdoors, history, family, culinary, etc.) or different geographic areas, or we could focus on just two high-profile bloggers that chronicle the state’s “Wild” and “Wonderful” appeal as they constantly travel around the state.

And the best part of this “local experts” program? **We can manage 100% of it for you.** After working with you to approve the topics and personalities featured, you can be as involved as little or as much as you want as content is created and uploaded.



Content from local experts is prominently featured in the Wild & Wonderful Blog section of our new homepage design for GoToWV.com.

Social Media Mash-Up

Today, destination websites need more than “share” and “follow” buttons or simple social feeds on their homepage. Social interaction should be **part of the story on every page** of GoToWV.com. Full integration of social media content and functionalities will not only enable social sharing of content, but also will promote interaction with your social media accounts, ensuring that users’ relationships with West Virginia are ongoing and dynamic, even when they’re not actively engaged with the site. (This will help increase repeat visitation.)

We know that you manage a presence on some of the top social networks—and have made great strides in this arena in a relatively short period of time. Kudos to you! This provides a great foundation for the website to integrate social-media feeds and allow site visitors to share/like various types of content from your website, including industry listings on social channels, passing benefits and value to your industry partners.

Taking this idea one step further, we want GoToWV.com to be a **hub for social content**, and past, present and future visitors (not to mention locals and visiting family and friends) that use the #GoToWV hashtag can see their photos, posts and tweets appear as part of a new social hub that will reside in a prominent place on the homepage as well as a dedicated landing page on the site.

Beyond the website itself, we would be happy to take a more active role in advising/managing West Virginia’s social strategy, as we have successfully done for other clients. Miles has more than six years of experience working in the social media realm, working with major DMOs and hospitality clients such as VISIT FLORIDA, St. Petersburg/Clearwater, The Modern Honolulu and Louisiana Travel to create award-winning campaigns that drive interest, engagement and visitation. In fact, in 2013 our work for Louisiana Travel’s social media networks took home a Silver HSMIA Adrian Award. Our broad experience with your destination, as well as within our key competencies of digital and print publishing, web development, PR, advertising, content marketing and media, would help ensure cohesive messaging and branding across your social media platforms. We’d be happy to discuss our social services in more detail should you so desire.



Wild and Wonderful GoPro Adventures

Another exciting idea to help generate compelling new content that **appeals to Millennials** (the fastest-growing travel segment) and the outdoor adventurers who come to West Virginia, is to partner with GoPro to create a **new series of video content**. We can provide a select group of past or future visitors—whether travel bloggers we select or a contest-driven search on social media—with their own GoPro cameras to capture what a wild or wonderful adventure in West Virginia means to them. Content can be created and curated seasonally and/or by type of activity. This will not only create new video content for the site in one of today’s most popular formats, but also will **lend authenticity** to your overall voice and help position the West Virginia Division of Tourism as a trusted source of travel information.

Planning Made Easy

Once we’ve inspired traveler to choose West Virginia, we want to make it as easy as possible for them to plan their trip. Therefore, part of the new content experience on GoToWV.com will also be elevating the quality of planning content offered on the site. We will do this by increasing the usability of business listings and events, as well as through the addition of mapping integration, robust filtering capabilities and more.

Plus, through our Drupal-based CMS allows us (and you) to easily populate pages with multiple forms of content—articles, photos, videos, listings and more—thanks to a custom content-tagging system that automatically aggregates content to the appropriate pages. This ensures that visitors always find fresh, new destination information without overtaxing staff resources. The added benefit of the content tagging system is that it provides content recommendations to engaged readers, so, if a visitor reads an article about whitewater rafting and is looking for more information, there are suggested articles available. Our research has shown that this can significantly improve user engagement, including pages per visit and time on site.

Please see our initial listing page design mockup for the new GoToWV.com on the next page, which illustrates our recommendation for making planning content on the site both easy and engaging.

The Greenbrier

300 W. Main St., White Sulphur Springs, West Virginia 24986, Greenbrier County
 Toll Free: 800-453-4858 | Phone: 304-536-1100 | Fax: 304-536-7742

EMAIL RESORT VISIT WEBSITE

A legacy of history resides...
 The Greenbrier is an award-winning resort located in White Sulphur Springs, West Virginia. As a National Historic Landmark, The Greenbrier Resort's classic architecture, exquisite interior design, carefully sculpted landscape, impeccable service and outstanding amenities have hosted distinguished guests from around the world since 1778. Today, The Greenbrier invites a new generation to come out and play. Enjoy relaxing positions, visit to rescue a trail, or set out on an amazing adventure together, you'll find endless vacation possibilities at The Greenbrier.

The Greenbrier Re-imagined.
 Combining grandeur of the past with exceptional comforts of today, a new era of elegance awaits you at The Greenbrier. This renowned property offers 710 rooms, including 30 suites and 90 guest and suite houses. The

READ MORE

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WEDDINGS



CASINO



RETAIL



SPA



GOLF



SPECIAL DEALS

MOTHER'S DAY AT THE GREENBRIER
 \$1,200 PACKAGE VALUE FOR ONLY \$800!
 Valid any two consecutive nights from Friday, May 8 to Monday, May 11, 2015.

Treat your mother like a queen for the entire weekend! She deserves to be pampered and there is nowhere more exceptional at making a lady feel like royalty than The Greenbrier! Give the gift of The Greenbrier this Mother's Day with a two night stay valued at \$1,200 for only \$800!

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FEATURED EVENTS

April 26, 2015
 Golfing at The Greenbrier
 The Greenbrier Classic

April 29, 2015
 Golfing at The Greenbrier
 The Greenbrier Classic

May 1, October 11, 2015
 The Greenbrier Classic
 The Greenbrier Classic

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16 April 2015 by Pharis B, Tampa, United States

Dinner at Sam Stover's with View of Golf Course and Mountains

My husband and I ate dinner at the Sam Stover restaurant at the golf course on April 12, 2015. We stayed at the resort for two nights in April of 2015. While eating dinner at the restaurant, the view was magnificent. ...

Read more



16 April 2015 by Katherine, Columbus, Ohio

Fun night away at The Greenbrier
 My husband and I spent a night here this past weekend (last 2015), and we had a great time! We had never been before. A view we were told to expect (we thought it might be a little bit of a "you're" crowd). What a lovely view of a country club by the resort.

Read more

READ MORE



Show Nearby Choose a category

Our vision for listing profile pages on the new GoToWV.com is to incorporate rich content, social feeds, mapping, related content and more. We provide additional details in our design mockups, which can be found after page 56.

2. Employ Future-Focused Technologies

In addition to creating robust rich media content that inspires travelers, we will implement future-focused technologies to ensure that content reaches travelers when, where and how they want to receive it.

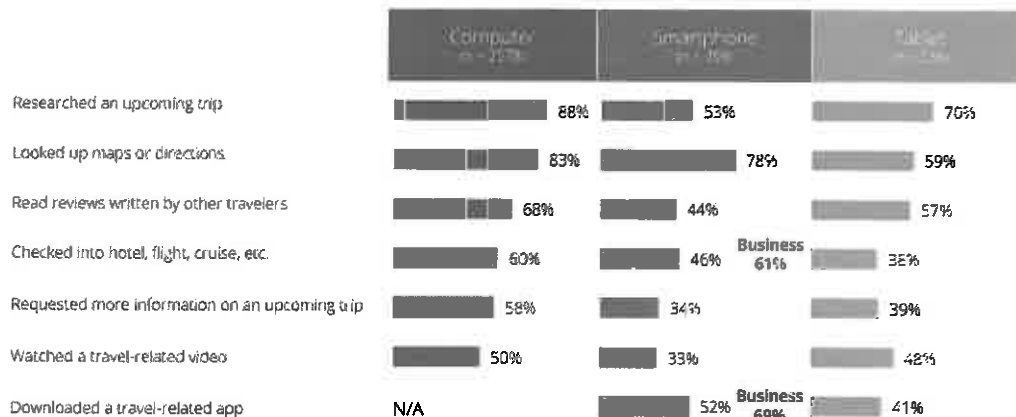
Miles keeps a close eye on trends and has been a leader in **successfully adopting innovative new technologies** for destination websites. With recent profound shifts in travel-planning behavior, consumers now use multiple devices to access travel information. We've also seen that users expect the information they receive to be dynamic and personalized to their individual needs. Therefore the new GoToWV.com will employ the latest innovative—but proven—technologies as the foundation for a **future-focused website** that adapts to these changing needs and behaviors, both now and in the future. Here are a few of the core technologies we recommend for GoToWV.com:

Responsive Design

According to the latest research from Phocuswright, Google and other leading research firms, modern consumers use at least two devices every day, and starting activity on one while finishing on another has become the norm. What also has become more apparent over the past year is that consumers are using mobile devices both before and during their trip—not just for accessing planning information, but also for finding inspirational content. This rise of multi-screening is even more reason to ensure that whichever way a visitor reaches GoToWV.com, they are greeted by a positive browsing experience.

Few travel activities are limited to a **single screen**

TRAVEL ACTIVITIES DONE ON DEVICES
(LEISURE ONLY)



Source: iGross Media/Google Travel Study, June 2012
(DEVICE) Thinking about your personal or future travel plans in the past 6 months, on which devices have you done each of the following travel-related activities? (Select all that apply for each activity.) (Single response.) (Question used separate device for travel research.)

google.com/think

15

A responsive-design GoToWV.com will seamlessly provide users with the content and planning tools they need, regardless of the device they use at any given time.

The new GoToWV.com (and our content strategy for the site) will be designed with a **mobile-first approach**, with information prioritized based on Google Analytics and BrightEdge findings so that the types of content most relevant and important to users is given priority. The new website will also take advantage of a touch interface to:

- › Avoid overcrowding with information
- › Ensure elements are big enough for imprecise fingers
- › Acknowledge touch gestures with subtle user interface changes
- › Streamline the user interface of site navigation
- › Demonstrate quality through attention to detail

The new site's user experience will offer **user-friendly navigation and search** to get visitors, meeting planners and group tour operators the information they want quickly and efficiently. For more information on Miles' experience with responsive design, please see page 79.



Personalized Content Delivery

Another of the most significant web trends today is providing information to visitors where they are at that moment—in other words, in context. No longer do most users enter through a homepage and begin a linear information-finding path through a series of landing pages and sub-pages. Now search engines, social media conversations and new technologies allow visitors to come and go through any page of the site and at any moment of your travel story. Every page of GoToWV.com should act as a welcome and call-to-action for the visitor, and **Get Smart Content** software is the key to making this happen.

Get Smart Content allows websites to gather information about each of your users—such as geography, search keyword and referring website—and instantly, **automatically deliver relevant content** based on that information. For example, in-market locals would see different photography and messaging on the homepage of GoToWV.com than a user from an out-of-state drive or fly market. Using this software, we can also **personalize content recommendations** on the website based on a site visitor's previous browsing activity through an Amazon.com-style recommendations engine.

These days consumers also expect more personalized content. We have the technological savvy to determine if a user has previously visited the site and what pages they viewed, and we can use that information to ensure site content connects with each user in a more meaningful way that drives conversion. For example, a return site visitor would be served homepage content that is new and different than they had previously seen, with messaging specific to their interests.

The possibilities that “smart content” provides are limitless, but here are just a few examples of how it could work in West Virginia:

- › **Geography:** A site visitor from within the state would be delivered content about a weekend festival taking place, while a visitor from DC would see messaging about escaping the city's 100-degree heat by taking a short three-hour drive to Canaan Valley's cool mountain breezes.
- › **Previous visit:** A first-time visitor could see homepage content encouraging them to order a free travel guide, while someone who's been to the site three times already could be specifically addressed: “Welcome back to GoToWV.com! Check out our interactive video itinerary to start planning your trip.”
- › **Previous site:** A visitor who comes to GoToWV.com after visiting Cabelas.com could be delivered content on hunting and fishing, while someone who lands on your site from Epicurious.com would see a photo slideshow of West Virginia's top farm-to-table restaurants.

PERSONALIZATION BY:



Geo-Targeting



Keywords



Previous Engagement



Mobile



Time/Day/Date



Social Referral



External Data



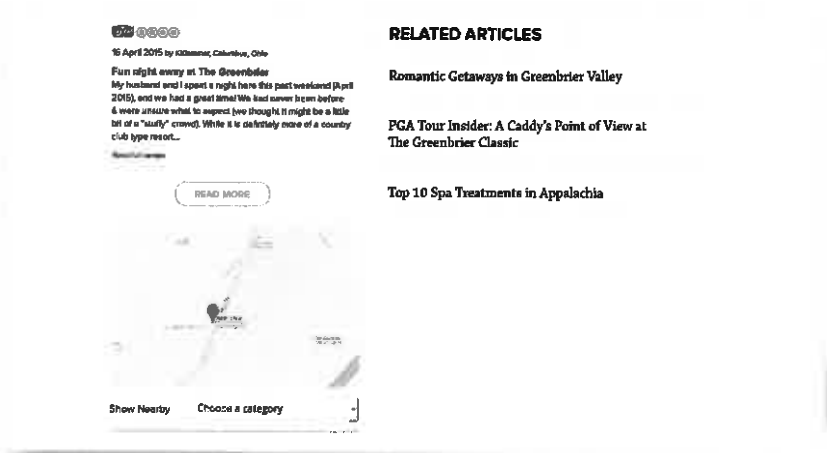
Recency & Frequency



GETSMARTCONTENT

Site-Wide Integration of Google Mapping

Fully integrated, contextual mapping is perhaps one of the most important user experience components that a tourism website can deliver. It serves the user by providing sense of place and vital geographic references to the content he or she is viewing. Best practices mapping makes a destination approachable, explorable, understandable and friendly. We recommend incorporating comprehensive interactive mapping throughout the new GoToWV.com, from inspirational content to attraction, accommodation and events listings. These maps will help orient visitors to the area and assist them in easily navigating between points of interest as they plan their trip. It also will be possible for the West Virginia Division of Tourism or the Miles team to create special itineraries that integrate with Google Maps or Google Earth to provide users with maximum functionality.

