

CONTRACT FOR WEBSITE DESIGN WITH INTEGRATED COMPUTER MANAGEMENT SYSTEM SERVICES

THIS CONTRACT entered into on February 13, 2023, by and between the **BOARD OF COUNTY COMMISSIONERS OF NASSAU COUNTY, FLORIDA, a political subdivision of the State of Florida**, hereinafter referred to as the "County", and STARMARK INTERNATIONAL, Inc., located at 201 E. Las Olas Blvd., Suite 1040, Fort Lauderdale, FL 33301, hereinafter referred to as the "Vendor".

WHEREAS, the County received proposals for Website Design with Integrated Computer Management System services, on September 22, 2022 at 10:00 a.m.; and

WHEREAS, the Evaluation Committee has determined that the Vendor was highest ranked firm. A copy of the Vendor's Response is attached hereto as Attachment "A" and made a part hereof; and

NOW, THEREFORE, in consideration of the terms and conditions herein set forth, the County and the Vendor agree as follows:

SECTION 1. Description of Services and/or Materials to be Provided

The County does hereby retain the Vendor to provide the services and/or materials further described in the *Scope of Work*, a copy of which is attached hereto and incorporated herein as Attachment "B". This Contract standing alone does not authorize the performance of any work or require the County to place any orders for work. The Vendor shall commence the work in accordance with the issuance of a written Notice to Proceed for services and/or materials issued by the County.

SECTION 2. Receiving/Payment/Invoicing

No payment will be made for services and/or materials without proper County authorization and approval. The County shall pay the Vendor within forty-five (45) calendar days of receipt and acceptance of invoice by the County Manager, or his designee, pursuant to and in accordance with the promulgations set forth by the State of Florida's Prompt Payment Act. (Florida Statutes Section 218.70). The Vendor shall also submit a copy of all invoices submitted to Amelia Island Convention and Visitors Bureau for payment to invoices@nassaucountyfl.com with a copy provided to billing@ameliaisland.com . Payment shall not be made until services and/or materials have been received, inspected and accepted by the County in the quantity and/or

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quality ordered. Payment will be accomplished by submission of an invoice, with the contract number referenced thereon. Payment in advance of receipt of services and/or materials by the County cannot be made.

The invoice submitted shall be in sufficient detail as to item, quantity and price in order for the County to verify compliance with the awarded bid.

SECTION 3. Acceptance of Services and/or Materials

Receipt of services and/or materials shall not constitute acceptance. Final acceptance and authorization of payment shall be given only after a thorough inspection indicates that the services and/or materials meet bid specifications and conditions. Should the quantity and/or quality differ in any respect from specifications, payment will be withheld until such time as the Vendor takes necessary corrective action. If the proposed corrective action is not acceptable to the County, the County Manager’s Office may authorize the recipient to refuse final acceptance of the quantity and/or quality received. Should a representative of the County agree to accept the services and/or materials on condition that the Vendor will correct their performance within a stipulated time period, then payment will be withheld until said corrections are made.

SECTION 4. Firm Prices

Prices for services and/or materials covered in the specifications of this Contract shall remain firm for the period of this Contract pursuant to pricing as reflected in Attachment “A”; net delivered to the ordering agency, **F.O.B. DESTINATION**. No additional fees or charges shall be accepted.

SECTION 5. Fund Availability

This Contract is deemed effective only to the extent that appropriations are available. Pursuant to Florida Statutes, all appropriations lapse at the end of the Fiscal Year. Multi-year awards may be adequately funded but the County reserves the right not to appropriate for an ongoing procurement if it is deemed in its best interest.

SECTION 6. Expenses

Vendor shall be responsible for all expenses incurred while performing the services under this Contract. This includes, without limitation, license fees, memberships and dues; automobile and other travel expenses; meals and entertainment; insurance premiums; and all salary, expenses

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and other compensation paid to Vendor’s agents, if any, hired by Vendor to complete the work under this Contract.

SECTION 7. Taxes and Liens

The Vendor recognizes that the County, by virtue of its sovereignty, is not required to pay any taxes on the services or goods purchased under the terms of this Contract. As such, the Vendor will refrain from including taxes in any billing. The Vendor is placed on notice that this exemption generally does not apply to nongovernmental entities, contractors, or subcontractors. Any questions regarding this tax exemption should be addressed to the County Manager.

The Vendor acknowledges that property being improved that is titled to the County, is not subject to lien of any kind for any reason. The Vendor shall include notice of such exemptions in any subcontracts and purchase orders issued under this Contract.

SECTION 8. Laws Governing this Contract

This Contract shall be consistent with, and be governed by, the Ordinances of Nassau County, the whole laws and rules of the State of Florida, both procedural and substantive, and applicable federal statutes, rules and regulations. Any and all litigation arising under this Contract shall be brought in Nassau County, Florida. Any mediation, pursuant to litigation, shall occur in Nassau County, Florida.

SECTION 9. Changes

The County reserves the right to order, in writing, changes in the work within the scope of the Contract, such as change in quantity or delivery schedule. The Vendor has the right to request an equitable price adjustment in cases where changes to the Contract under the authority of this clause result in increased costs to the Vendor.

SECTION 10. Modifications

In addition to modifications made under the changes clause, this Contract may be modified within the scope of the Contract upon the written and mutual consent of both parties, and approval by appropriate legal authority in the County.

SECTION 11. Assignment & Subcontracting

In order to assign its Contract with the County, or to subcontract any of the work requirements to be performed, the Vendor must ensure, and provide assurances to the County upon request, that any subcontractor selected for work under this Contract has the necessary

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qualifications and abilities to perform in accordance with the terms and conditions of this Contract. The Vendor must provide the County with the names of any subcontractor considered for work under this Contract; the County reserves the right to reject any subcontractor whose qualifications or performance, in the County’s judgement, are insufficient. The Vendors agrees to be responsible for all work performed and all expenses incurred with the project. Any subcontract arrangements must be evidenced by a written document available to the County upon request. The Vendor further agrees that the County shall not be liable to any subcontractor for any expenses or liabilities incurred under the subcontract. The Vendor, at its expense, will defend the County against such claims.

The Vendor agrees to make payments to any of its subcontractors within seven (7) working days after receipt of full or partial payments from the County in accordance with F.S. 287.0585, unless otherwise stated in the contract between the Vendor and subcontractor. The Vendor’s failure to pay its subcontractor(s) within seven (7) working days will result in a penalty charged against the Vendor and paid to the subcontractor in the amount of one-half of one percent (0.50%) of the amount due per day from the expiration of the period allowed herein for payment. Such penalty shall be in addition to the actual payments owed and shall not exceed fifteen percent (15%) of the outstanding balance due.

SECTION 12. Severability

If any section, subsection, sentence, clause, phrase, or portion of this Contract is, for any reason, held invalid, unconstitutional, or unenforceable by any Court of Competent Jurisdiction, such portion shall be deemed as a separate, distinct, and independent provision, and such holding shall not affect the validity of the remaining portions thereof.

SECTION 13. Termination for Default, Fraud or Willful Misconduct

The performance of the Contract may be terminated by the County in accordance with this clause, in whole or in part, in writing, whenever the County shall determine that the Vendor has failed to meet the requirements as outlined in this Contract. Upon receipt of the written notice of termination, the Vendor shall immediately render to the County all property belonging to the County, including but not limited to, equipment, books, records, etc.

SECTION 14. Termination for Convenience

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The County reserves the right to terminate the Contract in whole or part by giving the Vendor written notice at least thirty (30) days prior to the effective date of the termination. Upon receipt of written notice of termination from the County, the Vendor shall only provide those services and/or materials specifically approved or directed by the County. All other rights and duties of the parties under the Contract shall continue during such notice period, and the County shall continue to be responsible to the Vendor for the payment of any obligations to the extent such responsibility has not been excused by breach or default of the Vendor. The Vendor shall promptly contact the County to make arrangements to render to the County all property belonging to the County, including but not limited to, equipment, books, records, etc.

SECTION 15. Force Majeure

Neither party of this Contract shall be liable to the other for any cost or damages if the failure to perform the Contract arises out of causes beyond the control and without the fault or negligence of the parties. Such causes may include, but are not restricted to, acts of nature, fires, quarantine restriction, strikes and freight embargoes. In all cases, the failure to perform must be totally beyond the control and without any fault or negligence of the party.

In the event of delay from the foregoing causes, the party shall take all reasonable measures to mitigate any and all resulting delay or disruption in the party's performance obligation under this Contract. If the delay is excusable under this paragraph, the delay will not result in any additional charge or cost under the Contract to either party. In the case of any delay the Vendor believes is excusable under this paragraph, the Vendor shall notify the County in writing of the delay or potential delay and describe the cause of the delay either: (1) within ten (10) calendar days after the cause that creates or will create the delay first arose, if the Vendor could reasonably foresee that a delay could occur as a result; or (2) within five (5) calendar days after the date the Vendor first had reason to believe that a delay could result, if the delay is not reasonably foreseeable. THE FOREGOING SHALL CONSTITUTE THE VENDOR'S SOLE REMEDY OR EXCUSE WITH RESPECT TO DELAY. Providing notice in strict accordance with this paragraph is a condition precedent to such remedy. The County, in its sole discretion, will determine if the delay is excusable under this paragraph and will notify the Vendor of its decision in writing. No claim for damages, other than for an extension of time, shall be asserted against the County. The Vendor shall not be entitled to an increase in the Contract price or payment of any

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kind from the County for direct, indirect, consequential, impact, or other costs, expenses or damages, including but not limited to costs of acceleration or inefficiency arising because of delay, disruption, interference, or hindrance from any cause whatsoever. If performance is suspended or delayed, in whole or in part, due to any of the causes described in this paragraph, after the causes have ceased to exist, the Vendor shall perform at no increased cost, unless the County determines, in its sole discretion, that the delay will significantly impair the value of the Contract to the County, in which case, the County may do any or all of the following: (1) accept allocated performance or deliveries from the Vendor, provided that the Vendor grants preferential treatment to the County with respect to products or services subjected to allocation; (2) purchase from other sources (with out recourse to and by the Vendor for the related costs and expenses) to replace all or part of the products or services that are the subject of the delay, which purchases may be deducted from the Contract quantity; or (3) terminate the Contract in whole or in part.