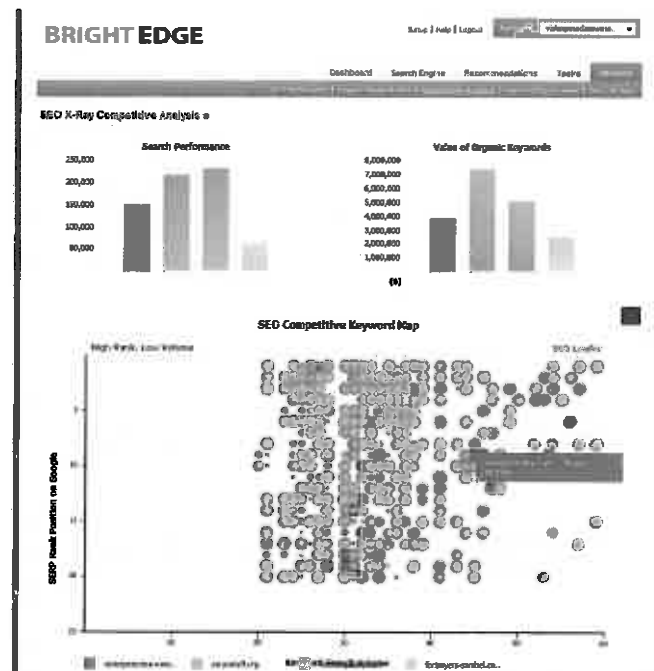


These are examples of how we'd integrate mapping into the new GoToWV.com, from pulling Google Maps into listing pages to creating highly stylized custom maps on the homepage.

BrightEdge Search Engine Optimization

In developing the new GoToWV.com, we would recommend utilizing the BrightEdge enterprise-level SEO solution. BrightEdge allows us to **conduct keyword research** and identify existing SEO “wins” for West Virginia that need to be maintained, while also identifying high-value and high-volume keywords for which your site has directly relevant content, providing opportunities for content refinement and search ranking improvement.

BrightEdge not only provides the ability to research keywords and SEO trends, but also provides **targeted recommendations for optimizing on-site content**. Engaging BrightEdge allows us to see successes and opportunities so we can make specific recommendations and tweaks for search ranking improvement as the new website is being developed. All of this goes towards your ongoing SEO strategy for GoToWV.com.



Beyond our core BrightEdge set-up, we can use BrightEdge’s advanced functionalities to the West Virginia Division of Tourism’s benefit: targeting and proactively taking advantage of specific opportunities for content generation and optimization that will grow your organic search traffic. Advanced application of BrightEdge also provides insights into **maximizing SEO vs. SEM**.

Some of the key solutions provided by the toolkit are:

- › Tracking your site’s page ranking on the most important keywords
- › Tracking the keyword ranking of your top competitors for search ranking
- › Discovering links your competitors have and keywords they rank on that you don’t
- › Identifying specific action steps, by keyword and page, to improve ranking, including:
 - › Changes to on-page elements such as title tags, headings and URLs
 - › Opportunities for content development
 - › Pages whose rank can be improved through social sharing/linking

There is no more practical tool for managing your site’s SEO and positioning your site in the rankings against your closest competitors.

DoubleClick for Publishers



Please see our ideas for advertising components on the new GoToWV.com on page 57. Because Miles strives to employ best-in-class technology, especially in areas as critical as ad serving technology, we utilize DoubleClick for Publishers (DFP), a comprehensive, hosted ad serving platform that **streamlines ad management functions** and provides additional opportunities beyond a more traditional ad management platform.

DFP enables us to:

- › Target your industry partner messages more effectively to relevant pages on your site
- › Traffic a wider variety of rich media campaigns
- › Make better decisions with comprehensive forecasting and decision-support tools
- › Improve campaign performance and industry satisfaction with detailed reporting
- › If desired, get the most revenue from indirectly sold and non-guaranteed inventory through DoubleClick Ad Exchange.
- › Utilize flexible APIs for seamless integration

To accomplish audience-targeting goals, Miles also can also leverage the **audience management tool** offered by DoubleClick. By using DFP Audience, we can identify site visitors who have previously expressed interest in specific content areas and reach them elsewhere on your site and through network advertising inventory beyond your site. This would allow the West Virginia Division of Tourism to maximize the value of previously undifferentiated inventory, significantly **boosting advertising revenue** potential.

DFP Audience leverages a seamless integration with DFP, the industry's leading ad serving platform:

- › **Rapid setup:** No additional tagging or complex implementation is required.
- › **Real-time impact:** Site visitors are segmented as they browse, quickly building inventory against newly defined segments.
- › **Efficiency and visibility:** Your audience segments integrate directly with DFP's trafficking and reporting interfaces.
- › **Reliable and scalable:** DFP Audience's scalable architecture ensures no latency to preserve the integrity of your website's user experience.

DFP Audience will allow the extension of the audiences built or purchased for publisher-based efforts to the DoubleClick AdExchange. This will allow you to identify and offer your most valuable asset—your consumer—to your partners even after the consumer leaves your site, not limiting participation to your owned assets.

Drupal 7 CMS

We recommend that the West Virginia Division of Tourism utilize the open-source CMS platform Drupal 7. The Drupal CMS is **intuitive to use and easy to customize**, so if you need to update an article, place new content or reconfigure meta-data to optimize pages for a new search terms, all of those actions are easily accomplished.

Because Drupal is an **open-source platform**, the West Virginia Division of Tourism will be able to take advantage of new developments and improvements that are constantly being supplied by the Drupal community.

Over the past several years, Miles has adopted Drupal as our preferred open-source web development platform for most of our web projects. In the process, our development team has amassed a library of custom and user-contributed modules, fine-tuning the off-the-shelf Drupal product to be especially suited for the needs of each client's website. From community and social media integration, to rich media management and content syndication, our Drupal installation enhances the product to include most all back-end tools necessary to build a successful site. This means that we can provide the West Virginia Division of Tourism with **more expertise, proven tools** and increased value. Plus, since this is not a proprietary solution, your staff will be able to easily manage the site themselves. Please see page 69 for more detailed information on Drupal.

Industry Partner Portal

Our Data Engine solution provides the tool for you and your industry to supply complete information to your audiences. Better yet, since Miles has been your print partner for the past 10 years, your industry partners are **already familiar with and comfortable** using the West Virginia Data Engine we built for you. Other vendors will have to build a new Data Engine from scratch – costing you valuable time and money – but Miles will be able to **use this same data collection effort** to populate industry pages on the new GoToWV.com. Please see page 66 for more details on our Data Engine.

Programming Languages

Miles has extensive expertise with all popular web platforms, programming languages, databases, server environments, mobile app development languages, and email and digital marketing platforms. We can support **any publishing opportunity**—from web to tablet apps, from interactive maps to printed maps—and have a long history of supporting our clients' many technical (and non-technical) publishing and marketing needs.

On the web, our primary expertise is in **PHP** and **HTML**, in which we have built more than 150 websites of varying complexity. We have built numerous sites in the PHP-based, open-source frameworks **Drupal, Joomla and Laravel** and have developed many sites using custom-built content management systems.

Because web standards are ever-evolving, we are as well. All current sites are designed within the HTML5 standard, but we **constantly monitor changing technology** so we can adapt accordingly. We also follow best practices around separation of content, logic and layout by employing HTML, JavaScript and CSS respectively.

Google Analytics

We are focused on **solutions that deliver results**—and believe that you need the most powerful set of online analytics resources on which to build this success. No other agency partner offers the range of analytics tools, vendor partnerships, analytics staff and industry-leading investment in research than Miles does. And we have smoothly transitioned dozens of clients from their existing analytics providers/platforms to ours.

We are a close agency partner of Google. We have been using Google Analytics across dozens of destination websites in North America for more than seven years, and our expertise has been **recognized internationally**. For example, we're currently running a world-leading benchmarking program across 22 destination marketing organizations in New Zealand, using Google Analytics as the centerpiece of this reporting. The program provides actionable analytics for each destination, which allows us to form strategies and implement action plans to improve and refine websites and online marketing activities.

Along with setting up 10-15 goals (Signals of Intent to Travel, or SITs) for GoToWV.com, we can also discuss the option of **integrated link tracking** as a service add-on. This option monitors your users' click-through behavior to all relevant third-party websites and services (including bookings, tourism businesses and partner websites) which can be considered, and thus measured, as SITs. Please read more about our results-focused approach on the following page.

If chosen as your partner, Miles will continue to bring you innovative ideas and technologies to continuously evolve GoToWV.com.

SITs Signals of Intent to Travel

- ✓ Check Pricing & Availability
- ✓ View Detailed Event Listings
- ✓ Sign-up for Email
- ✓ Order a Guide
- ✓ View Critical Content
- ✓ Click-Through Referrals to Partners
- ✓ Booking
- ✓ Engage Social Media Feeds

3. Focus on Results

To ensure the new GoToWV.com connects with its audiences and increases travel to (and spending in) West Virginia, we will work with you on setting up clear goals and KPIs to measure site performance against so we can track conversions and ensure ongoing evolution of the site. We believe initial goals should include reducing the bounce rate, increasing time on site, return visitation and page views, and ultimately delivering more visitors to West Virginia.

Identifying “**metrics that matter**” is a critical opportunity for the West Virginia Division of Tourism. Miles has led the industry in defining, measuring, validating and valuing “Signals of Intent to Travel” (SITs); this includes our investment in **independent conversion research** in multiple states and cities to define, validate and value the relative importance of SITs to actual travel to these destinations.

Few, if any, other agencies in the travel industry have the investment, experience or skill set of Miles in online performance measurement and analytics. This results-focused approach will include the set-up of a wide range of goals in Google Analytics, including custom events and integrated link tracking. In total, we are likely to recommend and set up 6-12 critical goals or SITs based on our research and validation of your most important goals.

We can also use **Advanced Segmentation** to better understand the site behavior of your most qualified users—those who complete one or more of these SITs—and how we can better engage and convert them to travel.

Every website we develop is built on a foundation of driving results, and Miles has vast experience elevating state websites to be amongst the top in the nation. Many of our state clients are consistently in the Top 10 rankings of state tourism sites, and over the years websites we built and managed claimed the number one spot. For example, in the last 12-24 months, the website Miles built for the Colorado Tourism Office website, Colorado.com, has consistently been a top-five performer (in terms of monthly visitors). In January 2015, it reached the #1 State Tourism Website with the largest online audience, as measured by Quantcast. The site has seen a remarkable audience growth—up more than 500% between 2010 and 2015.

We will bring this same results-driven expertise to our work with the West Virginia Division of Tourism, ensuring your website is **measured precisely against goals and custom events** that are most strongly linked to users who are planning to travel to West Virginia. (These may be signing up for the eNewsletter, ordering a travel guide, reviewing a hotel page, searching an event, etc.) In this way, we connect the dots between the website and actual visitation and visitor expenditure.

We have created some initial design mockups of the new GoToWV.com to showcase how we think inspiring content and an improved design and navigation structure will help more fully tell the stories of West Virginia. Designs can be found on the following pages.



GoToWV.com
CONCEPTUAL DESIGNS



Advertising Services

Miles understands that one of the greatest values a DMO can offer its industry partners is access to its digital audience and expertise. We have experience in creating and implementing successful revenue generation programs for our clients across digital and print products, annually generating \$25 million in industry participation.

As part of your website redesign, we believe there is a tremendous opportunity to create and implement new advertising and sponsored content components that will generate results for your partners and a revenue stream to expand your own marketing efforts. Over the last ten years, we have developed relationships with West Virginia industry partners through selling advertising opportunities in the Travel Guide and the email program, **generating nearly \$8 million in revenue to support your programs** over the course of our relationship. Should you choose us as your website development partner, we believe we can significantly increase that number by offering industry partners additional digital buys that show measurable results and ROI.

We believe the process begins by ensuring the site is **set up correctly** to serve, report and deliver the best advertising ROI possible to your partners. We have been using DoubleClick for Publishers to serve advertising on our websites for years and can seamlessly integrate that technology with the new website and CMS platform we propose for West Virginia. (Please see page 53 for more information on DoubleClick for Publishers.)

Websites can offer different types of advertising opportunities to industry partners, such as display banners, text ads, video pre-roll, ads based on search results, booking engine ad placement, sponsored content, online coupons and more. Having a diversified mix of advertising offerings on a website is very important; integrated advertising options mixed with display options not only serve the user by providing a positive user experience, but also allow businesses with a range of budgets and goals to participate.

We have implemented all of these units on other sites and can structure your new website to deliver any of them, as well as others we develop in collaboration with you. And we can go beyond your website through **remarketing and retargeting**. By identifying your site's visitors—either individually through web browser “cookies” or through services like DoubleClick Audience—we can identify your website consumers (and consumers who fit the same demographic/geographic profile as they do) to deliver your partners' marketing messages across the web.

Examples of advertising and sponsorship components that we can potentially implement on the new GoToWV.com include:

Display Ads

Display advertising is an important component to your advertising strategy, if done correctly. Users appreciate relevant content and respond well to a mix of formatted banner advertising and traditional, IAB Universal Ad Package units.

Sponsored Partners



Find Colorado Roots
The New E-Guide and App
Get the guide for Colorado's local-food eaters, craft-beer lovers, byway drivers, fruit pickers, museum browsers and dude-ranch fanciers.
[More](#)



Winter Fun in Snowmass
Snowmass, Colorado
Aspen Snowmass has long been a mecca for skiers of all abilities & agendas. Cruisers, glades, steep, terrain parks & half pipes provide a wintertime playground unlike any other.
[More](#)

Enhanced Listings

Enhanced business listings showcase businesses that are vested in the tourism space and, as such, this program naturally elevates the best-of-the-best of the offerings to the forefront of the user experience.

Official Georgia Tourism & Travel Site


DEALS | VISITOR INFO | WE & ACTIVITIES | FREE BROCHURES | STORE

Georgia

REGIONS & CITIES | THINGS TO DO | PLACES TO STAY | DINING | EVENTS | TRIP IDEAS

Showing 1 - 20 of 956 | Sort by Featured

HISTORIC HIGH COUNTRY
CENTERSVILLE




Booth Western Art Museum
501 Museum Dr
770-387-1300
[View on Map](#)

Booth Western Art Museum, an affiliate of the Smithsonian Institution, is a 120,000-square-foot museum located in Centerville. Guests are invited to see America's story. [Find Out More](#)

[View Website](#)

My Trip

PLANTATION TRACE
ALBANY




Resora at Cypress Pond Plantation
801 Old Pretoria Road
229-435-8295
[View on Map](#)

It is a poetic place where meditation and reflection are the heart of the restorative escape from every day life. RESORA is the destination where the land becomes the. [Find Out More](#)

[View Website](#)

My Trip

ATLANTA METRO
JONESBORO



Road to Tara Museum
104 N Main St
770-478-4800
[View on Map](#)

Designated as the Official Home of Gone With the Wind, Clayton County offers a glimpse into Margaret Mitchell's classic novel through the Road to Tara Museum. Just. [Find Out More](#)

[View Website](#)

My Trip

Featured (Sponsored) Content

Featured content in the form of advertiser articles and itineraries not only greatly enhances the visitors' experience on the website through higher levels of engagement, but these sponsored content formats are particularly effective in adding the depth of content that is important in SEO, as well as extending the reach of the site through other search and social media channels. This content can also be readily shared with the advertiser for their use and customized and formatted in a way that eliminates the risk of duplicate content penalties.

Featured Video



Roadtrip-a-Matic
See this, eat that, cruise here! Check out video of our ready-to-ride roadtrips through Pennsylvania. [Read More](#)

Featured Destination



Keystone Country
Road trip through Philadelphia and its Countryside this summer with stops at its most popular sights as well as its peaceful gardens and nature centers. [Read More](#)

Social Media



Leads

A leads program serves site users and partners simultaneously. For example, site users who request to receive info from the West Virginia Division of Tourism would be able to request information from businesses featured on the confirmation page. In other leads programs we've created, users are able to check to receive information from any mix of participating businesses, and those leads are sent to businesses weekly. Businesses rotate on the confirmation page in a ladder fashion.

Retargeting

Retargeting greatly increases available display ad inventory on the site while promoting conversion to the state. When a user visits the site, they are tagged, which enables us to follow them as they browse the web. Businesses can then target previous site visitors with timely offers, increasing the likelihood of conversion to the region. These advertising impressions are shown only to users who have been to the site and are therefore qualified as having an interest in the region. In addition to the quality of the audience, the advertisers' share of voice is larger on the network sites as they are not competing with other regional businesses at that point in time, improving their ROI.

We look forward to working with the West Virginia Division of Tourism and your agency partners to discuss the best ways to implement advertising on GoToWV.com—as well as an integrated revenue generation program across all of your marketing channels.

How We'll Make Our Vision a Reality

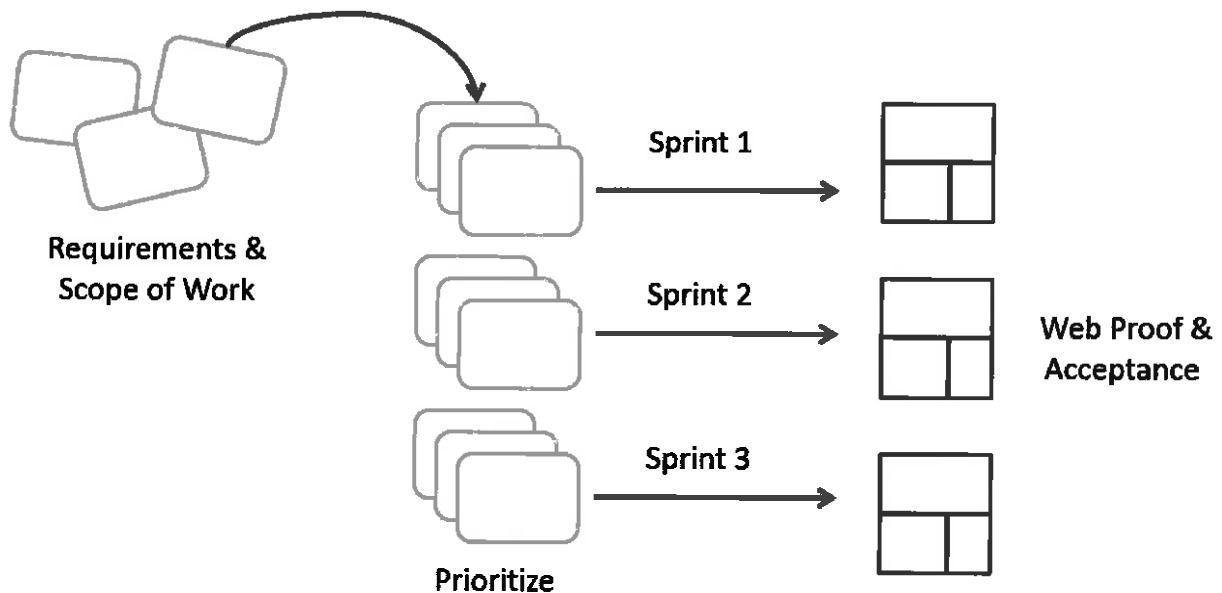
Our Website Development Process

As we hope to have proven to you over our 10-year working relationship, we pride ourselves on delivering excellent customer service. You know Miles, and the same account team that has worked with you to create an engaging print guide and email program will be the same team members dedicated to delivering your successful website—just with more digital experts pulled in.

Miles has proven processes in place to ensure a **smooth development process** for the new GoToWV.com—from initial design to post-launch—and we will provide clear definitions of design, functionality, content, analytics, testing and optimization both up front and throughout the development process.

We follow an **Agile Development Process**. This means you, as the client, are seeing finished pieces of work throughout the development cycle, which ensures we have the ability to adapt the site as we go—making sure it's exactly what you want and expect—to avoid surprises and significant revisions that could lead to delays in the site launch.

Agile Development projects are broken down into **small, manageable increments** that provide intense focus for the production team. The goal is to show you work on staging servers sooner, in order to **give you more time and opportunity** to work with the website and influence its direction while still in full production.



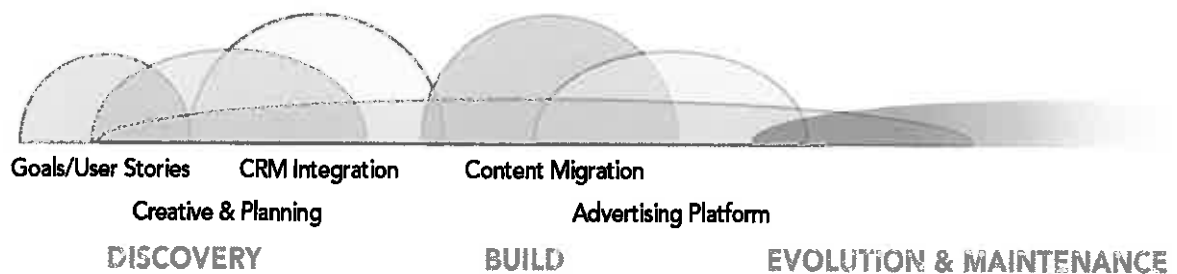
With Agile Development, there's nothing hidden; you'll have full access to the site under development at all times. The idea is that when the site launches, you'll know the site through and through because we've collaborated closely throughout the development process.

- › We will begin the project with a discovery phase, where we'll work together to identify your various goals for the website and user experience and define what features and functionalities will be included.
- › Our team will present a Look and Feel document with all design components that will become part of the website's aesthetics, such as colors, fonts, graphical elements and textures.
- › We'll create hi-fidelity mockups of the homepage and other key pages on the site. This step is an opportunity to see how all the initial design prep work described above comes together in an emotionally engaging and functional design that meets your unique needs.
- › We'll then begin development focusing on groups of features/sections of the site; we call these "sprints." As each sprint is completed, we will review the work together and make tweaks before beginning development on the next sprint. This allows you to see your website coming together in real time and have the opportunity to make adjustments more effectively and efficiently.

Some advantages of this process, at a glance:

- › **Priorities:** Investing more time in the most important features
- › **Hands-on Proofing:** Delivering a steady stream of fully developed work
- › **On-time Delivery:** Utilizing a flexible product development schedule shared by both teams allows us to meet deadlines

AGILE WEB PROCESS



Our Estimated Timeline for the New GoToWV.com

We estimate the complete site build to take 28 weeks from contract date, from strategic planning through the site going live. Once the planning and discovery phase is underway, we will create a detailed production schedule outlining key deliverables. The chart below outlines a basic time frame for the project based on our established, proven production schedule for new website builds. This schedule was designed to work best for a successful build with adequate discovery, planning, building and review time. But, as always, if selected as your partner, Miles is willing to collaborate with the Division of Tourism on a schedule that meets your exact needs, within realistic capabilities on our end.

	Week 1	Week 2	Week 3	Week 4	
Discovery Phase	Build Cycle/Sprints	Sprint 1 - Structure Look and Feel			
	Content	Content Audit and Planning	Data Documentation		
	Analytics	Review	Establish goals & metrics		
	Milestones	Vision Meeting		Goals & Data Finalized	
Build Phase	Build Cycle/Sprints	Sprint 2 - Content Types			
	Content				
	Analytics				
	Milestones				QA Sprint 2 Work
	Build Cycle/Sprints	Sprint 3 - Homepage			
	Content	Data Migration			
	Analytics				
	Milestones				QA Sprint 3 Work
	Build Cycle/Sprints	Sprint 4 - Date Pages			
	Content	Content Migration			
	Analytics				
	Milestones				QA Sprint 4 Work
	Build Cycle/Sprints	Sprint 5 - Final Pieces			
	Content	Content Clean up			
	Analytics				
	Milestones				Move to Beta
	Go Live Phase	Build Cycle/Sprints	Beta - Clean up		Week 28
		Content	QA		Test Speed/Verify Post Launch List
		Analytics	Establish and Test QA		Monitor 404s & redirects
		Milestones	LAUNCH		Verify Proper Tracking

Section 4, Subsection 4.2

To maintain an open line of communication between all parties.

Develop a plan for collaboration of ideas and suggestions relating to various proposals from the Agency, Advertising Agency of record for the Agency, and/or subcontractors in order to facilitate the website project

Vendor Response:

In today's marketing and digital product development world, the ability to "play well with others" is critical to any company's success. Particularly in the areas of brand, traditional advertising and CRM, we frequently find ourselves rolling up our sleeves to work collaboratively with our clients' other agency partners in a variety of ways. We believe in frequent meetings, teamwork and ongoing collaboration.

For example, we have proven experience successfully working together with our clients' agencies of record to integrate on-point brand, voice, look and feel into our products. We have worked with a **full roster of traditional and specialty agencies** to ensure that the design, development and optimization of the website marketing we do is aligned with their respective efforts, working together to deliver maximum results.

We also **frequently incorporate technologies** such as BookDirect to integrate online booking for more than a dozen of our destination clients, and have functional database integration with every major CRM company, allowing our clients single points of data entry to maximize efficiency.

The role we play with our clients' other agencies is determined by each client's marketing needs. As we have demonstrated in West Virginia, we have extensive experience coming into a destination, evaluating its assets and market differentiators, articulating a core brand and extending that brand across multiple platforms. Sometimes we have an existing, well-defined brand and an engaged agency to work with. Sometimes we have just a logo. For each, our approach to communication and collaboration is the same—we just start at a different point in the process. Since we have an existing relationship with West Virginia and in-depth knowledge of your market and goals, we're excited to bring our knowledge and experience to the table to help your new agency succeed. (Simply put, we won't be an outsider pulling a chair up for the first time, but an existing partner ready to roll up our sleeves and get to work.)

We believe in maintaining clear and constant touch points with our clients and their agency partners. The Miles West Virginia Account Team will coordinate and communicate with your staff and your agency partners at every step of our work together, ensuring that we're there when you need us and that all stakeholders are involved at every step of the process.

As previously mentioned, we follow an Agile Development Process. This means we have **procedural steps in place** to ensure we get feedback at multiple times during the web development process, both from you and your agency partner. The Agile Development Process also allows us the ability to adapt the site as we go, based on your feedback, to avoid surprises at the end of the process. (Please see page 60 for more details on Agile Development.)

Section 4, Subsection 4.3

To incorporate the Agency's brand identity in the design of the website.

Detail a plan to analyze the Agency's research, integrated marketing programs and social media efforts to incorporate the Agency's brand identity into the design of the website

Vendor Response:

We know that every visit to your website is an opportunity not only to inform visitors, but to excite them by highlighting the beauty and energy of your brand.

Every visit to your site is a chance for a visitor to **create an emotional connection** with West Virginia — a connection that will hopefully become a relationship by encouraging further interactions. Our team has **successfully interpreted destination brands** in interactive products for leading destinations in the U.S. and internationally, designing highly creative, visually effective, brand-cohesive and award-winning websites.

We already know more about you than any other vendor in this process, but our first step in implementing the West Virginia brand on your new site would still be meeting with you and your new agency to get a full understanding of how your brand strategy and its components will evolve moving forward. Then, we'll develop creative ideas for executing your re-energized brand in the online space. We will recommend typography, graphic elements and photography treatments to complement your color palette and to reinforce and support your brand promise.

Though we've presented some of our initial ideas in this proposal, design must be a collaborative process with you and your agency. After initial planning and collaboration to gain your feedback on our initial recommendations, we will develop these and many others in a "Look and Feel" board that we custom-create for each client as part of the web creative development process.