SECTION 16. Access and Audits

The Vendor shall maintain adequate records to justify all charges, expenses, and costs incurred in providing the services and materials for at least three (3) years after completion of this Contract. The County and the Clerk of Courts shall have access to such books, records, and documents as required in this Section for the purpose of inspection or audit during normal business hours, at the County’s or the Clerk’s cost, upon five (5) days’ written notice.

SECTION 17. Vendor Responsibilities

The Vendor will provide the services and materials agreed upon in a timely and professional manner in accordance with specifications referenced herein and in accordance with the *Scope of Work*.

SECTION 18. Public Emergencies

The Vendor shall agree before, during, and after a public emergency, disaster, hurricane, tornado, flood, or other acts of nature that the County shall require a “First Priority” for services and materials. It is vital and imperative that the majority of citizens are protected from any emergency situation that threatens public health and safety, as determined by the County. The Vendor agrees to sell all materials to and perform all services for the County or governmental entities on a “First Priority” basis. The County expects to pay a fair and reasonable price for all services and materials rendered or contracted in the event of a disaster, emergency, hurricane, tornado or other acts of nature.

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SECTION 19. Period of Contract/Option to Extend or Renew

The performance period of this Contract shall begin upon full execution by the last party to execute this Contract and terminate on five (5) years thereafter. The performance period of this Contract may be extended in one (1) year increments, unless otherwise agreed to by the parties, for up to two (2) additional years maximum upon mutual written agreement between the Vendor and the County with no change in terms or conditions. Any extensions shall be signed and approved by both parties. Any Contract or amendment to the Contract shall be subject to fund availability and mutual written agreement between the County and the Vendor.

In the event that the Contract is continued beyond the term provided, by mutual consent, the Contract shall be carried out on a month-to-month basis and shall not constitute an implied renewal of the Contract. Said month-to-month extension shall be upon the same terms of the Contract and at the compensation and payment provided herein.

SECTION 20. Probationary Period

The first ninety (90) days of this Contract are to be considered a “probationary” period. At the County’s election, this Contract may be terminated, based on the performance of the Vendor, and a new award be granted without another formal bid.

SECTION 21. Independent Vendor Status

Vendor and County agree that: (a) Vendor has the right to perform services for others during the term of this Contract; (b) Vendor has the sole right to control and direct the means, manner and method by which the services required by this Contract will be performed; (c) Vendor has the right to perform the services required by this Contract at any location or time; (d) Vendor has the right to hire assistants as subcontractors, or to use employees to provide the services required by this Contract.

SECTION 22. Indemnification and Insurance

Vendor shall indemnify and hold harmless County and its agents and employees from liabilities, damages, losses and costs, including but not limited to, reasonable attorney’s fees, to the extent caused by the negligence, recklessness, or intentionally wrongful conduct of Vendor and any persons employed or utilized by Vendor, in the performance of the Contract.

Vendor shall maintain such commercial (occurrence form) or comprehensive general liability, workers compensation, professional liability, and other insurance as is detailed in Exhibit

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“1” and as is appropriate for the goods or services being performed hereunder by Vendor, its employees or agents.

SECTION 23. Dispute Resolution

The County may utilize this section, at their discretion, as to disputes regarding Contract interpretation. The County may send a written communication to the Vendor by email, overnight mail, UPS, FedEx, or certified mail. The written notification shall set forth the County’s interpretation of the Contract. A response shall be provided in the same manner prior to the initial meeting with the County Manager. This initial meeting shall take place no more than twenty (20) days from the written notification of the dispute addressed to the Vendor. The Vendor should have a representative, at the meeting that can render a decision on behalf of the Vendor.

If there is no satisfactory resolution as to the interpretation of the contract, the dispute may be submitted to mediation in accordance with mediation rules as established by the Florida Supreme Court. Mediators shall be chosen by the County and the cost of mediation shall be borne by the Vendor. The Vendor shall not stop work during the pendency of mediation or dispute resolution.

SECTION 24. E-Verify System

The Vendor must comply with F.S. 448.095 and use the United States Department of Homeland Security’s E-Verify system (“E-Verify”) to verify the employment eligibility of all persons hired by the Vendor during the term of this Contract to work in Florida. Additionally, if the Vendor uses subcontractors to perform any portion of the Work (under this Contract), the Vendor must include a requirement in the subcontractor’s contract that the subcontractor use E-Verify to verify the employment eligibility of all persons hired by subcontractor to perform any such portion of the work. Answers to questions regarding E-Verify as well as instructions on enrollment may be found at the E-Verify website: www.uscis.gov/e-verify.

The Vendor further agrees to maintain records of its participation and compliance with the provisions of the E-Verify program, including participation by its subcontractors as provided above, and to make such records available to the County or other authorized entity consistent with the terms of the Vendor’s enrollment in the program. This includes maintaining a copy of proof of the Vendor’s and subcontractors’ enrollment in the E-Verify program. If the Vendor enters into a contract with a subcontractor, the subcontractor must provide the Vendor with an affidavit stating

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that the subcontractor does not employ, contract with, or subcontract with an unauthorized alien. The Vendor shall maintain a copy of such affidavit for the duration of the Contract.

Compliance with the terms of the E-Verify program provision is made an express condition of this Contract and the County may treat a failure to comply as a material breach of the Contract. If the County terminates the Contract pursuant to F.S. 448.095(2)(c), the Vendor may not be awarded a public contract for at least one (1) year after the date on which the contract was terminated and the Vendor is liable for any additional costs incurred by the County as a result of the termination of this Contract.

SECTION 25. Public Records

The County is a public agency subject to Chapter 119, Florida Statutes. **IF THE VENDOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE VENDOR’S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT (904) 530-6090, RECORDS@NASSAUCOUNTYFL.COM, 96135 NASSAU PLACE, SUITE 6, YULEE, FLORIDA 32097.** Under this agreement, to the extent that the Vendor is providing services to the County, and pursuant to section 119.0701, Florida Statutes, the Vendor shall:

- a. Keep and maintain public records required by the public agency to perform the service.
- b. Upon request from the public agency’s custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
- c. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the Contract term and following completion of the Contract if the Vendor does not transfer the records to the public agency.
- d. Upon completion of the Contract, transfer, at no cost, to the public agency all public records in possession of the Vendor or keep and maintain public records required by the public

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agency to perform the service. If the Vendor transfers all public records to the public agency upon completion of the Contract, the Vendor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Vendor keeps and maintains public records upon completion of the Contract, the Vendor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from the public agency’s custodian of public records, in a format that is compatible with the information technology systems of the public agency.

SECTION 26. Request for Records; Noncompliance

A request to inspect or copy public records relating to a public agency’s contract for materials must be made directly to the public agency. If the public agency does not possess the requested records, the public agency shall immediately notify the Vendor of the request, and the Vendor must provide the records to the public agency or allow the records to be inspected or copied within a reasonable time.

If a Vendor does not comply with the public agency’s request for records, the public agency shall enforce the Contract provisions in accordance with the Contract.

A Vendor who fails to provide the public records to the public agency within a reasonable time may be subject to penalties under §119.10, Florida Statutes.

SECTION 27. Civil Action

If a civil action is filed against the Vendor to compel production of public records relating to the Contract, the Court shall assess and award against the Vendor the reasonable costs of enforcement, including reasonable attorney fees if:

- (a) The Court determines that the Vendor unlawfully refused to comply with the public records request within a reasonable time; and
- (b) At least eight (8) business days before filing the action, the plaintiff provided written notice of the public records request, including a statement that the Vendor has not complied with the request, the public agency and to the Vendor.

A notice complies with subparagraph (b), if it is sent to the public agency’s custodian of public records and to the Vendor at the Vendor’s address listed on its Contract with the public agency or to the Vendor’s registered agent. Such notices must be sent by common carrier delivery

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Contract No.: CM 3310

service or by registered, Global Express Guaranteed, or certified mail, with postage or shipping paid by the sender and with evidence of delivery, which may be in an electronic format.

A Vendor who complies with a public records request within eight (8) business days after the notice is sent is not liable for the reasonable costs of enforcement.

SECTION 28. Disclosure of Litigation, Investigations, Arbitration or Administrative Decisions

The Vendor, during the term of this Contract, or any extension, has a continual duty to properly disclose to the County Attorney, in writing, upon occurrence, all civil or criminal litigation, arbitration, mediation, or administrative proceeding involving the Vendor. If the existence of the proceeding causes the County concerns that the Vendor's ability or willingness to perform this contract is jeopardized, the Vendor may be required to provide the County with reasonable written assurance to demonstrate the Vendor can perform the terms and conditions of the Contract.

SECTION 29. Entire Agreement

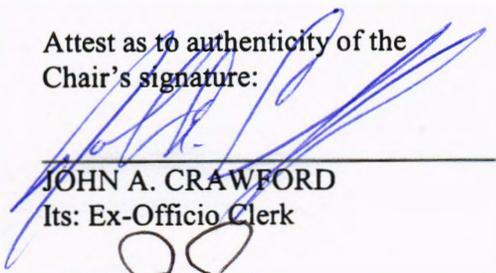
The written terms and provisions of this Contract shall supersede all prior verbal statements of any official or other representative of the County. Such statements shall not be effective or be construed as entering into, or forming a part of, or altering in any manner whatsoever, this Contract or Contract Documents.

IN WITNESS WHEREOF, the parties have executed this Contract which shall be deemed an original on this day and year first above written.

**BOARD OF COUNTY COMMISSIONERS
NASSAU COUNTY, FLORIDA**


By: Klynt Farmer
Its: Chairman
Date: February 13, 2023

Attest as to authenticity of the
Chair's signature:


JOHN A. CRAWFORD
Its: Ex-Officio Clerk

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Initials: JH

Contract No.: CM 3310

Approved as to form and legality by the
Nassau County Attorney

Denise C. May

1/20/2023

DENISE C. MAY

STARMARK INTERNATIONAL, INC.