On the next page, please see samples from a Look and Feel document we created for the new GoToWV.com.

WEST VIRGINIA UI Style Guide

TEXT STYLES

H1 HEADING - *VinceHand II*

H2 Heading - Proxima Nova

H3 Heading - Proxima Nova

H4 Heading - Chaparral Pro

H5 Heading - Proxima Nova

H6 Heading - Proxima

Bold Italic

Paragraph text. Ur alit, sequist faci optis dit, aut velis dis dolore quae nos adia qui duntinte derume con re essuntum, eiumque sit quaeperit volorem alitatus doluptatiatate voloribus.

LINK STYLE 1

LINK STYLE 2

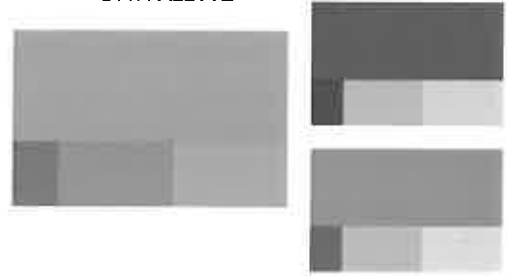
- Unordered List
- Unordered List

1. Ordered List
2. Ordered List

ACCENT 1 - *AMATIC SC*

Accent 2 - *SignPainter*

COLOR PALETTE



ICONS & ELEMENTS

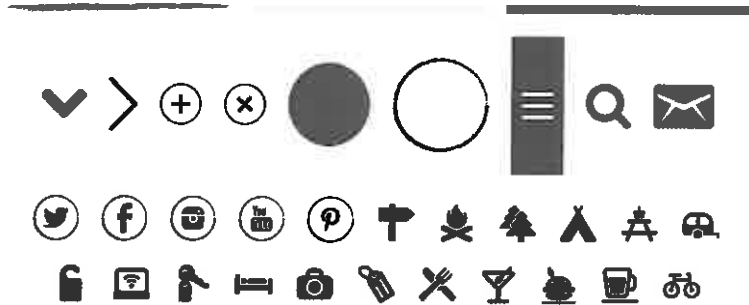


IMAGE STYLE



BUTTONS



FORM ELEMENTS



Section 4, Subsection 4.4

Online components to collect data.

Develop a plan for email collection, storage and outbound distribution.

Vendor Response:

Drupal, our recommended CMS platform for the new GoToWV.com, provides **web form functionality** that allows us to create robust forms for clients inclusive of audience segmentation components. We have successfully implemented this functionality on dozens of destination websites and have also made improvements to the form to **increase completion rate**. When forms are submitted, the rich data can be stored locally or integrated with any third-party service that provides an API to accept it. As a result, our email newsletter forms automatically enter a subscriber into our email campaign partner's database and can trigger an automatic deployment of a welcome email.

Data will be stored in your Data Engine (more info below), and as your current email marketing partner, we can continue to handle all of your outbound distribution needs.

Section 4, Subsection 4.5

To develop and implement an industry partner portal.

Develop and implement an industry partner portal to be accessible by industry partners for the purpose of updating and inputting listing data.

Vendor Response:

Beyond feature content that will influence site visitors' booking and travel decisions, GoToWV.com needs a wealth of data content to meet users' planning needs. Complete, relevant data is critical in becoming a trusted source of information and a true resource for each audience, and having a robust portal to this data is key.

Our Data Engine solution provides the tool for you and your industry to **supply complete information** to your audiences. In fact, you and your industry are already well acquainted with the ease of our industry partner portal solution, as we use it to collect updated information for your print guide and make it available to industry partners to make updates themselves. As your current data management partner for West Virginia's print guide, we can use much of the data we've already collected for your new website. Although we will be adding more data fields that can be displayed on the new site, there will be no large learning curve for you or your partners, or interruption in data management, moving forward.

For each listing on the site, our plan includes:

- › Detailed descriptions
- › A full range of amenities (potentially hundreds of fields of information)
- › Multiple photos

- › Video and floor plan upload availability
- › Interactive mapping
- › Special deals and offers
- › Links to websites and social media channels

Businesses will have **24/7 password-protected access** to their listing information and deals via an online extranet. Changes made on the online forms **appear in real-time** on the site.

Our web portal is capable of supporting tens of thousands of listings; large volumes of media uploads such as photos, videos and PDFs; and various levels of users and user permissions. We currently have several clients utilizing the system with 30,000+ business listings and upwards of 40,000 users, along with high-resolution photos, logos and video files saved in multiple file formats (including HTML5-friendly formats).

The Data Engine interface was designed with the industry user in mind. To avoid clunky, wizard formats that require you to go step-by-step for even the smallest listing change, we laid out the Data Engine to be a **single-page view of information**. With this at-a-glance format, the user can immediately find the section he or she wishes to update.

WELCOME VISITDEN! [\(not you?\)](#)
[\(change password\)](#) [Log Out](#)
[Need Help?](#)
 Last log-in: October 20, 2014 5:42 PM
 Descriptions, deals, photos and video uploads require approval by the Colorado Tourism Office before publishing.

VISITDEN'S DASHBOARD

Search Text

 Active Only

Search results: Page 1 of 1

List ID	Property Name	Address	Phone	Primary Contact	Users
5749	Denver, The Mile High City	1600 California St. Denver, CO 80202	303-892-1605	Justin Brasler	u: visitden p: denver5260

1 results found.
 Red text indicates listing is not active for any products.

Tools


- Listings
 - [Add New Event Listing](#)
- How-Tos
 - [COLORADO.com](#)
 - [Business Rules](#)
 - [Data Engine How-To](#)
 - [Manual](#)

Above, a sample Data Engine dashboard that allows users to easily manage their listings, add new ones and access tutorials.

PHOTOS


Select a photo category, add a caption and indicate whether this should be your primary image.

Indicate the most important area of your image by adjusting the box. [View generated sizes for this image.](#) (opens separate window)



Caption

Category

photo 

Display on Colorado.com Make primary photo

Above, rich media and photography is easy to manage and add to listings in the Data Engine.

Last log-in: October 20, 2014 10:50 AM

APPROVAL QUEUE

Use the filter dropdowns below and sortable columns to locate a specific record. Click the listing name to review the submitted information.

Show events only Filter By City: Filter By Region:

There are 7 listings pending review.

ID	Name	Start Date	Last Updated	Username	Name
48222	Atlanta Half Marathon - Atlanta amenities, bizinfo, descriptions, photos, products, rates	11/27/2014	10/22/2014	bhickey@atlantatrackclub.org	Hickey, Blais
48224	Maw Maw & Paw Paw's Cafe' - Gillsville amenities, bizinfo, descriptions, photos, products, relatedlistings		10/22/2014	stacey@lakelaniercvb.com	Dickson, Stacey
48175	Ritz-Carlton, Atlanta Hosts Holiday Dream - Atlanta	11/22/2014	10/15/2014	nlekastrg@gmail.com	Lekas, Nicky

Above, a sample approval queue feature of the Data Engine, which allows admins to review and approve all changes before they go live on the website.

Section 4, Subsection 4.6

To develop an easily editable, user-friendly website.

Develop a plan to utilize a Content Management System which is user-friendly, provides the Agency flexibility and allows the Agency the ability to be trained to update and add content to the website.

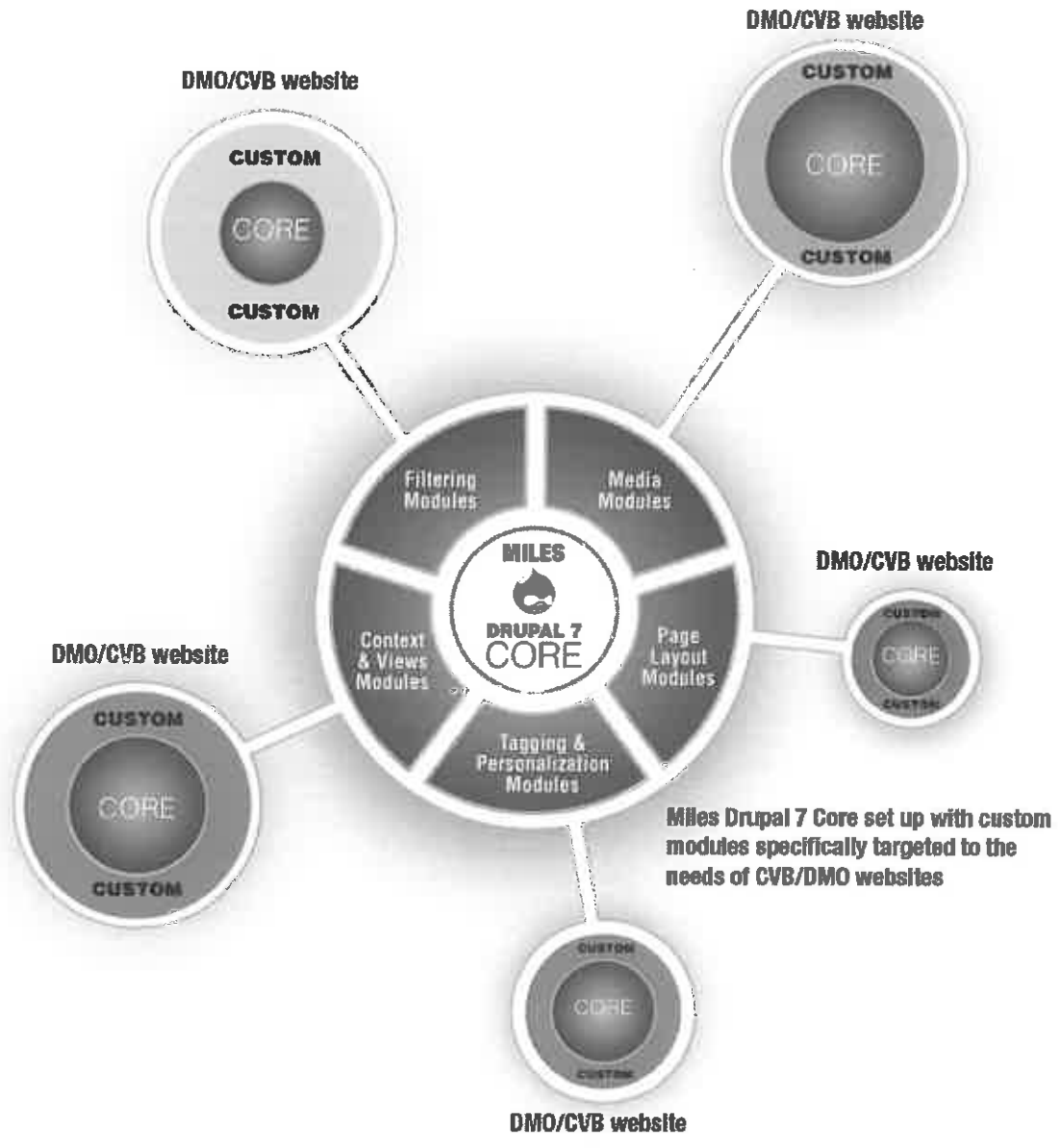
Vendor Response:

As we first mentioned on page 54 in our overall vision for the new GoToWV.com, we recommend that the West Virginia Division of Tourism utilize the open-source CMS platform Drupal 7.

Because Drupal is an open-source platform, you will not be locked into a hard-to-manage proprietary system, but will be able to take advantage of new developments and improvements that are constantly being supplied by the Drupal community. Drupal is written in PHP and offers a PHP framework for writing extensions, add-ons and an infinite number of pre-processing functions. The Drupal CMS is intuitive to use and easy to customize, so whether you need to update an article, place new content or reconfigure meta-data to optimize pages for new search terms, all of those actions are easily accomplished.

Our developers will provide **enterprise-level CMS** tools to provide your staff with control over pertinent areas of the site. Your staff (ours, too) will be able to easily make updates to the new site because each page will have a record in the CMS that can be edited by anyone with password-protected access and minimal web experience. This will include the ability to add, adapt or delete various content types:

- › Edit and add content pieces whether those are articles, programs, events, announcements, rich media/photos or other content types as per specification
- › Tag the above assets so they can appear across multiple pages related to different interests, geography or other factors
- › Quickly and easily modify landing pages, pulling together content, images, listings and events on a single tag (topic)
- › Update all headers/hero images across the site, including on the homepage
- › Edit the navigation, adding or removing elements as necessary
- › Edit the footer, adding or removing elements as necessary
- › Use the WYSIWYG (What You See Is What You Get) editor to change fonts, font colors and type sizes; insert links; upload documents such as PDFs and spreadsheets; and embed media and code
- › Manage users and groups and permissions through an admin interface



Future Customization

Enhancing your CMS capabilities even more, our staff of in-house Drupal developers can **easily extend core functionality** and the base module library to do just about anything. Unlike some proprietary content management systems, Drupal's feature set is fully available to extend or customize as needed. Additionally, Drupal's network of more than a million users worldwide ensures the continuation of support for expansion and security, as well as integration with emerging technologies in the future.

Far from being locked into a rigid, unchangeable structure like some proprietary CMS products, this system can be set up in any number of ways to achieve the desired workflow.

User Controls

We understand that you have in-house staff with technical skills who may want to fully utilize the admin capabilities of the CMS. Regarding user controls, Drupal comes “off the shelf” with a very powerful user system that enables site administrators to **set permissions** on not only certain pages and sections, but also on specific content blocks and even certain functionalities within those blocks. Users can be assigned to an unlimited number of user “groups” (also created within the admin tool) and permissions can be configured uniquely for each group. This structure enables administrative users to potentially see a completely different site when logged in than the anonymous user would see, creating the potential for various co-existing “intranets” for different user groups.

The screenshot shows the Drupal user management interface. At the top, there is a search bar and a "Filter" button. Below that, there are sections for "SHOW ONLY USERS WHERE" and "UPDATE OPTIONS". The "SHOW ONLY USERS WHERE" section has three dropdown menus for "role", "permission", and "status", all set to "any". The "UPDATE OPTIONS" section has a checkbox for "Unlock the selected users" and an "Update" button. Below these sections is a table of users.

<input type="checkbox"/>	USERNAME	STATUS	ROLES	MEMBER SINCE	LAST ACCESS	OPERATIONS
<input type="checkbox"/>	JHamilton	active	• editor	1 month 4 weeks	15 hours 14 min ago	edit
<input type="checkbox"/>	JBrown	active	• editor	1 month 4 weeks	14 hours 37 min ago	edit
<input type="checkbox"/>	GGray	active	• editor	1 month 4 weeks	1 week 3 days ago	edit
<input type="checkbox"/>	stevensord	active	• editor	2 months 1 week	2 months 1 week ago	edit
<input type="checkbox"/>	ScottFennell	active	• editor	3 months 1 day	3 months 1 day ago	edit
<input type="checkbox"/>	KarinMast	active	• editor	3 months 1 week	1 month 1 week ago	edit
<input type="checkbox"/>	administrator	active	• administrator	4 months 1 week	5 min 43 sec ago	edit

Tracking Workflow

Drupal's excellent “Workflow” module enables **creation and assignment** of arbitrary workflow states to documents in the CMS, for example “draft,” “review” and “published.” These states can be defined at the West Virginia Division of Tourism’s discretion, and there can be as many as you need. The site admin can then attach actions to these states so that, for example, an email is sent to a site editor when a document enters the review state. Using core functionality, the main site admin can then attach permissions to these workflow states separately, so only certain groups or individuals have access to “publish,” which can be configured to happen in real time.

Create Article

Title:

Sub-Title:

Author:

Image thumbnails:

Abstract:



Path:

[Disable rich-text](#)

[Input format](#)

Body:

[Show summary in full view](#)

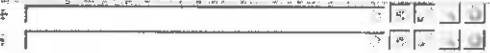


Path:

[Disable rich-text](#)

[Input format](#)

Gallery Images:



[ADD ANOTHER ITEM](#)

Carousel Thumb:

[Browse](#) [UPLOAD](#)

Maximum Filesize: 100 MB
Allowed Extensions: .png .gif .jpg .js

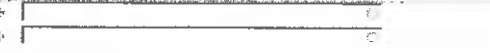
Carousel Image:

[Browse](#) [UPLOAD](#)

Maximum Filesize: 400 KB
Allowed Extensions: .png .gif .jpg .js

Associate this content with a target category anywhere on the site. Once you edit the page go to Content Management > Nodes/Tags to select the content for display. (One of the categories: Category)

CKE Listings:



[ADD ANOTHER ITEM](#)

Vocabularies

No terms

Domain access options

Authoring information
By: admin / admin

Menu settings

No menu items

Revision information

No revisions

Publishing options

Published: Published to front page

Comment settings

Disabled

URL path settings

Automatic alias

Meta Tags Custom

[SAVE](#) [PREVIEW](#)

Segment:

- None -
- Administration
- Cannon Center
- Convention & Tourism Sales
- Convention Center Sales
- Convention Services
- Cook Convention
- Government Relations & Training
- Marketing & Public Relations

Experience:

- None -
- Culture
- Dining
- Family Fun
- More Memphis
- Music
- Shopping

Drupal makes it easy to create new content pages, such as the new article example at left.

Additional Functionality with Drupal

Meta tagging

Drupal can be configured to dynamically create meta tags (keywords and descriptions) based on a template or content type, or on a page-by-page basis through the control panel.

Easily updated homepage and landing page content

Harnessing Drupal's core block functionality and powerful back-end, we can provide you full administrative control over homepage content, a capability many other CMS systems do not have. In order to add or change landing page copy, we would implement custom functionality that would be as flexible as required via custom Drupal content types to allow management of content and report download via the CMS. Users are easily able to create new landing pages by choosing from a selection of predefined templates, changing the main navigation order, labeling and also assigning custom URLs. Drupal allows for in-line editing. (In the administrative role, you make the changes literally on the page of the website, get to preview them right away and then publish in real time.) Relating and recommending is also easily done through the Drupal CMS, as well as the ability to do data overlays.

Support for multiple languages

Drupal not only supports UTF-8 and different character encodings (Chinese, English, Korean, Russian, etc.) at every level of its framework, but also provides complete control over translated content through global content management administration interfaces. Drupal 7 also has some great multilingual features as part of its core functionality. Though not all output is translatable by default, several contributed modules exist to close the gaps of what is missing, providing the opportunity for a fully multilingual site, with the additional time spent in back-end setup and configuration in the beginning, as well as the development of coding standards that will ensure the proper translation of text in all modules sitewide.

Video and image management

Videos and images are managed by the Drupal CMS and can come from a variety of sources in addition to the local site such as Vimeo, Facebook, Twitter, YouTube and the like. Locally hosted videos and images will be served via CDN (Content Delivery Network) to reduce the load on the host server and improve delivery to the end user.

Contact form and lead management functionality

Drupal provides web form functionality that allows us to create robust forms for clients. When forms are submitted, the data can be stored locally or integrated with any third party service that provides an API to accept it. One example of this is our email newsletter forms, which automatically enter a subscriber into our email campaign partner's database and sends a welcome email.

Other features easily integrated from modules

Cut-and-paste functionality (from Microsoft Office Suite), ability to schedule content with start and expiration dates, spell-check, various "print page" and "share page" tools.

Live chat

We are able to easily accommodate third-party plug-ins and will work with the Division of Tourism to determine the best live chat technology that fits your exact needs. One option we're excited to discuss with you is Trippy, a travel-related Q & A platform that we can integrate at no cost. With Trippy, anyone can ask a travel question and destination experts give answers; readers "like" answers and the best rise to the top. Answers are high quality, personal and useful to travelers and the platform is already used by celebrity authors, TV hosts, photographers and more—not to mention regular travelers who want to share more about the places they love. (You can find out more at Trippy.com.)

trippy Home Global Feed My Bars Feedback About & Contact Us

Latest Questions and Answers

Latest Popular Questions

Chicago: Chicago must sees in 2-3 days? Hotels, restaurants, etc... (2 Answers)

Be careful with October, the weekend of October 11th is the marathon weekend, hotel prices go through the roof and Italian restaurants are packed with carbo loaders. River North is a great place to stay and the Magnificent Mile and Loop are also fine... See More

Thank 'em (1) Share

Denver: Driving from Chicago to Denver on I-90, what are sites to see on the way?

We will be driving from Chicago to Denver through South Dakota on I-90. So far, only thing we have in our list is Mt Rushmore. Do you have any other suggestions? See More

Be The First To Answer (1) Ask A Question

Paris: Access to ATM & credit card use? (1 Answer)

Dear Patrick, in Positano there are 4 ATM, Deutsche Bank, Banca di Napoli - Agenzia Di Positano, NIPS Banca Monte Dei Paschi Di Siena - Filiale Di Positano and Banca Della Campania. Credit cards are accepted but usually to pay an amount of more than 50... See More

Thank 'em (1) Share

Welcome, Traveler! Here's how Trippy works:

- Anyone can ask a travel question.
- Destination experts (like you!) provide amazing answers.
- Readers "like" answers, and the best float to the top.

Itinerary builder

Although we find that consumers don't often make use of user-generated trip planners/travel carts on tourism websites, we have created many versions of this functionality at the request of our clients. We typically create functionality that will save individual users' selected content and/or personalized itinerary plans. "Share" functionality allows users to communicate their plans via social media channels or email. And our itinerary builders are printer-friendly. We look forward to the discovery phase of the web build process, during which we can discuss your needs in more detail and create an itinerary builder, if desired, that works best for you.

API integrations

As a company that has evolved away from a "homebrew" philosophy and into a "best of breed" strategy, Miles even developed a five-member team focused solely on systems and third-party content integration. We have integrated with all of the following third-party content providers:

- › TripAdvisor
- › Yelp
- › Facebook
- › Twitter
- › Google Maps
- › Google+
- › YouTube
- › Pinterest
- › Foursquare
- › Instagram

And beyond simply bringing in information, we strongly believe in providing accessible, open APIs to distribute your own content, be it video, article, photo or listing profile information. More than a dozen companies, websites and organizations have taken advantage of Miles' content and data API solutions in the past, including:

- › Brand USA
- › Jackrabbit Systems
- › Starmark
- › Simpleview
- › SMI/D3000
- › Florida Vacation Auction

Training for West Virginia Staff

We're confident that our CMS solutions will meet and exceed your content management needs. As a part of the site development process, we will make sure that your team is empowered to fully utilize it by **providing complete training** for your staff. We also will **create a CMS manual** containing step-by-step instructions and screenshots.

We believe it's our core role to keep your team informed about trends and research in travel, and to **provide strategic recommendations** based on research and our depth of understanding of online marketing. We will regularly provide strategic guidance on the best ways to produce your desired results—from training your internal team on how to read more complex analytics to teaching your industry partners how to successfully use the web portal. We have extensive experience providing one-on-one training sessions and webinars, as well as recordings and manuals to be accessed at any time.

We will educate and train your staff on all new aspects of the site, and we'll be here to make any further adjustments following initial consumer feedback.

Drupal CMS Demo

Interactive Producer Jennifer Duncan has created a special CMS Demo for you to illustrate just how easy it is to use the Drupal 7 CMS. Please visit the link below to see for yourself.



VIEW DRUPAL DEMO AT

<http://bit.ly/1Etk1WE>



Section 4, Subsection 4.7

To ensure a plan is in place for future updates, websites maintenance, hosting, and reporting functions.

Collaborate with the Agency and/or the Vendor providing Advertising Services, to ensure a plan is developed for future updates, website editing beyond the Agency's scope of knowledge, website maintenance and/or reporting functions as wells as options for website hosting.

Vendor Response:

We believe creating a high-performing, industry-leading website involves building not only a strong site, but a rock-solid relationship. We aren't here to sell you software or technology modules and then walk away. As a full-service web publisher, we offer you a dedicated project team that will oversee your site build and its evolution throughout the term of our contract. (Read more about your dedicated West Virginia team on page 15.)

As we hope to have illustrated throughout our proposal, we believe in true partnership with our clients. We will work closely with you and your agency partners to ensure there is ongoing collaboration throughout the initial website build as well as during future updates and enhancements. Even the initial design mockups we presented earlier were created to align with your brand, and we will work together with you and your agency partners to evolve the site as your needs, goals, campaigns and branding initiatives change.

Below we outline our plan for hosting, maintenance and future updates to ensure the West Virginia Division of Tourism is fully supported throughout the website development build process and beyond.

Hosting

Miles utilizes **Rackspace Managed Hosting** for our websites, which provides the highest security and reliability available. We utilize a cloud environment at Rackspace, which allows us to keep up with the ever-changing bandwidth needed for each website. Much as homes and offices power themselves from an electric grid, a cloud server environment is characterized by on-demand availability of resources in a dynamic and scalable fashion. Whereas traditional servers had a limited capacity, cloud servers allow us to **automatically shift resources** (e.g., virtual machines) to keep up with varying and unpredictable workloads.

Here are some key benefits to hosting with Rackspace:

- › An earthquake-proof and fully equipped facility with the latest climate-control equipment, generators, battery backups and redundant power connections
- › Bandwidth, load balancing and redundancy that will accommodate traffic spikes and unforeseen technology issues, making them unnoticeable to the end user
- › The Vmware vSphere cloud, in which your database, application and file servers would be provisioned, allowing for quick resource scaling to handle additional demand

- › Security measures that restrict public access to the facility by two-factor authentication, including biometric hand scanners (no public access to the facility is allowed)
- › A daily backup of all your site files and data (through this guaranteed disaster recovery plan, data can easily and quickly be restored from the backups)
- › Full-time monitoring of the network connection, including traffic log reports
- › Web servers that are highly restricted both by firewall and server configuration itself
- › An option to host the FTP server, all database demands and first-party cookies

Unlike most vendors, Miles has a **multi-layer disaster recovery plan**, which is implemented at both our local development/production facility in Sarasota, FL, and at Rackspace's facility in Chicago, IL.

At our production facility in Sarasota, redundant hard drives **back up and prevent loss** of data during hardware derailment. The backups are done in the following procedural timeline:

- › Daily incremental backups
- › Weekly full backups
- › Monthly full backups
- › Daily replication of data to Rackspace

All backed-up data at the local development/production facility is then stored at an *offsite location* in case our production center meets with an unforeseen catastrophe.

Rackspace also provides a daily backup of all your site files and data. Those files are then kept off-site for a period of time before the media is reused. In the very unlikely event that all three of the servers and the development server are simultaneously damaged, your data can easily and quickly be restored from the backups.

Encryption

Miles employs industry standard ssh (secure shell) software to connect to and administer all servers in our network. In addition, our servers only allow a **secure method of connection** for administration to ensure a secure environment. Miles-hosted websites have the option to use a purchased secure certificate and serve web traffic over HTTPS so site user traffic is encrypted as well.

Antivirus

Miles runs LINUX servers, which are generally not susceptible to viruses. However, if your office desires antivirus services, Rackspace offers:

- › Proactive, sustained protection against viruses, worms, Trojans, spyware and malware
- › Proactive identification of programs that will behave maliciously before they execute. This identifies malicious code on file servers and deletes it before it executes or reaches endpoint computers on your network
- › 24x7x365 protection by SophosLabs, Sophos's global network threat analysis centers and the smallest update size (typically <5kb) in the industry
- › Automatic updates as frequently as every five minutes or on demand
- › An end-user quarantine manager for deleting or disinfecting infected files

Fire Suppression Technology

Rackspace has advanced fire suppression systems that are designed to stop fires from spreading in the unlikely event one should occur.