Jacqueline Harnett

Jacqueline Harnett

By: _____

President

Its: _____

Date: 1/20/2023

Initials: *DM*

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ATTACHMENT "B" SCOPE OF WORK

SCOPE OF WORK:

To Design, Develop and Maintain the Ameliasland.com website including a Computer Management System (CMS) for the Ameliasland.com website. Agency should include, but not be limited to the following information in their response:

- **Summary of proposed solution/CMS**
Demonstrate CMS experience showcasing the Agency's understanding of the RFP, how the Agency approaches the recommendation, and why their approach is best/will work.
- **Details on proposed solution** – The Agency should be clear on how their solution meets AICVB business requirements and goals.
- **Technical requirements** – Does the proposed solution include any new or special technical requirements for which AICVB will have to accommodate? If so, has this been factored into the timeline and proposal?
- **Firm structure & service plan** – How will the Agency support the relationship through and beyond the transition?
- **Strategy, original ideas** – Showcase the Agency's ability to develop thoughtful, strategic approaches and creative ideas to help AICVB achieve its goals.
- **Proposed budget** – Include detailed budget recommendations for Design, Build and Maintenance.

GOALS AND OBJECTIVES:

Goals for a new site are to:

- Encourage traffic, bring increased exposure, and broaden impact to travelers to Amelia Island.
- Continue to improve user experience.
- Update aesthetics in keeping with brand voice.
- Make the site easy for a small in-house team to update and manage.
- Leverage partner database for limited data export - no sales management or functions.
- Enhance accessibility and equity through easy navigation, compliance, language translation.
- Create a communication tool to inspire and convert potential visitors to support Amelia Island's vital tourism economic engine.

Project objectives include:

- Build site in a CMS platform that optimizes the goals and objectives and delivers best in class destination website.

ATTACHMENT "B" SCOPE OF WORK

- CMS should allow for multiple users and permissions levels for in-house management/editing the site
- Create multiple forms: business listings, landing pages, travel guides, video/photo tours, registration forms
- Migrate content pages from our current site
- Display a robust event calendar
- Optimize for SEO
- Develop inspiring blog
- Integrate with social media (share buttons, follow buttons, etc.)
- Achieve GDPR privacy and 508 accessibility compliance
- Translate content into multiple languages
- Maintain CMS system as a partner database

Content to include:

- See a preliminary sitemap: <https://www.ameliaisland.com/sitemap.xml>
- Roughly 3K pages (blogs, landing pages, accommodation, activities & restaurant listings, Travel Guides, Video and Photo Tours, etc.) including videos, images, infographics, links, CTAs, forms, meta data, event calendar, and Third-Party reviews to migrate
- Request thought leadership, insights and expertise around on-page SEO.
- Additional content services may be requested during migration, such as: audit or strategy in moving only key content/pages without sacrificing SEO. NOTE: No copywriting, Photo/Video services required.

Technical Components - Integrations to include:

Current integration with the following embedded systems:

- MailChimp for email
- Simpleview/Book Direct referral engine
- Photo and video galleries via Crowdriff Platform
- Wistia Video Content Hosting
- Google Maps for business listing
- TripAdvisor for lodging reviews into business listing
- Threshold 360 Platform for 360-degree videos
- Google Translate on homepage
- Social integration via icon links in universal header and footers, SHARE button on one custom landing page
- Auth.net for event registration payments

Additional items to include:

ATTACHMENT "B" SCOPE OF WORK

Website Sustainability -

Expectation of a monthly fee for site maintenance and optimization leveraging thought leadership, insights and expertise in CMS management, email or a combination of the two.

All assets including rights to the source code owned by Amelia Island. Full documentation and access to migrate the website to future support provider will be provided.

Future Hosting & Domain Name -

AICVB owned domain. Hosting currently served by SilverTech, Inc. and would be supported by web developer partner going forward.

Accessibility -

WCAG 2.0 vs WCAG 2.1 standards for complying with the Americans with Disabilities Act (ADA) plus compliance with GDPR privacy and other regulatory needs.

Languages -

Consistent with current website.

Site Search to include:

- An intuitive navigation structure and robust search capability to encourage wayfinding throughout the site. Need search function that can support optimizing SEO without prioritizing older, outdated blogs and messaging.
- Possible Social RSS feed into Ameliainsland.com.
- Partner portal with levels of access and login for external partners into the CRM system.
- Opportunity for additional microsite development of AmeliainslandTDC.com under separate project scope.

Optional future elements to accommodate each of the following features:

- Upgrade/redesign calendar functionality with more visual capability – keeping simplicity of submitting events by external users.
- Integration of business listing information via API into Amelia Island mobile app – custom and proprietary app built by Miles Partnership, Inc.
- Business listing searchability by business hours, amenities, location.
- Ability to link business listing info on AI.com with Google business listings

ATTACHMENT "A"

Amelia Island | F2023 Starmark New Website with Integrated CMS & Maintenance Scope of Work

- Auth.net for event registration payments

Site Search Include:

- An intuitive navigation structure and robust search capability to encourage wayfinding throughout the site. Need search function that can support optimizing SEO without prioritizing older, outdated blogs and messaging.
- Possible Social RSS feed into Ameliainland.com.
- Partner portal with levels of access and login for external partners into the CRM system.
- Opportunity for additional microsite development of AmeliainlandTDC.com under separate project scope.

Maintenance & Support - Website Sustainability

A monthly fee for site maintenance and optimization leveraging thought leadership, insights and expertise in CMS management, email or a combination of the two.

All assets including rights to the source code owned by Amelia Island. Full documentation and access to migrate the website to future support provider will be provided.

The Starmark Team will create a New Website & CMS Roadmap that will include the strategic goals for the new site including:

- Encourage traffic, bring increased exposure, and broaden impact to travelers to Amelia Island.
- Continue to improve user experience.
- Update aesthetics in keeping with brand voice.
- Make the site easy for a small in-house team to update and manage.
- Leverage partner database for limited data export - no sales management or functions.
- Enhance accessibility and equity through easy navigation, compliance, language

ATTACHMENT "A"

Amelia Island F2023 Starmark New Website with Integrated CMS & Maintenance Scope of Work

Translation.

- Create a communication tool to inspire and convert potential visitors to support Amelia Island's vital tourism economic engine.

The Roadmap will start with a collaborative client/agency Program Context meeting. It involves all participants working together to define program context, key drivers, critical success factors and known risks. Program Context establishes mutual understanding of Amelia Island Convention & Visitors Bureau team needs and provides foundational information needed by the Starmark team for the subsequent Project Roadmap Workshop.

A finished website design with integrated CMS Roadmap delivers these six elements:

Clear Scope: Identifying all the "stories" (project scope) that will be delivered. Scope is independent, negotiable, valuable and estimable.

Epic Structure: A natural grouping of stories into a logical framework that helps everyone plan and work more efficiently.

Success Criteria: How do we know when the story is complete? When all the success criteria are met.

Issues/Risks: What are the questions or items that still require resolution?

Priority: Assigning every story one of three priority level informs planning and scheduling.

Cost: We estimate the hours required for each "role" on a story based on the roles required to complete all the success criteria.

We divide your project roadmap into manageable two-week sprints, based upon the priority determined in the roadmap walkthrough.

Sprint Schedule

- I. Strategy & Roadmap: Two Sprints

ATTACHMENT "A"

Amelia Island | F2023 Starmark New Website with Integrated CMS & Maintenance Scope of Work

- II. Information Architecture: Two Sprints
- III. UX/UI Design: Four Sprints
- IV. CMS Selection, Set-up, Configuration: Five Sprints
- V. Website Production & Content Migration: Four Sprints
- VI. User Acceptance Testing: Two Sprints
- VI. Website Maintenance: Will begin the sprint after the website is live and continue per contract terms.

The project will be invoiced on a monthly basis for all deliverables completed each month.

Notes:

- Upon completion of the Website Project Roadmap a detailed list of deliverables with costs and a project plan will be submitted to be included as an addendum to the contract.

ATTACHMENT "A"

COST SCHEDULE

CONTRACTOR shall design, development and maintain Amellaisland.com Website including Computer Management System (CMS) for the prices stated below.

	1. TOTAL COST for Design, Development, Deployment/Implementation, and Training, (travel expenses included, if any) for fully operational website and Computer Management System	\$ 195,000.00
2. SOFTWARE SUPPORT & MAINTENANCE SERVICE COSTS:		
	24/7 Support & Maintenance Services - 1 st Year	\$ 85,800.00
	24/7 Support & Maintenance Services - 2 nd Year	\$ 85,800.00
	24/7 Support & Maintenance Services - 3 rd Year	\$ 85,800.00
	24/7 Support & Maintenance Services - 4 th Year	\$ 85,800.00
	24/7 Support & Maintenance Services - 5 th Year	\$ 85,800.00
	TOTAL SOFTWARE SUPPORT & MAINTENANCE SERVICE COSTS (5 years)	\$ 429,000.00
ANNUAL REOCCURRING COSTS		
	3. WEBSITE HOSTING	\$ 7,200.00
	4. CMS SUBSCRIPTION LICENSING FOR ONE (1) DOMAIN	\$ 500.00
	5. EMAIL AND DATABASE MANAGEMENT	\$ 6,000.00
ADDITIONAL SERVICES		
	HOURLY RATE FOR ADDITIONAL SERVICES	\$ 150.00

Company Name:	Starmark International, Inc.
Authorized Name & Title:	Jacqueline Hartnett, President

Attachment "A"



NASSAU COUNTY

Ameliasland.com Website Design
with Integrated CMS

RFP NO. NC22-036

09.21.2022

1. COVER LETTER



1. COVER LETTER | QUALIFICATIONS STATEMENT

The website needs outlined by Nassau County are an ideal fit for Starmark's 25+ years of expertise in building responsive websites for global travel, entertainment and destination brands.

Starmark brings you award winning mobile-first creative and backend expertise. As an Agile Agency, we have a methodology that makes complex projects radically more transparent, efficient and enjoyable.

We know you'll also appreciate working with a team that has grown up alongside lead generation and booking travel. We have lots of learning and best practices from different models that apply perfectly to the challenges set out in your RFP. Our proposal touches on most of them, and we look forward to discussing all of these ideas in greater depth during the in-person phase of the process.

Our philosophy of testing early and often is a perfect complement to your approach. We hope to integrate a more robust pre-market validation protocol to achieve results more quickly, while following an always be testing mindset on the live site. In our experience, that's the most sure-fire path to website success.