Methods of Monitoring and Recommending Changes

Our goal is to ensure that your website is available 24/7. Rackspace's basic **port monitoring service** polls the ports on a frequency ranging from 10 seconds to five minutes to verify that ports are responding correctly. In the event that it stops responding, Rackspace and Miles' trained staff will be **notified immediately**, around the clock, and steps will be taken to identify and correct the issue.

We also use Nagios to monitor server and service availability. It's a flexible system that allows us to monitor a large number of performance indicators and receive notification the moment something goes wrong.

Miles employs a **full-time Linux systems administrator** responsible for the monitoring and upkeep of our server solutions. The server administrator's role is to install, support and maintain our web servers. In addition, he works closely with Rackspace to plan for and respond to service outages or other problems. Our server administrator will alert your Account Director if any changes to your hosting environment are recommended.

Server Redundancy

Miles' cloud environment takes multiple steps in its architecture to achieve redundancy. In addition to providing multiple, load-balanced web servers to host your site, we store our site files and database via Fiber Channel SAN, which is a highly redundant storage medium. We also take steps to **load balance our database servers** in a method allowing your site to have speedy response times to all its data queries.

Support

We use a load balanced approach for your site with a minimum setup for all sites of at least two web servers to ensure redundancy. As Drupal security patches are released, we will apply them to prevent known vulnerability attacks. Miles also follows **best practices for site configuration**, only allowing the absolute minimum access for users and systems to prevent unauthorized access to systems.

While we strive to prevent any site malfunctions, breaks or hacks, we realize that bad things happen and to that end we have a **hotline email account**, response@milespartnership.com, that is monitored during business hours to respond to any questions you may have. We also monitor sites from our own independent monitoring system that complements a 24/7 monitoring system from Rackspace to alert us of any site downtime or failed content matches that are usually signs of hacks or malfunctions. And we provide all clients with a **24-hour call list** in case your team ever needs to reach ours in an emergency after hours.

Ongoing Maintenance & Enhancements

Miles' ongoing maintenance of the site will cover updates to the site at the direction of West Virginia, as well as regular site performance and maintenance checks and any necessary programming and/or development.

As we discussed earlier in our proposal, every decision we make for GoToWV.com will be tied back to a set number of site goals, or KPIs, that we can continuously measure the site against and evolve our offerings as client and user needs change. Please see page 56 for more details on our results-focused approach and how we will continuously optimize the site over time.

Section 4, Subsection 4.8 To ensure mobile functionality.

Develop a reactive website, which will allow it to function optimally on various screen sizes and devices.

Vendor Response:

As mentioned earlier in our big vision for the new GoToWV.com, we believe that the best way to take advantage of changing user behaviors across multiple browsers and devices is to implement responsive design—a web development approach that essentially reconfigures the display of content automatically to suit a plethora of traditional computer screens, as well as mobile and tablet devices. The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS3 media queries, fluid grids, flexible images and smart mark-up where needed.

As a result, your website automatically adapts to the device display to optimize the user interface, both visually and in terms of content prioritization and navigational options. Plus, advanced features might become available on some devices (for example, a layer of location awareness on mobile).

Miles created one of the first responsive-design websites for a destination marketing organization (Destination DC). We have been helping our clients take advantage of the growing multi-screen behavior trend for many years, developing mobile websites, applications and, in the past two years, investing heavily in responsive-design technologies and strategies. In fact, members of our team have been frequent speakers on the topic of responsive design at industry events.

We have launched new, state-of-the-art responsive-design websites for more than 20 destinations including Destination DC, Sonoma County, Pennsylvania, Colorado, Georgia Film & Music, North Dakota, Washington, St. Petersburg/Clearwater Film Commission, The Modern Honolulu, Explore Georgia, Louisiana, Baltimore and Sarasota. More responsive sites are scheduled to launch in the coming months. Please see a small sample of some of our responsive sites on the pages that follow.

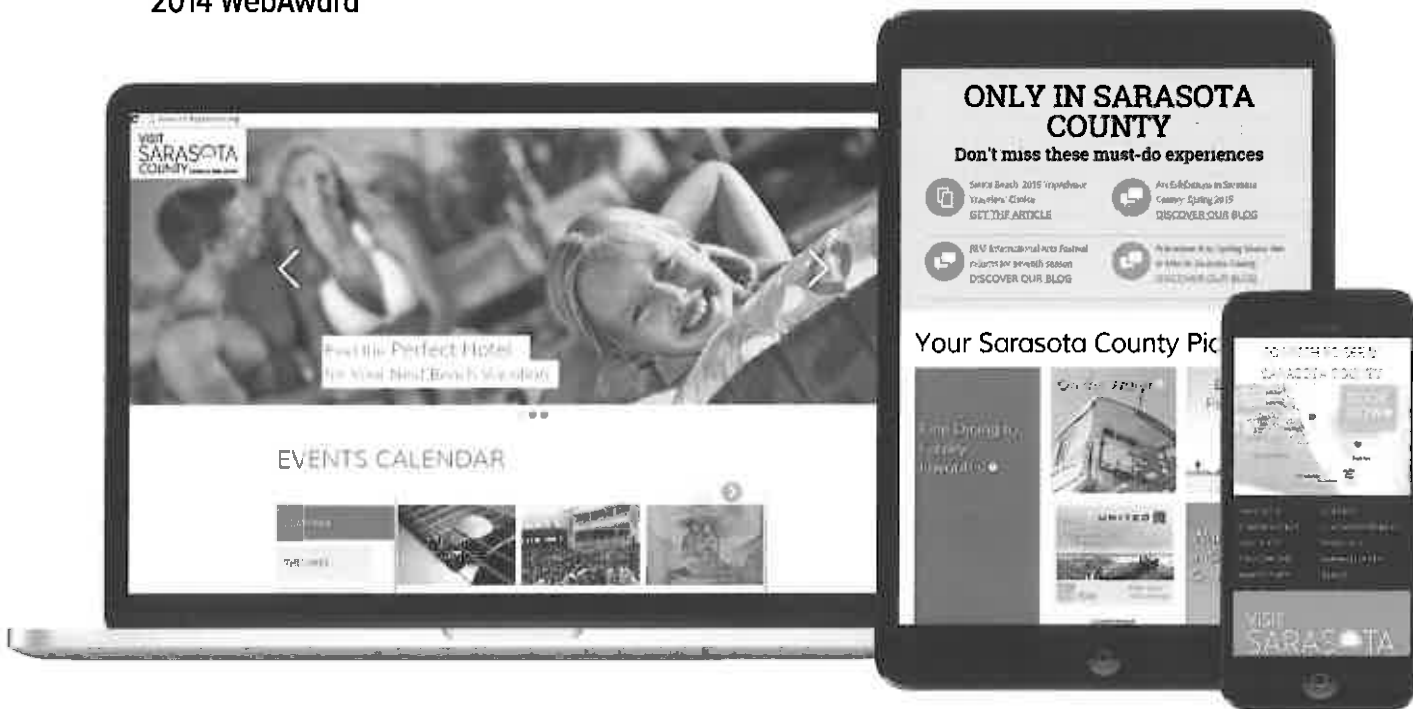
EXPLOREGEORGIA.ORG

48% year-on-year traffic growth
2014 Silver Adrian Award
2014 MobileWebAward
2015 Silver ADDY Award



VISITSARASOTA.ORG

125% increase on mobile sessions year over year
2014 WebAward

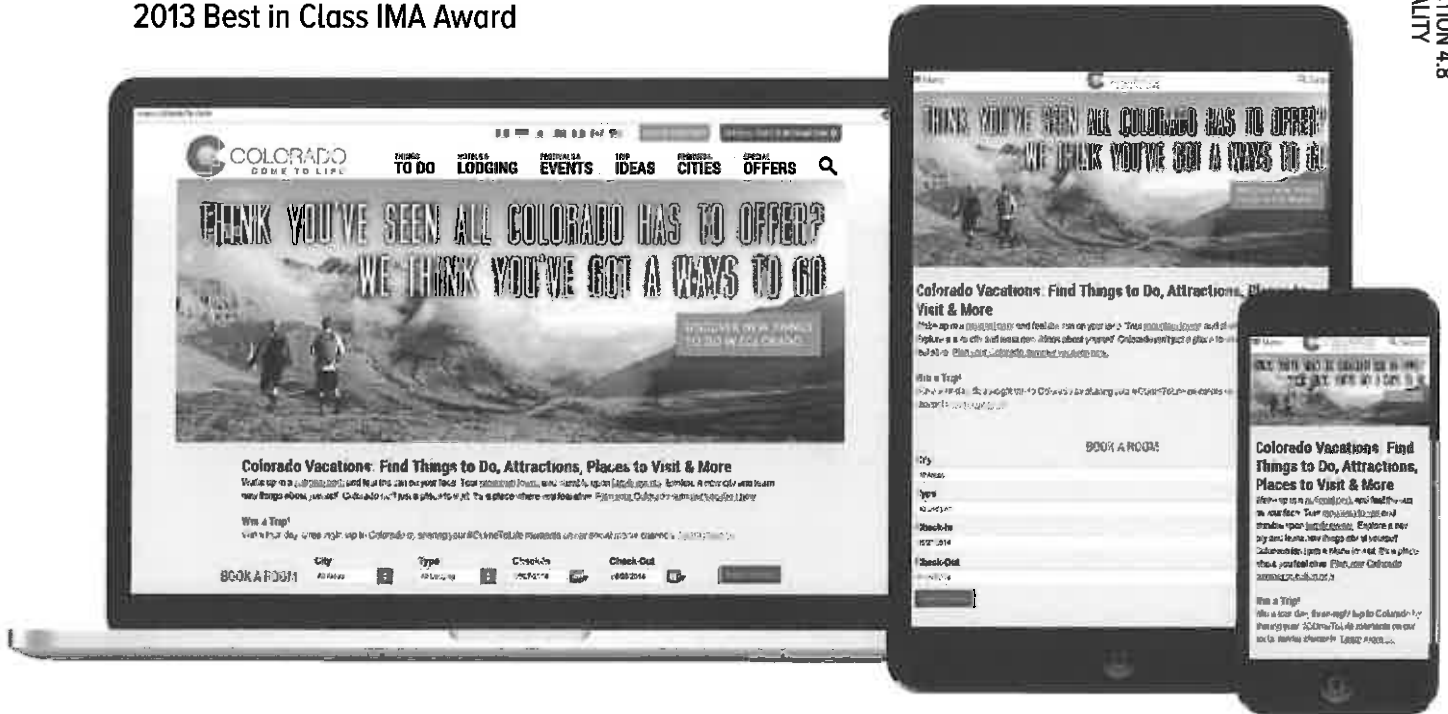


COLORADO.COM

Referrals to partner websites increased 44% (nearly three times our goal)

2013 Gold Adrian Award

2013 Best in Class IMA Award

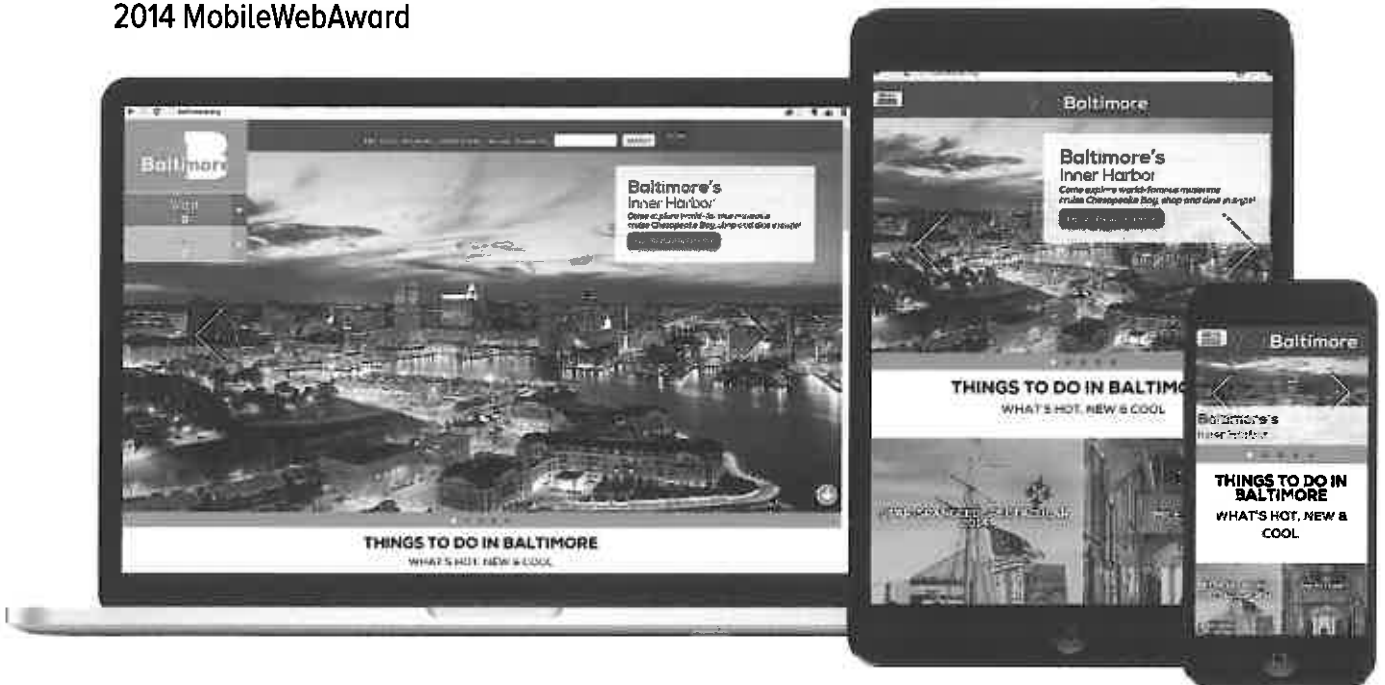


BALTIMORE.ORG

70% increase in organic visits and page views since September 2014

2014 WebAward, 2014 Silver Adrian Award,

2014 MobileWebAward



Section 4, Subsection 4.9

To provide a designated person to this account.

Provide details on the mechanism in which the Vendor will have a positive and constructive relationship with the Agency by providing a designated individual, who should be accessible to the Agency within a 24 hour turn around, to maintain an open channel of communication between the Agency and Vendor.

Vendor Response:

We, too, believe in positive, constructive relationships and are happy to provide both a designated West Virginia Account Team and a single individual who will be accessible to the West Virginia Division of Tourism within a 24-hour turnaround time. (And in most cases, far less!)

We believe the key to any positive business relationship is consistent, frequent and detailed communication. Therefore **Account Director/Senior Content Director Steven Keith** will be your main point of contact for this account. Steven is committed to being responsive to West Virginia's needs and challenges, and he will be the primary day-to-day liaison between you and your Miles team. (In fact, his office is less than 10 minutes away from yours!)

As we hope to have proven through our long-term partnership with West Virginia, we believe in open channels of communication and are readily available to assist you, your industry members and your agency partners.

Attachment B: Mandatory Specification Checklist

Section 4, Subsection 5.1

Hosting facility must guarantee up-time of 99.5% with 24 hour customer service, security, backup, and connectivity.

Vendor Response:

Our hosting subcontractor, Rackspace Managed Hosting, offers 24-hour customer service, security, backup and connectivity—with a guaranteed 100% up-time. You don't get any more reliable than that.

Section 4, Subsection 5.2

The Agency will retain complete ownership or a perpetual software license to all scripts and/or code required for the full operation of the website. At the termination of this contract, any such materials will be returned to the Agency without demand.

Vendor Response:

We certify that the West Virginia Division of Tourism will retain complete ownership or a perpetual software license to all scripts and/or code required for the full operation of GoToWV.com. Should Miles be chosen as your web development partner, at the termination of our contract, any such materials will be returned to the West Virginia Division of Tourism without demand.

Section 4, Subsection 5.3

The Vendor will be permitted to subcontract(s) with any other party for furnishing any of the services needed to build, create, operate, etc. a website for the Agency. Should the Agency wish to utilize services to implement a new website that may or may not be provided by the Vendor herein, at the Agency's request, the Vendor will subcontract these services. The cost for providing such assistance shall be in accordance with the cost estimates set forth in Attachment "C" hereto. The Agency has the final approval of all subcontracts.

Vendor Response:

Currently Miles' sole subcontractor for this scope of work is Rackspace Managed Hosting, which will provide unmatched hosting services for GoToWV.com. Miles is a **full-service website design and development company** and can provide all other services outlined in the scope of work in this RFP. However, should the West Virginia Division of Tourism wish to utilize services to implement a new website that may or may not be provided by Miles, at your request we will be happy to subcontract these services as necessary. And, in accordance with the cost estimates set forth in Attachment "C," the West Virginia Division of Tourism will have final approval of all subcontracts.

Section 4, Subsection 5.4

At the request of the Agency, the Vendor will travel to and from the Agency offices, and travel related expenses incurred, are the responsibility of the Vendor and not reimbursable.

Vendor Response:

In the way we've fostered client relationships over decades, state lines and even continents, we've learned how to eliminate distance as limitations. Your dedicated Account Director/Senior Content

Director Steven Keith and Destination Specialist/Account Executive Loren Jordan live and work in West Virginia and are just a short drive away from your offices. Should they or any of our other staff need to travel to and from your office, Miles will be solely responsible for all travel-related expenses. We understand and comply that travel expenses are not reimbursable.

Section 4, Subsection 5.5

Prior to the commencement of work on any project, the Vendor will provide the Agency with cost estimates to include personnel hours, outsourced services, materials and any other related expenses. The cost for providing such assistance will be in accordance with the cost estimates set forth in Attachment "C" hereto.

Vendor Response:

Before beginning work on any project, Miles will provide the West Virginia Division of Tourism with cost estimates that include personnel hours, outsourced services, materials and any other related expenses. These will be in accordance with the cost estimates we set forth in Attachment C, which we have provided in a separately sealed envelope as directed by your RFP.

Section 4, Subsection 5.6

Nothing in this contract will prevent the Agency from utilizing in-house resources.

Vendor Response:

As we previously mentioned, Miles is built on partnerships and believes the best relationships are formed by close collaboration with you and your agency partners. Nothing in our contract will prevent the West Virginia Division of Tourism from utilizing in-house resources. Further, Miles will be happy to help facilitate sharing of information to make any transition of services to your in-house staff as seamless as possible.

Section 4, Subsection 5.7

When contacted by the Agency Commissioner or his or her project designees, the Vendor will be available via electronic communication or by telephone by the parties listed above.

Vendor Response:

All members of the Miles West Virginia Account Team will be available to the West Virginia Division of Tourism Commissioner, or her project designees, via phone and email throughout the length of this contract.

Section 4, Subsection 5.8

Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets owned by the Agency to a successor, successor being either the Agency or another Vendor.

Vendor Response:

Miles has years of experience with transitioning websites and related assets to and from other vendors and clients. We will exercise our best efforts and cooperation to ensure an orderly and efficient transition at the termination of our contract with the West Virginia Division of Tourism.

Section 4, Subsection 5.9

The Vendor must provide services contained in this contract to any division within the West Virginia Department of Commerce at the request of said division.

Vendor Response:

If Miles is awarded this contract, we commit to providing all services contained in the contract to any division within the West Virginia Department of Commerce at the request of the West Virginia Division of Tourism. We have previous experience working with multiple state agencies and would be happy to bring our expertise to other divisions, as needed.

Section 4, Subsection 5.10

The Vendor will include an estimated timeline for development, testing and live site.


Vendor Response:

We will provide an estimated timeline for the development, testing and launch of the new GoToWV.com prior to commencing any work on the site. In fact, we have already created an initial estimated timeline for the website build, which can be found on page 62. The final timeline will be created with input from the West Virginia Division of Tourism and your agency partners.

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration .

Miles

(Company)

 David Burgess, President

(Representative Name, Title)

941-342-2316

(Contact Phone/fax Number)

April 20, 2015

(Date)

**ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.:**

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

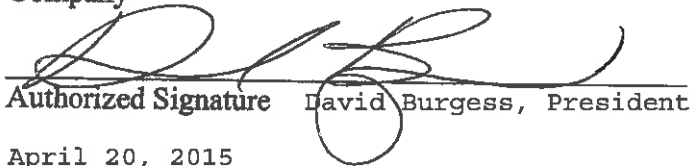
Addendum Numbers Received:
(Check the box next to each addendum received)

- | | | | |
|-------------------------------------|----------------|--------------------------|-----------------|
| <input checked="" type="checkbox"/> | Addendum No. 1 | <input type="checkbox"/> | Addendum No. 6 |
| <input checked="" type="checkbox"/> | Addendum No. 2 | <input type="checkbox"/> | Addendum No. 7 |
| <input type="checkbox"/> | Addendum No. 3 | <input type="checkbox"/> | Addendum No. 8 |
| <input type="checkbox"/> | Addendum No. 4 | <input type="checkbox"/> | Addendum No. 9 |
| <input type="checkbox"/> | Addendum No. 5 | <input type="checkbox"/> | Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Miles Media Group, LLLP

Company



Authorized Signature David Burgess, President

April 20, 2015

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.

RFQ No. TOR1500000005

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: Miles Media Group, LLLP

Authorized Signature: *[Signature]* Date: April 20, 2015
David Burgess, President

State of Florida

County of Sarasota, to-wit:

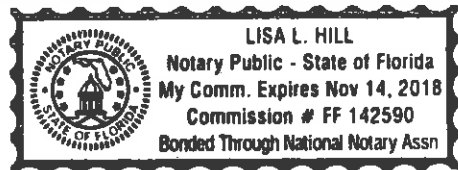
Taken, subscribed, and sworn to before me this 20th day of April, 2015.

My Commission expires 11/14/18, 20 .

AFFIX SEAL HERE

NOTARY PUBLIC

[Signature]



REQUEST FOR PROPOSAL

(WV Division of Tourism-Website Design and Development)

Section 4, Subsection 5.7: When contacted by the Agency Commissioner or his or her project designees, the Vendor will be available via electronic communication or by telephone by the parties listed above.

Vendor Response:

Section 4, Subsection 5.8: Upon the contract expiration, the Vendor will exercise its best efforts and cooperation to effect an orderly and efficient transition of all Agency assets owned by the Agency to a successor, successor being either the Agency or another Vendor.

Vendor Response:

Section 4, Subsection 5.9: The Vendor must provide services contained in this contract to any division within the West Virginia Department of Commerce at the request of said division.

Vendor Response:

Section 4, Subsection 5.10: The Vendor will include an estimated timeline for development, testing and live site.

Vendor Response:

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Miles Media Group, LLLP

(Company)

 David Burgess, President

(Representative Name, Title)

941-342-2316 phone and fax

(Contact Phone/Fax Number)

April 20, 2015

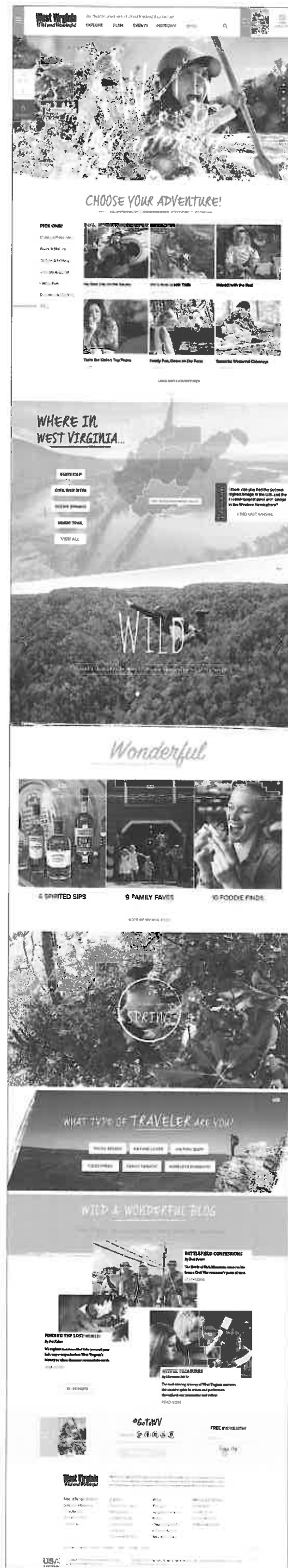
(Date)

GoToWV.com Homepage – Desktop

Strong in both style and substance, the new GoToWV.com website is full of wild and wonderful discoveries. Created as a long-scroll page, it visually immerses users into the wide range of experiences that the state has to offer. The long-page scroll is also an effective and intuitive way to navigate through website content.

Large photography inspires users to choose West Virginia over other options. Rich editorial content is front and center of the homepage experience, making it easy for users to find the information they're looking for and providing new and exciting options they might not be familiar with.

Please see a detailed walk-through of our initial homepage design on the pages that follow.



Easy-to-use navigation is friendly and straightforward. The #GotoWV hashtag links to an exciting social mashup page of images and posts from all of your social media channels.

A large video panel puts the most influential type of content—video—front and center of the homepage. We take it even further by allowing users to customize their wild/wonderful West Virginia experience through a choose-your-own-adventure interactive video itinerary. This is an engaging and innovative new way to showcase all the state has to offer.

This panel offers the top interest-based experiences in West Virginia and includes a strong mix of content: video, photo slideshows, articles, itineraries and more. It follows the current trend in homepage design of surfacing more content at the top of the page. Users interested in these types of experiences will find a rich well of related trip ideas.

An interactive state map is both fun and informative. Users can choose from a variety of map views, including popular statewide trails, or view by region. A “Did you know?” trivia question engages users to learn more about the state.

Large photography, consistent with West Virginia branding, is a prominent homepage element. Each photo has a strong call to action to move visitors from inspiration to planning.

This new popular content type allows us to repackage and reuse a wealth of content from your Travel Guide in the new website.



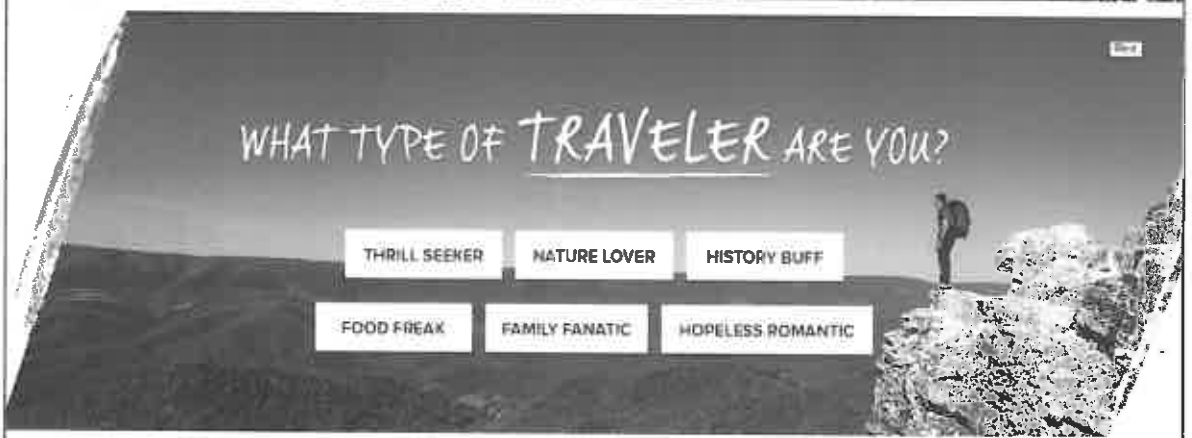
The answer to the trivia question appears as a part of the map panel experience, encouraging more exploration. The answer then links to the landing page for that particular area or attraction.