The team at Starmark is thrilled for the opportunity to help take the digital presence of Amelia Island to the next level. At Starmark, we know a thing or two about inspiring travel by meeting vacationers where they are. We've been living and breathing travel & hospitality marketing for over 20 years. And we're excited to put that knowledge to work for you.

Here Are Some of the Important Things We've Learned along the Way:

- **Travelers need to feel a destination before they want to visit.** We're experts at taking the experience and spirit of a place to where travelers live.
- **People value experiences over stuff.** We surprise and delight consumers with intercepts and activations that introduce them to our destinations and travel brands. We create these same kinds of small, memorable interactions online throughout the customer journey because experiences stick with people.
- **We need to stay on top of technology.** Marketing travel requires being relevant throughout the customer journey. Implementing new digital experiences, automating communications, innovating content delivery allows us to work smarter, not harder.



1. COVER LETTER | QUALIFICATIONS STATEMENT CONT'D...

We Have the Experience You Need:

- For over 20 years, we've been one of the leading tourism agencies in the state of Florida – working on behalf of Amelia Island Convention & Visitors Bureau, Kissimmee Convention & Visitors Bureau, Greater Fort Lauderdale Convention & Visitors Bureau and SeaWorld – in addition to world-class resort clients like Karisma Hotels & Resorts.
- Our work for Amelia Island Convention & Visitors Bureau has not only achieved record-setting results, it has garnered several accolades and awards, including district-level Addys, Henrys and a Best of Show Flagler, and Adrian awards, among others. It is a partnership that has resulted in numerous successes – and endless amounts of fun.
- In addition to tourism, as you'll see in our case studies, we've successfully tackled major business challenges for our clients through digital solutions.

You'll Love Our Philosophy and Methodology:

- We exist to make our clients shine brighter, and we've been excelling at it for 40+ years.
- We look forward to introducing you to a new way of working, with an Agile Agency that makes complex projects radically more transparent, efficient and enjoyable.
- You stay in contact with your team of experts throughout the project, and it will change your standards for working with an agency from here on out.

We Have the Ability to Execute our Innovations and Big Ideas:

- All agencies have great ideas. We're great at making those ideas reality.
- Because we roadmap and brainstorm as an integrated team, we turn our ideas into executable plans more easily
- You have access to our Innovation Lab - a discipline that applies technological solutions to big business opportunities to create new products and experiences. We hold two U.S. Patents on technologies we created and then deployed for clients, with a third pending.

Long Term Relationships:

- We are a trusted resource because of our depth of website and commerce development experience for companies from Florida Power & Light to ViacomCBS.
- We manage everything in the technical stack from end-to-end, from the UX design and content messaging strategy to the high-capacity/high-availability infrastructure on Amazon Web Services.
- Our Master Service Agreements for ongoing maintenance mean that your website investment will last longer, resulting in a greater return on your initial investment.
- Our longest commerce development partner - Cinch Home Services - is on version 3 of their site that we started from scratch in 2006. Today it does millions of dollars of e-commerce every month.

Jacquie Hartnett
 President and Primary Agency Contact
 954-874-9008
 jhartnett@starmark.com



1. COMMITMENT TO EXCELLENCE

Simply put, major projects go more smoothly with Starmark than with traditional agencies. That's primarily because we're an entirely Agile Agency.

Everyone from our copywriters to art directors to media planners to our front-end developers is Agile. We're organized into two independent workstreams created to serve the unique needs of our clients' businesses.

You get access to the best brains in every specialty from the start of the project. And because we're committed to roadmapping for mutual understanding, you'll have a much better idea of what the plan includes and where we are in the process.

We're so unique in this way that *The Wall Street Journal* interviewed us for an article about Agile Methodology in August 2019. You can read about our experience with a flat-out better way to work at starmark.com/wsj.



"You guys don't seem like an agency."

WHAT MAKES
STARMARK
DIFFERENT?

Yeah, we get that a lot. So if you're looking for what makes us unique, it's better if we just show you.

Watch the video at starmark.com/unique.

2. TABLE OF CONTENTS



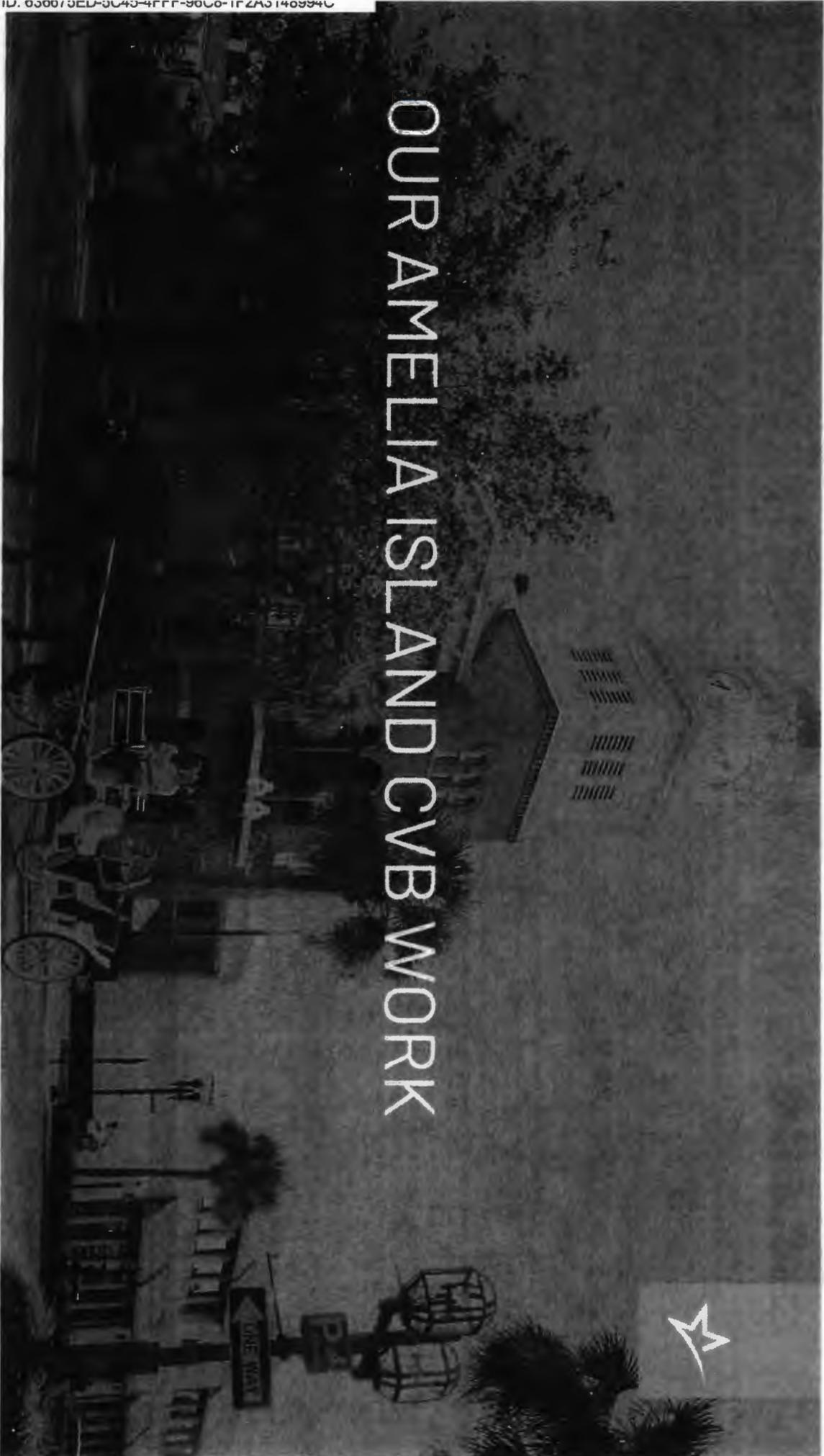
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3. EXPERIENCE AND QUALIFICATIONS



OUR AMELIA ISLAND CVB WORK



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MOMENTS CAMPAIGN



WELCOMING VISITORS BACK TO
FLORIDA'S ENCHANTED ISLAND

Find your perfect
Moment

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MOMENTS CAMPAIGN

Starmark and Amelia Island Convention & Visitors Bureau partnered to launch the destination's comeback campaign from COVID-19. No easy task considering the pandemic's staggering impact on the global tourism industry.

The Challenge

As travel began to slowly resume during Florida's phased reopening, Amelia Island CVB needed a plan to welcome visitors back to their sunny shores. The destination's current tagline "Come Make Memories" was still in play, but as travel behaviors changed, it became clear it was time for a refresh. Starmark was tasked to develop a new campaign that would build on the tagline and communicate the safe attributes of the destination — wide-open spaces, outdoor activities and beautiful beaches — without the crowds.



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MOMENTS CAMPAIGN CONT'D...

Three concepts, one comprehensive testing approach

The Starmark creative team developed three concepts utilizing Amelia Island's existing imagery of the peaceful, uncrowded beaches, so as to not require a new photo/video shoot during the pandemic. The UX team then tested the themes with both loyalists and prospects in drive-market regions. After various rounds and combinations of tests, the "Moments" concept was declared the winner.

The "Moments" campaign resonated the most with copy that spoke to the moments in life that are heightened by extra-sensory experiences so powerful, they become lasting memories. The concept captured those new-found moments in stunning Amelia Island locations, reminding consumers they needed to experience those moments, and come make new memories – now more than ever before.



[Click to watch video](#)

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MOMENTS CAMPAIGN CONT'D...

A roll out that went all out

An open invitation to visit the destination, the "Moments" campaign was leveraged across all of Amelia Island's media channels. Elements included broadcast spots, out-of-home, print, social, animated and static banners, and a landing page where all assets would drive to.

For social, the team developed several ad units to engage target audiences who were dreaming about their long-overdue vacations while scrolling through their feeds. Units included animated story ads, carousel ads with cinemagraphs, various in-feed ads targeting families and couples, and an in-depth Instant Experience ad.



[Click to watch video.](#)



[Click to watch video.](#)

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MOMENTS CAMPAIGN CONT'D...

A 360-degree portal was deployed to take viewers on a journey through the natural beauty of Amelia Island

The team also developed a Facebook Messenger chatbot campaign to facilitate a conversation between readers and the destination, where they could ask questions about safety, what's open and general information about the island. The chatbot linked to the CVB's online travel guide, where users could explore the best of the destination.