Social integration is at the core of the new design. Various content types can be easily shared on social networks, such as demonstrated by this “Pin it” example.

West Virginia is four seasons of fun, and visitors can discover all there is to do in each season, all year long.



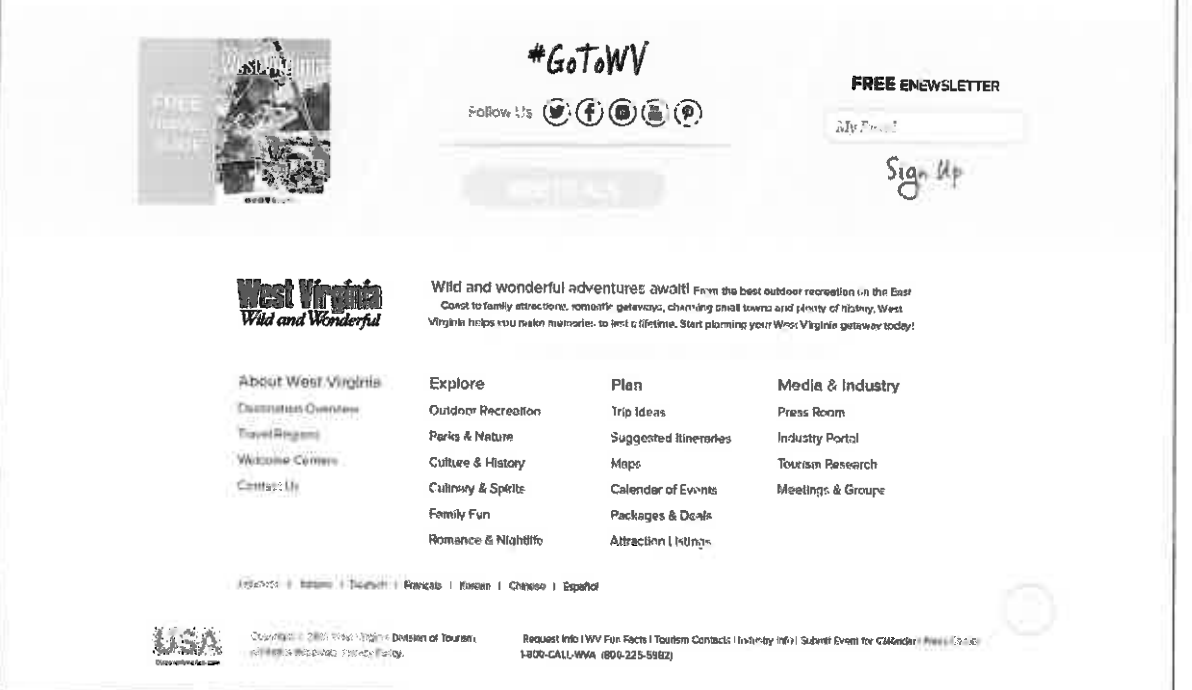
A flexible framework of the new homepage allows users to explore content any way they like: by following the main navigation, clicking on various engaging content types within the long-scroll page or by self-identifying what type of traveler they are. Each link takes users to a content-rich landing page that's packed with inspirational and tactical suggestions for their future trip to West Virginia.



Content from real West By God Virginians adds a layer of authenticity to the site and allows visitors to get the inside scoop on things to see, do and experience from locals around the state. These local experts can represent popular travel interests or geographic areas.



A well-organized super footer provides links to important planning information and features the Travel Guide and the eNewsletter as well as quick access to your social channels.



Homepage – mobile

The new GoToWV.com will be designed with a mobile-first approach, with information prioritized based on Google Analytics and BrightEdge findings.

The display of content elements is optimized for smaller screens. Touch-friendly design and large actionable buttons are important best practices for mobile-first web design.

Branded elements and overall visual appeal are preserved in a mobile format. Consumers want to be inspired on mobile just as on desktop.



page scroll



page scroll

Digital channels are being accessed by consumers as a primary source of travel inspiration. Large photography and creative typography are important to maintain on smaller screens.

Planning content is prominently integrated into the mobile view as well as important calls to action such as signing up for the eNewsletter.

Links in the footer are organized into "drawers" that expand on tap to provide more options.

We recommend creating rich landing pages for top interests and experiences in West Virginia. Research shows that the homepage is no longer the most trafficked page on destination websites. Today's travelers use Google and other search engines to find specific information and are often directed to specific landing pages, bypassing the homepage altogether.

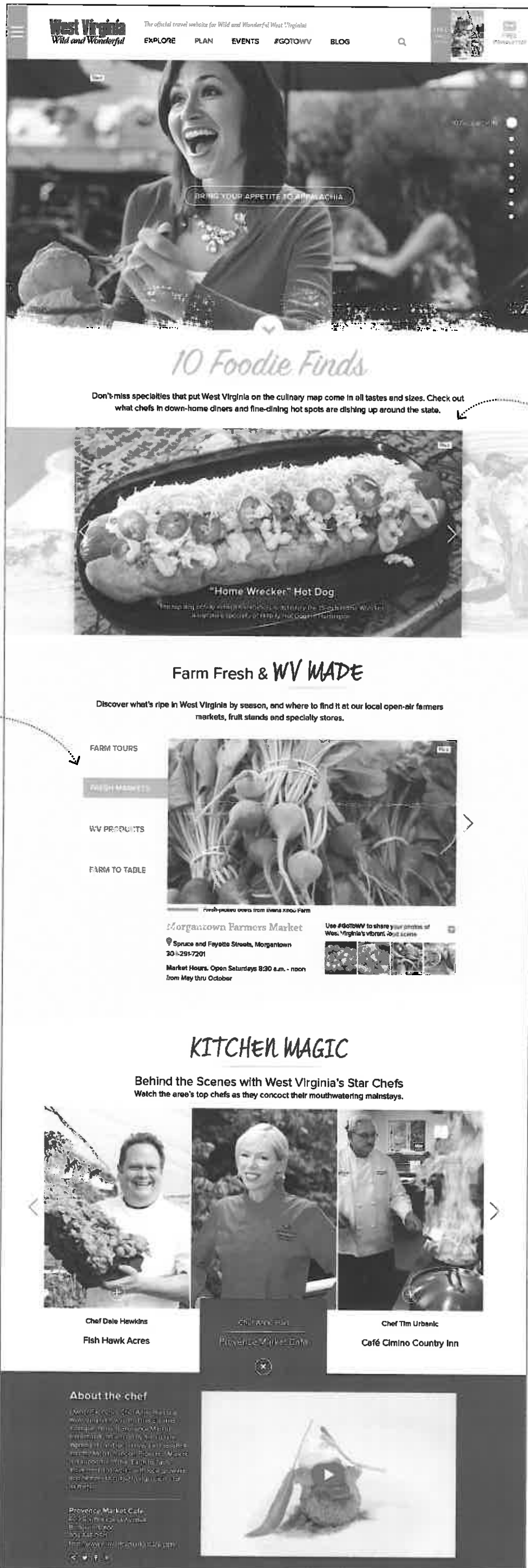
It's important that landing pages are rich in content and combine inspiration with planning, just as the homepage does.

These "super landing pages" will also be an excellent support for your advertising agency, serving as a specific call to action from digital and print ads that are dedicated to corresponding interests.

Please see a detailed walk-through of the Culinary Landing Page on the pages that follow.



Landing pages by topic are easily created in the Drupal CMS via a robust tagging structure and can feature a variety of content types, from articles and itineraries to photography and video.



Interactivity is an important part of modern web design. To make the page feel dynamic, we have included a number of subtle interactions (filters, buttons, scroll arrows, roll-over effects) to attract users and cause them to engage with content on the page.

Research confirms that consumers engage with video content on both desktop and mobile devices. New rich media content is easily accessible throughout both versions of the site.

FOOD FESTIVALS

Foodies, rejoice! West Virginians celebrate their favorite culinary delights all year long, from the start of ramp season in the spring to harvesting golden delicious apples in the fall.

MAY 2015

ALL



WV Strawberry Festival
The Festival is a unique, traditional celebration to honor the strawberry harvest.
May 9-17, 2015



Taste of Parkersburg
Since the event began in 2008, the annual Taste of Parkersburg event has offered an exciting mix of food, wine and music to patrons of this unique and spirited festival.
May 29-30, 2015

SPONSORED BY DOWNTOWN PARKERSBURG

VIEW MORE EVENTS

6

SPIRITED SIPS

Craft Beer, Wine and West Virginia 'Shine! Brewers winemakers and distillers put an artisanal touch on these lively libations

Share photos of your favorite West Virginia libations with #GoToWV

On Facebook, a reader said: "I got hopped up on the 3 Way, 9/14 North End Tavern, 3 Brewery! #GoToWV"



Taste the State's Top Plates



Taste your way through West Virginia with a tour of our culinary hotspots, from restaurants to markets, and gain insight into our culture and history in the process.

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WE'VE GOT YOU COVERED

CAN'T-MISS FOOD TRUCKS

DINING AROUND WEST VIRGINIA

Family-Friendly Restaurants

Farmers Markets

Farm-to-Table Dining

Bakeries

Coffeehouses

Quick Eats

Related: "101 Unique Places to Dine"

Share your tips for making the most out of a West Virginia Food Tour

On Facebook, a reader said: "The Blueberry Buttermilk Pie at Bluegrass Kitchen was a sweet slice of heaven!"

Related, easy-to-search listings offer the necessary planning information to help convert lookers to bookers.

A good mix of planning information balances out the inspirational content and helps move users down the travel planning path.

A variety of content types and calls to action, such as this interactive map, engage site visitors in whatever medium they prefer.

WINE YOUR WAY AROUND WEST VIRGINIA

Fine wine and West Virginia may sound like an unlikely combination, but the art of wine making is taking place all over the Mountain State. Check it out!

#GoToWV

Follow us on social media icons

FREE NEWSLETTER

Sign Up

Redesigning traditional listing pages is a part of our overall plan to elevate the quality of planning content on the website. It also provides significantly more value to the industry by giving them a much richer presence on GoToWV.com.

Listing profile pages are content rich, integrating social feeds, descriptions, a map and related content. Information is well organized and easy to scan and engage with.

Users can expand categories to learn more.

A map view provides the ability for users to see other listings (attractions, restaurants, etc) nearby.

West Virginia
Wild and Wonderful

The official travel website for Wild and Wonderful West Virginia

EXPLORE PLAN EVENTS #GOTOWV BLOG

The Greenbrier

300 W. Main St., White Sulphur Springs, West Virginia 24986, Greenbrier County
Toll Free: 800-453-4858 | Phone: 304-536-1110 | Fax: 304-536-7742

EMAIL RESORT VISIT WEBSITE

A legacy of luxury continues...
The Greenbrier is an award-winning resort located in White Sulphur Springs, West Virginia. As a National Historic landmark, The Greenbrier Resort's classic architecture, exquisite interior design, carefully sculpted landscape, impeccable service and outstanding amenities have hosted distinguished guests from around the world since 1778. Today, The Greenbrier invites a new generation to come out and play. Enjoy relaxing pastimes, start treasured traditions, or set out on an amazing adventure together; you'll find endless vacation possibilities at The Greenbrier.

The Greenbrier Re-imagined
Combining graciousness of the past with exceptional comforts of today, a new era of elegance awaits you at The Greenbrier. This renowned property offers 710 rooms, including 93 suites and 96 guest and estate houses. The

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AMENITIES

- Airport Shuttle
- American Express
- Babysitting
- Bellhop/Bag Handling
- Business Center
- Cabins
- Cable/Satellite TV
- Disc-jockey
- Exercise Room

+

MEETINGS & GROUPS +

WEDDINGS +

CASINO +

RETAIL +

SPA +

GOLF +

SPECIAL DEALS

MOTHER'S DAY AT THE GREENBRIER
\$1,200 PACKAGE VALUE FOR ONLY \$800!
Valid any two consecutive nights from Friday, May 8 to Monday, May 11, 2015.

Treat your mother like a queen for the entire weekend! She deserves to be pampered and there is nowhere more experienced at making a lady feel like royalty than The Greenbrier! Give the gift of The Greenbrier this Mother's Day with a two night stay valued at \$1,200 for only \$800!

READ MORE

FEATURED EVENTS

April 26, 2015
Celebrity Poker Tournament
Denny Hamlin & NASCAR

April 29, 2015
Dine Around & Kitchen Tour
More dates available

May 1 - October 31, 2015
Daily Group Golf Clinics
Improve your golf game with our pros!

RELATED ARTICLES

Romantic Getaways in Greenbrier Valley

PGA Tour Insider: A Caddy's Point of View at The Greenbrier Classic

Top 10 Spa Treatments in Appalachia

tripadvisor

TripAdvisor Feedback

Traveler Rating:
★★★★★
Based on 1711
What to Expect:
Latest 5 Reviews
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18 April 2015 by Pamela S, Brighton, Michigan
Dinner at Sam Sneed's with View of Golf Course and Mountains
My husband and I ate dinner at the Sam Sneed restaurant at the golf course on April 17, 2014. We stayed at this magnificent resort for three nights in April of 2015. While eating dinner at this restaurant, the view was magnificent, ...
Read full review

16 April 2015 by Kleeveer, Columbus, Ohio
Fun night away at The Greenbrier
My husband and I spent a night here this past weekend (April 2015), and we had a great time! We had never been before & were unsure what to expect (we thought it might be a little bit of a "stuffy" crowd). While it is definitely more of a country club type resort...
Read full review

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#GoToWV

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Photos and videos are some of the most effective ways to highlight businesses on the site. The new design incorporates a large number of rich media units pulled from the website's Data Engine as well as the business' official social media channels. (This could be optional for each business.)

Related articles and trusted reviews add another layer of content to help inform and inspire visitors.