[Click to watch video](#)



[Click to watch video](#)

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MOMENTS CAMPAIGN CONT'D...

Turning moments into memories

With a fully integrated, timely campaign, Starmark helped ensure Amelia Island would be ready to welcome visitors from drive markets throughout Florida and the Southeast U.S. Whether they were first-timers or frequent guests, the message was clear: Amelia Island was a welcoming, safe choice for a much needed, well-deserved vacation — where new memories were waiting to be made.



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MOMENTS CAMPAIGN CONT'D...

The "Moments" Campaign Enjoys Continued Success

Fully integrated, the "Moments" campaign was able to sustain visitation and economic growth for local businesses, vacation rentals and hotels on Amelia Island -- and Florida overall. As travel behaviors fluctuated, we refreshed the campaign assets as needed, crafted strategic messaging and deployed new ad units and technologies such as podcasts and rich media units.

Variations of the campaign continued to drive visitation to Amelia Island well into 2021. In fact, these efforts contributed to Amelia Island achieving the highest bed tax collections ever. In the first quarter of the calendar year, the number of visitors to the destination was up 32% year over year (YoY) with total economic impact up nearly 61% YoY. Occupancy, average daily rate and revenue per available room were also all up significantly YoY.

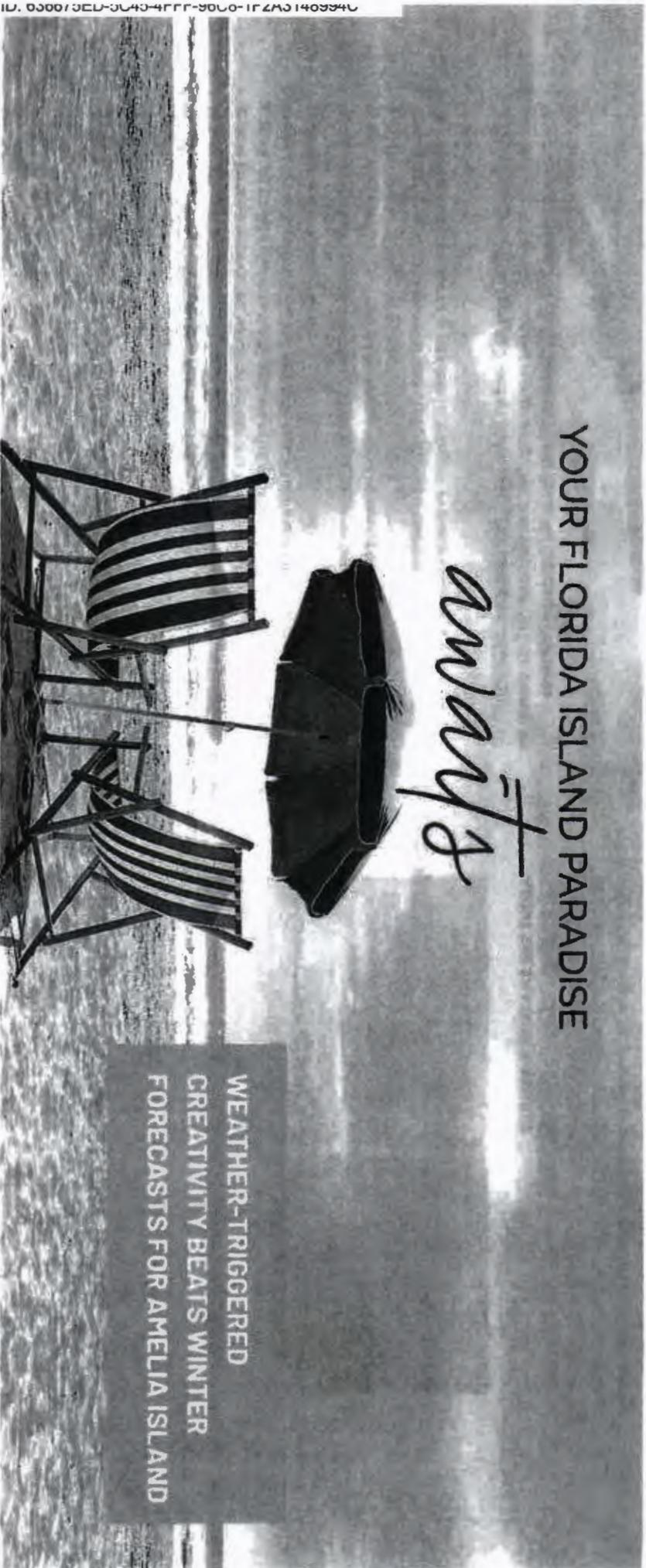
Starmark and the AICVB were awarded a Flagler award, two esteemed 2020 SMARTIES awards in the AR/VR and Pivot Marketing categories; four Platinum MarCom awards for Integrated Campaign, AR/VR, Social Content and Social Ad Campaign; and three HSMIA Adrian awards.



ABOUT THE SMARTIES X AWARDS

The SMARTIES X Award is the highest achievement across the globe honoring and awarding outstanding innovation resulting in significant business impact for brands, agencies, media companies and technology providers. A highly competitive and coveted award, SMARTIES X was only awarded to three entries in the world in the AR/VR category in 2020. Winners are among the best in the modern marketing community, including the Amelia Island "Moments" Campaign, which was in good company with the LA Rams and Cadillac.

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB WEATHER-TRIGGERED DIGITAL CAMPAIGN



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB WEATHER-TRIGGERED DIGITAL CAMPAIGN

After a successful welcome back for travelers as pandemic restrictions eased, in winter of 2021, Starmark and the Amelia Island Convention & Visitors Bureau (AICVB) wanted to find a way to inspire spontaneous getaways for travelers in winter-weary northern cities. The answer was an award-winning weather-triggered digital campaign that outperformed all estimates for media performance.

How to Avoid Getting Iced Out by Other Coastal Destinations

With travel advertising ramping back up on the heels of pandemic travel restrictions, Amelia Island needed a smarter way to start a travel conversation to avoid getting drowned out by larger coastal destinations broadcasting the traditional sun and sand pitch. The team needed an approach that was more targeted and more incisive to beat the heat from competitors.

A Cool Insight Drives an Even Cooler Execution

The driving insight for this campaign came from team members from the northern and midwestern states about the low points of winter. You know, those days where you can't imagine it getting any colder — until it does.

Tapping into the visceral experiences of winter weather and the mindset of wanting to escape from slogging through slush or being cloistered in the house, our team concocted a tiered campaign approach that dialed up the escapism as temperatures dropped in DC, Philadelphia, Boston and New York.

When daytime temperature estimates dropped to a certain point, our standard campaign creative was replaced by the first stage of our weather-triggered ads. And on days with snowfall, a second creative iteration dialed up the appeal of a blue-sky getaway on Amelia Island.

Both creative approaches were tailored for winter-weary mindsets to grab attention and then pay it off with a quick Instagram-highlights-style tour of experiences awaiting travelers on the island.



Click to see video



Island inspired

Meetings

INSPIRING PLANNERS TO BOOK
WHEN NO ONE WAS BOOKING

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MEETINGS CAMPAIGN

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MEETINGS CAMPAIGN

Starmark and the Amelia Island Convention & Visitors Bureau (AICVB) created a new campaign that could target meeting planners during the slower pandemic year, so when planners moved from dreaming to planning mode again, they would keep Amelia Island top of mind and submit a Request For Proposal (RFP).

Starmark created the "Island Inspired" meetings campaign that showcased the destination's wide-open spaces, island charm and southern hospitality. The campaign needed to communicate a safety message, instilling the confidence needed for planners to book coming out of the pandemic.

"Island Inspired Meetings" positioned the island as the place where groups could safely come together and feel as though they were a world away. Elements include a video Starmark conceived and shot, engaging social units, digital ads, a printed trade brochure, and an accompanying email campaign that immerses planners so they can see for themselves.

Social components included Facebook, LinkedIn and Instagram with clever headlines that paired the island setting with common meeting terminology.

Animated banner ads also ran nationally as part of our Northstar Meetings Group media, as well as a Northstar Meetings Group email campaign. All assets drove to the campaign landing page: AmeliaIsland.com/meetings



[Click to watch video](#)



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AICVB MEETINGS CAMPAIGN CONT'D...

Meetings Success

For Cvent the campaign has contributed to 150 RFPs from January-May 2021 compared to a total of 106 RFPs for 2019-2020. Paid Social October-May (in-feed and Story ads, Instant exp).

Total Impressions: 240,140; Clicks: 5,012

LinkedIn Video: 88% view rate, 4xs higher than LinkedIn's benchmarks Facebook/IG Instant Experience ad: 71% view rate, .21 view time

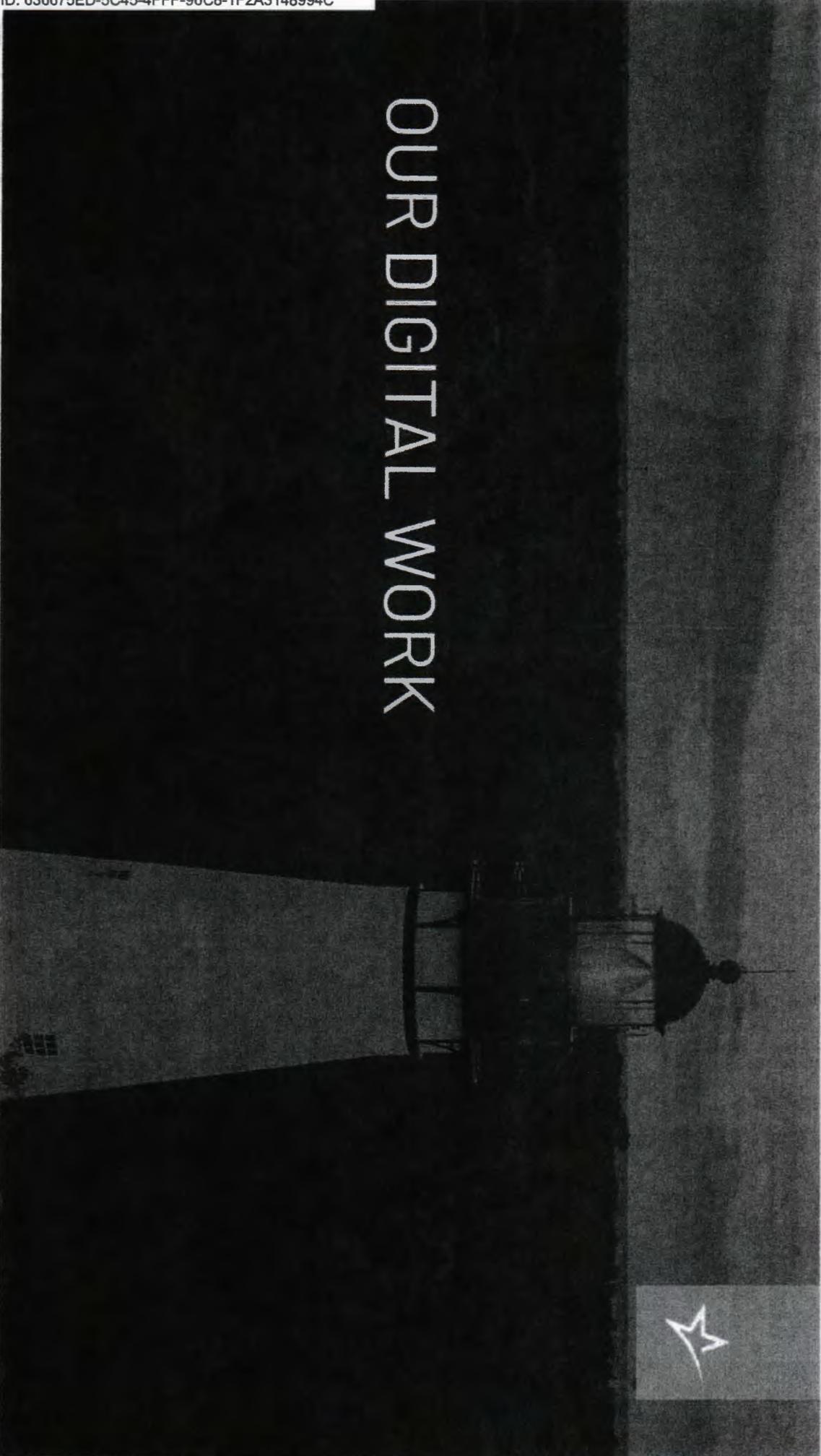
The Northstar emails went to about 27,000 subscribers, yielding on average over 22% open rate (beating the 19.32% estimated average) and 0.28 click-thru rate.

Landing page results over the 8 month period (Oct-May) include: 8,994 pageviews, +289% YoY; 7,234 unique page views, +326% YoY; 1:45 average time on page, +33% YoY.

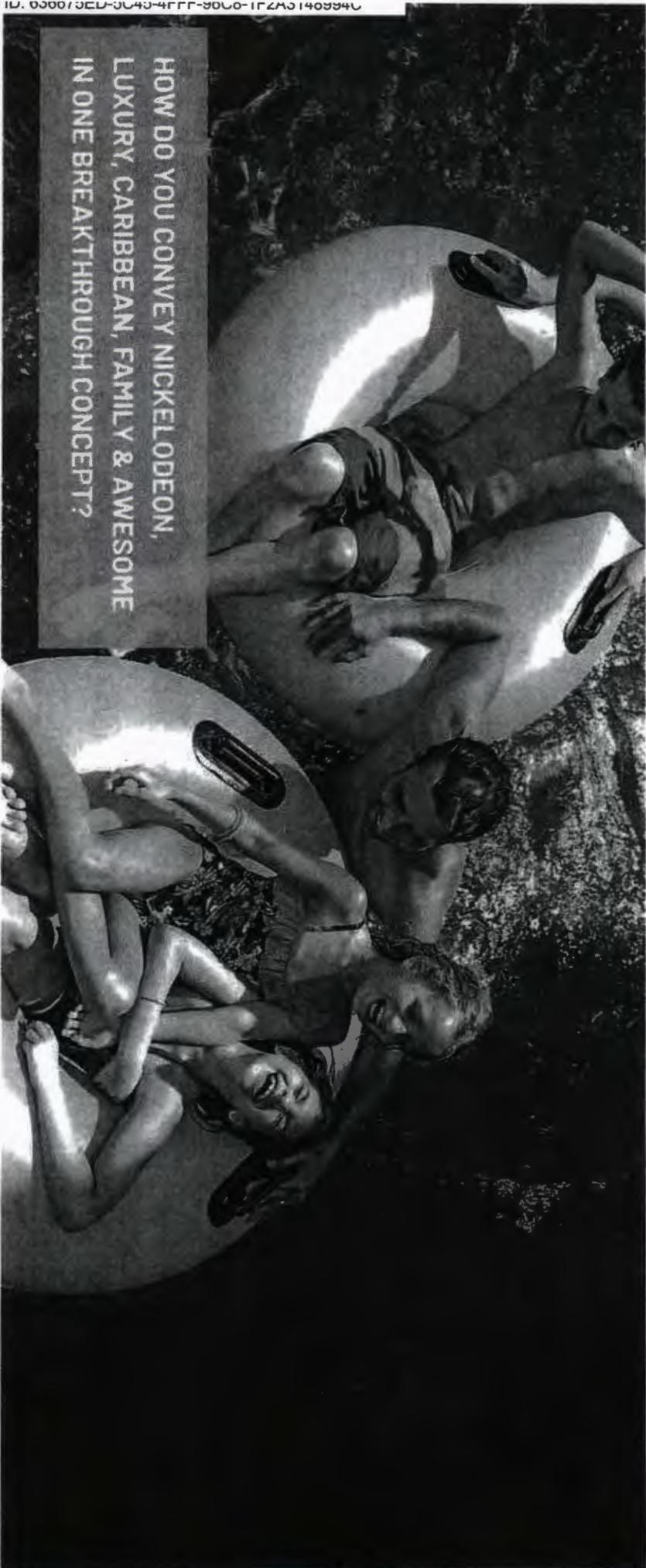
Additionally, the "Island Inspired Meetings" was a Henry winner and Best of Show at the 2022 VISIT FLORIDA Governor's Conference.



OUR DIGITAL WORK



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NICKELODEON HOTELS & RESORTS



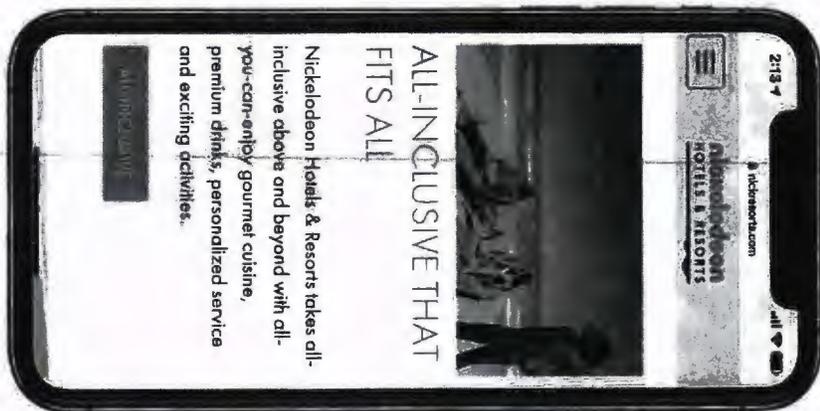
HOW DO YOU CONVEY NICKELODEON,
LUXURY, CARIBBEAN, FAMILY & AWESOME
IN ONE BREAKTHROUGH CONCEPT?

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NICKELODEON HOTELS & RESORTS

The Challenge

With the initial Punta Cana property's success, the partner companies plan to unveil several more Nickelodeon branded resort experiences in beachside destinations.

Based on the success of the initial property's marketing, Viacom contracted Starmark to define a global site for **Nickelodeon Resorts**.



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NICKELODEON HOTELS & RESORTS CONT'D...

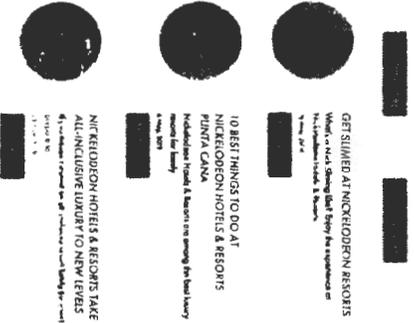
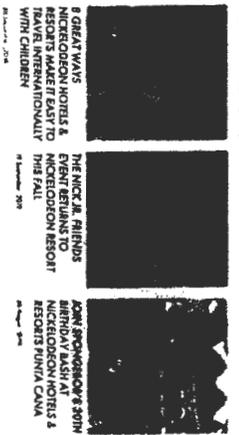
The Solution

Our goal was to create a high-ranking, high performing experience site to serve as a funnel to booking pages. We created a content marketing strategy using a pillar and cluster model to power SEO efforts. From the start, the site was built on solid SEO and structural fundamentals. The experience was meticulously user tested from the very first wireframes to final staging links.

With the site launched, we now follow a monthly optimization and content creation cycle – constantly keeping the site fresh for users and site crawls. To measure performance, we use a variety of passive and active feedback mechanisms that align with our KPIs. In addition to passive analytics and direct user feedback, we also continuously optimize our user eCRM activities and conduct usability studies to investigate larger optimizations for future phases.



FEATURED STORIES



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NICKELODEON HOTELS & RESORTS CONT'D...

Viacom – the media company behind Nickelodeon, MTV, VH1, Comedy Central and other iconic TV networks – needed a single website to promote their worldwide, in-person Nickelodeon experiences. There are multitudes of Nickelodeon amusement parks, live shows, and other activities, each with their own individual websites, creating an uneven brand experience.

Viacom invited Starmark to build an interactive hub where fans and families could explore all **Experiences by Nickelodeon**. Meanwhile, Viacom would be able to build brand loyalty and capture user data.

Starmark's UX/UI specialist configured the organization of the site as well as a filter that allows users to build the most relevant experiences and custom searches based on user inputs, experience type, age range of kids, IP, location, time of year, length of activity, price and more.



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NICKELODEON HOTELS & RESORTS CONT'D...

The key consumer benefit of the filter is that it allows the user to create a curated list of activities. Alternatively, fans can focus in on a single IP – including Dora the Explorer, PAW Patrol, and of course, SpongeBob SquarePants.

Working closely with the Viacom brand team, Starmark worked within – as well as broadened – Viacom's brand guidelines to include mobile-first web and accessibility items. We also implemented Adobe Analytics for this site in order to quickly solve complex analysis problems, create expansive and actionable reporting, and set up strategic tracking.

Starmark compiled data from literally dozens of Nickelodeon partners around the world into a design system that is seamless and intuitive, presenting disparate worldwide experiences under one cohesive design, with original search-optimized copy and engaging visuals.



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NICKELODEON HOTELS & RESORTS CONT'D...

The Solution

Starmark took a two-pronged approach for the discovery phase of the Nickelodeon Experiences site. We interviewed and surveyed Nickelodeon partners to understand the requirements of a disparate group of stakeholders. We also conducted significant user testing to define our approach.

The site is designed to serve as a funnel to a variety of partner pages for each of these experiences. We extensively tested and refined our site features and design with real users to make sure the site is successful with the people who will drive our success. Showcased on the right is the "Experience Finder", like a travel planner, that lets people explore the site to find experiences that may be a match for their kits. The results can be shown on a map, or, as interactive tiles.





DESIGNING A RESORT WEBSITE THAT
ENCOURAGES CONSUMERS TO STAY
A WHILE

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AZUL BEACH RESORTS BY KARISMA

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AZUL BEACH RESORTS BY KARISMA CONT'D...

TRANSFORMING A RESORT BRAND INTO MILLENNIAL GOALS WITH FRESH CREATIVE ASSETS

Starmark created a bespoke advertising campaign and website for Azul Beach Resorts to differentiate the brand from the rest of the Karisma Hotels & Resorts portfolio and reset the tone to speak primarily to upscale Millennial audiences. The Starmark team delivered a full range of creative assets, including a combined photo and video shoot at Azul Beach Resort Negril.

The Idea

A stay at Azul Beach Resorts is an indulgent and vibrant all-inclusive experience, but the brand needed a repositioning to convey that message in a memorable and social-savvy way.

With that goal in mind Starmark created The A-List, a concept that works across all Azul properties in Mexico and Jamaica, differentiates the brand in a crowded marketplace, as well as captures the attention and desires of Millennials.



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AZUL BEACH RESORTS BY KARISMA CONT'D...

We edited and produced a :30 spot to be used in digital banner ads and social media ads. We also envisioned the need for future advertising, collateral, and website use for trade and consumer and shot an extensive b-roll library that covers lifestyle, dining, accommodations, location and activities.



Behind the Scenes Video
starmark.com/azul



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - AZUL BEACH RESORTS BY KARISMA CONT'D...



1

1 Offer Copy
Items in red will change to reflect the most current promo name and offer.

2 Image/Headline Slides
Although the first and last frame of the carousel will remain the same, any of the center slides can be swapped out with image/headline combinations used on the previous pages in this guide. It is recommended that imagery reflect a balance of family, beach, luxurious amenities and Gourmet Inclusive*.

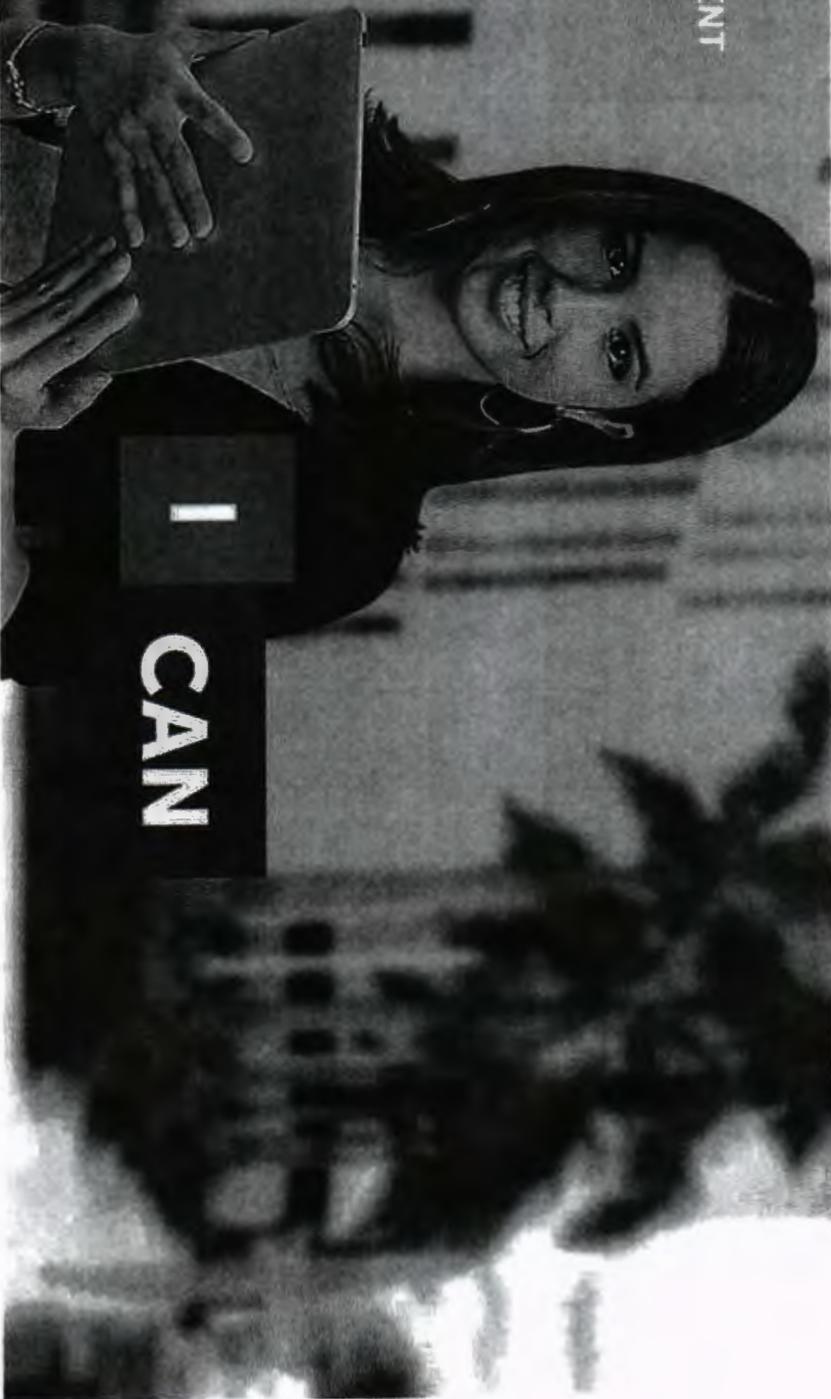


1

A campaign tool kit was created to assist in the creation of multi-channel assets.

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - BROWARD COLLEGE

TURNING STUDENT EMPOWERMENT
INTO A MORE PROFITABLE
CONVERSATION



I
CAN

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - BROWARD COLLEGE

Broward College (BC) serves 63,000+ students annually, providing high-quality educational programs and services that are affordable and accessible to a diverse learner community.

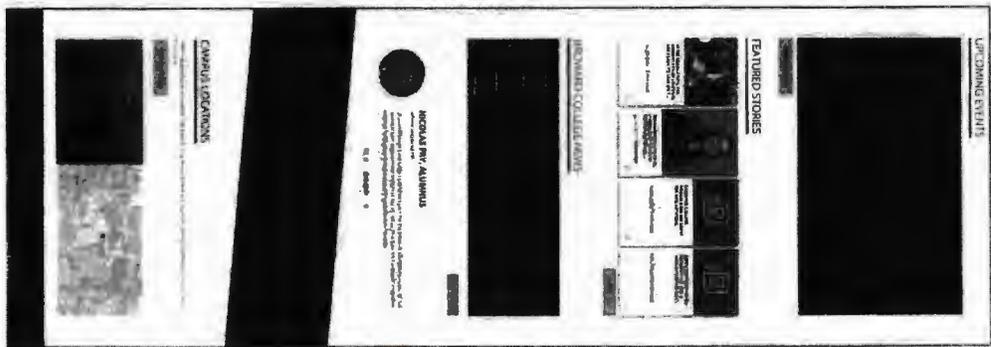
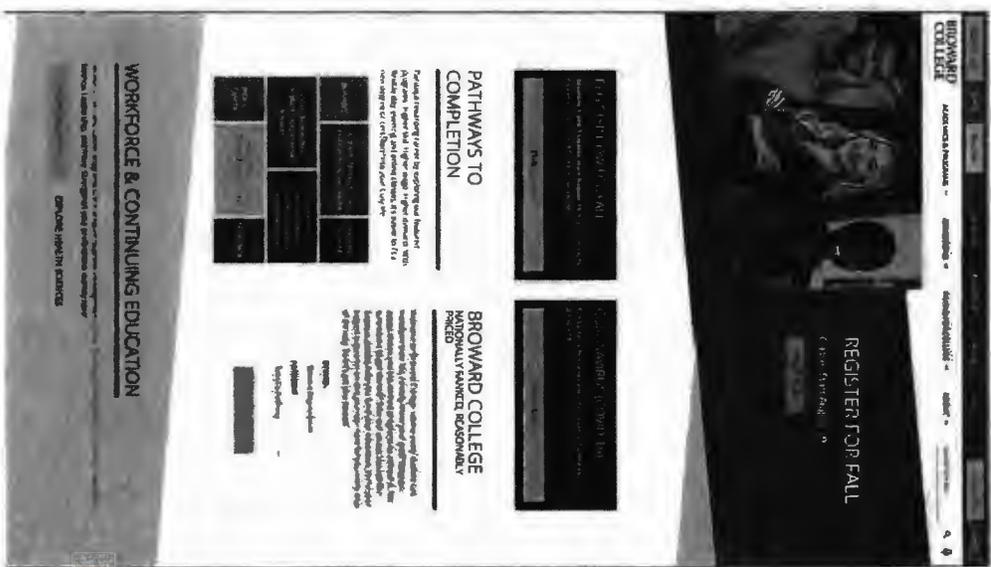
The college's leadership partnered with Starmark to evolve its existing brand positioning and create a tactical summer campaign. The goals: Increase awareness of the college, drive higher enrollment through targeted lead generation and improve the quality of leads at application.

The college already liked the strong student empowerment message of their existing "I CAN" brand platform, but felt it was too general and didn't differentiate BC's top benefits and programs. They asked Starmark to elevate the positioning to the next level of effectiveness.

This campaign was then leveraged into a complete website overhaul for the college, which had not done an update in many years. This was a comprehensive overhaul including architecture, design, messaging, positioning and content.

A comprehensive design system was developed allowing the internal team at Broward College to have a "toolbox" of off-the-shelf modules they could use as they rolled out this several-thousand page website. This included sample usage and documentation, something we learned that was helpful when rolling out a similar website for Florida Atlantic University (FAU).

An education-specific CMS was chosen for Broward College called Hannon Hill Cascade Server. Starmark handled all technical integrations with the various APIs, internal systems, and 3rd party add-ons to ensure a better experience for website visitors.



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - BROWARD COLLEGE CONT'D...

The Approach

The visual strategy focused on candid, naturally lit hero shots of individuals with a compelling determination to succeed, against a local backdrop of recognizable Broward County locations.

The team recommended that the campaign focus on three core benefits: Transformation (New opportunities, better life); Affordability (Top-10 ranked education for less); and Guaranteed Transfer (Allowing students to save substantial money by spending their first two years at BC with a guaranteed state university transfer to finish up their bachelor's degree.)

All options were preference tested with BC students on campus, as well as students in online national surveys matching the colleges' targeted personas.

Using predictive analytics, we created a computer model of all their existing students to focus the media targeting and spend, and reduce the amount of unqualified leads the college received.



Mobile First Landing Page System

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - BROWARD COLLEGE CONT'D...

WEBSITE DESIGN SYSTEM

See page 71 for details about what a website design system includes

COLOR PALETTE

TYPOGRAPHY

THIS IS AN EXAMPLE OF ALTERNATE THIS IS AN EXAMPLE OF A HEADLINE THIS IS AN EXAMPLE OF A HEADLINE THIS IS AN EXAMPLE OF A HEADLINE THIS IS AN EXAMPLE OF A HEADLINE THIS IS AN EXAMPLE OF A HEADLINE THIS IS AN EXAMPLE OF A HEADLINE

HERO CONTENT BLOCKS

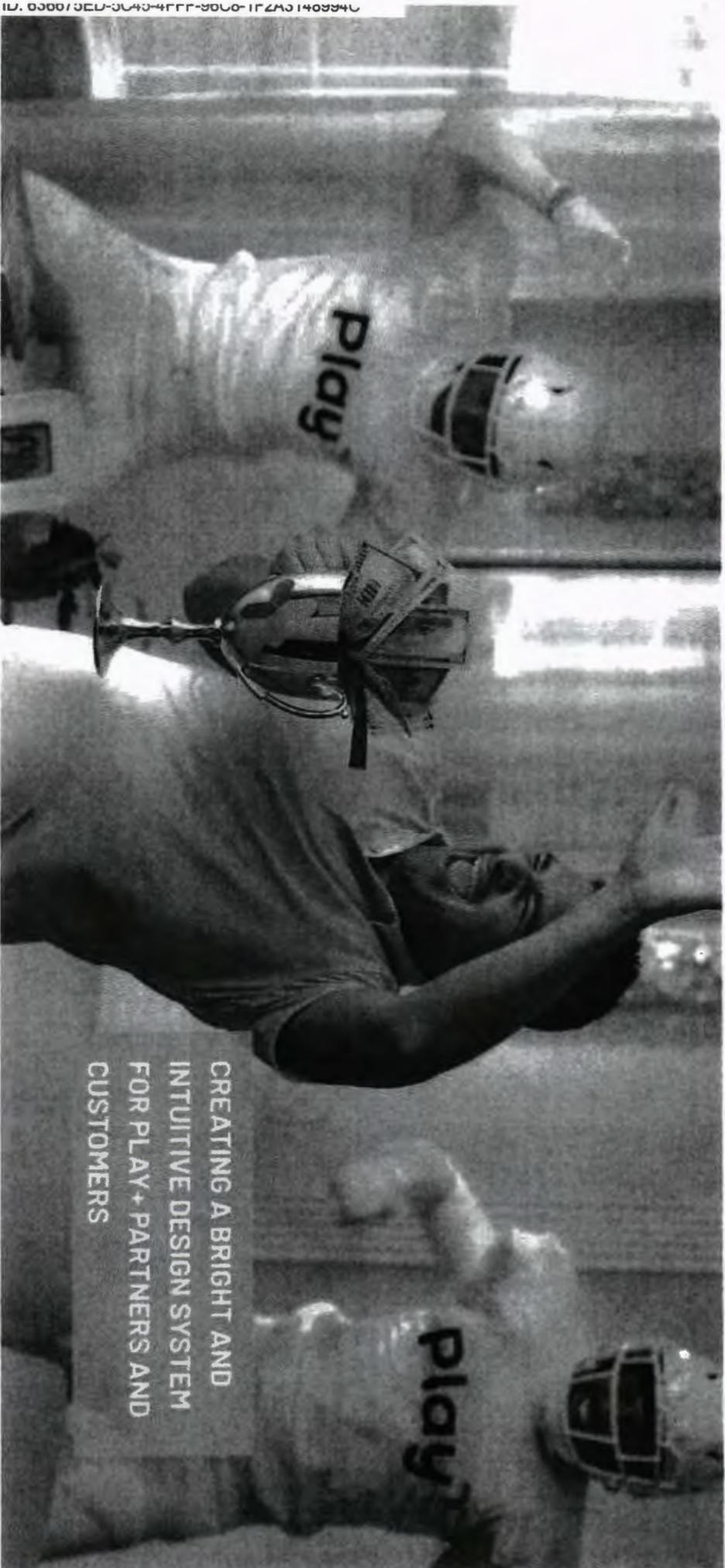
CONTENT BLOCKS

NATIONALLY RANKED. WE ASK YOU TO JOIN US.

GLOBAL NAVIGATION ELEMENTS

GLOBAL FILTERS

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - SIGHTLINE PAYMENTS



CREATING A BRIGHT AND
INTUITIVE DESIGN SYSTEM
FOR PLAY + PARTNERS AND
CUSTOMERS

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - SIGHTLINE PAYMENTS

CONSUMER FACING MY ACCOUNT PORTAL

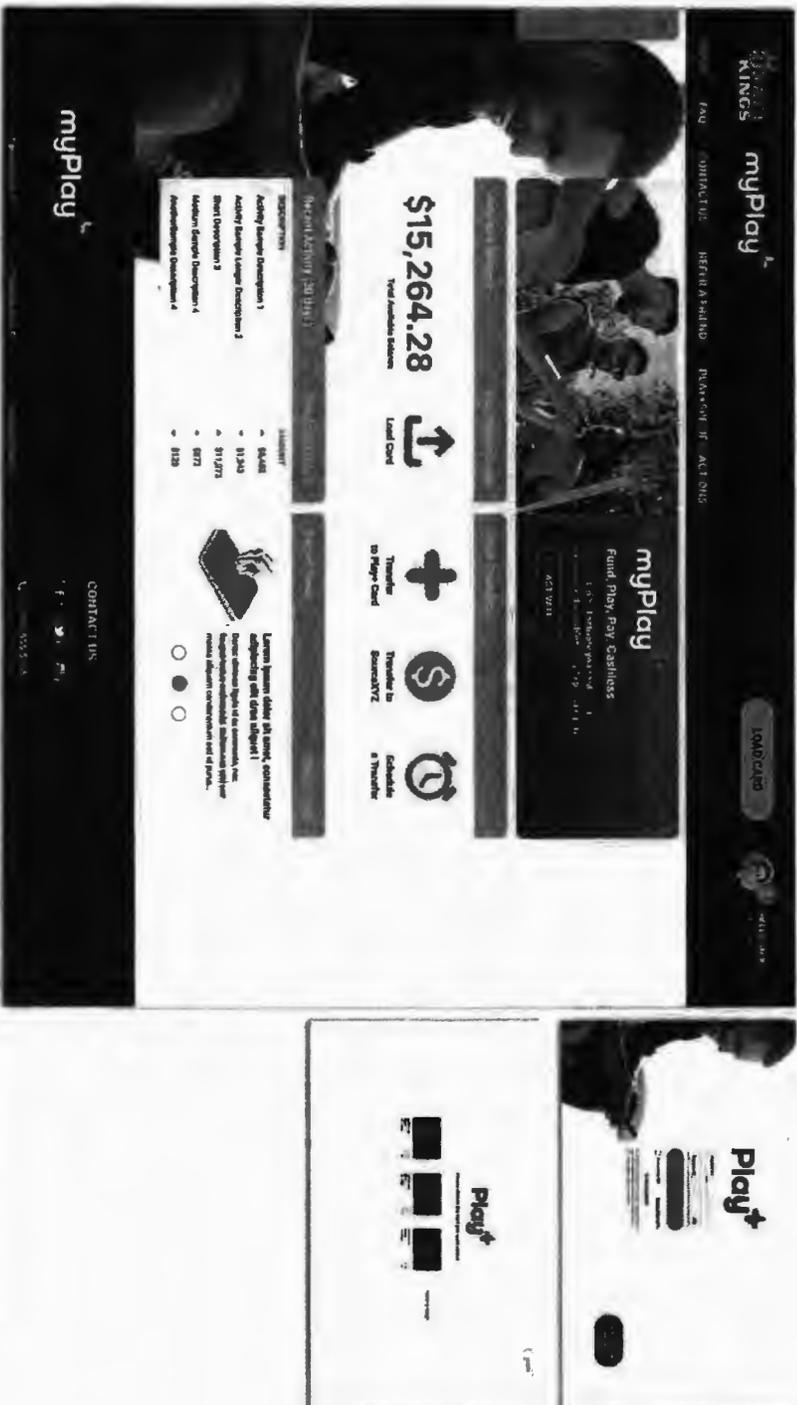
Play+

Starmark helped launch the newly created Play+ brand directly to consumers. This was a large effort for this new brand as nothing existed except for the name and brand mark.

We started with customer research, developed profiles and personas based on data analysis of their customers, and then a lot of creative and message testing in order to understand the key insights that motivated their customers to choose Play+.

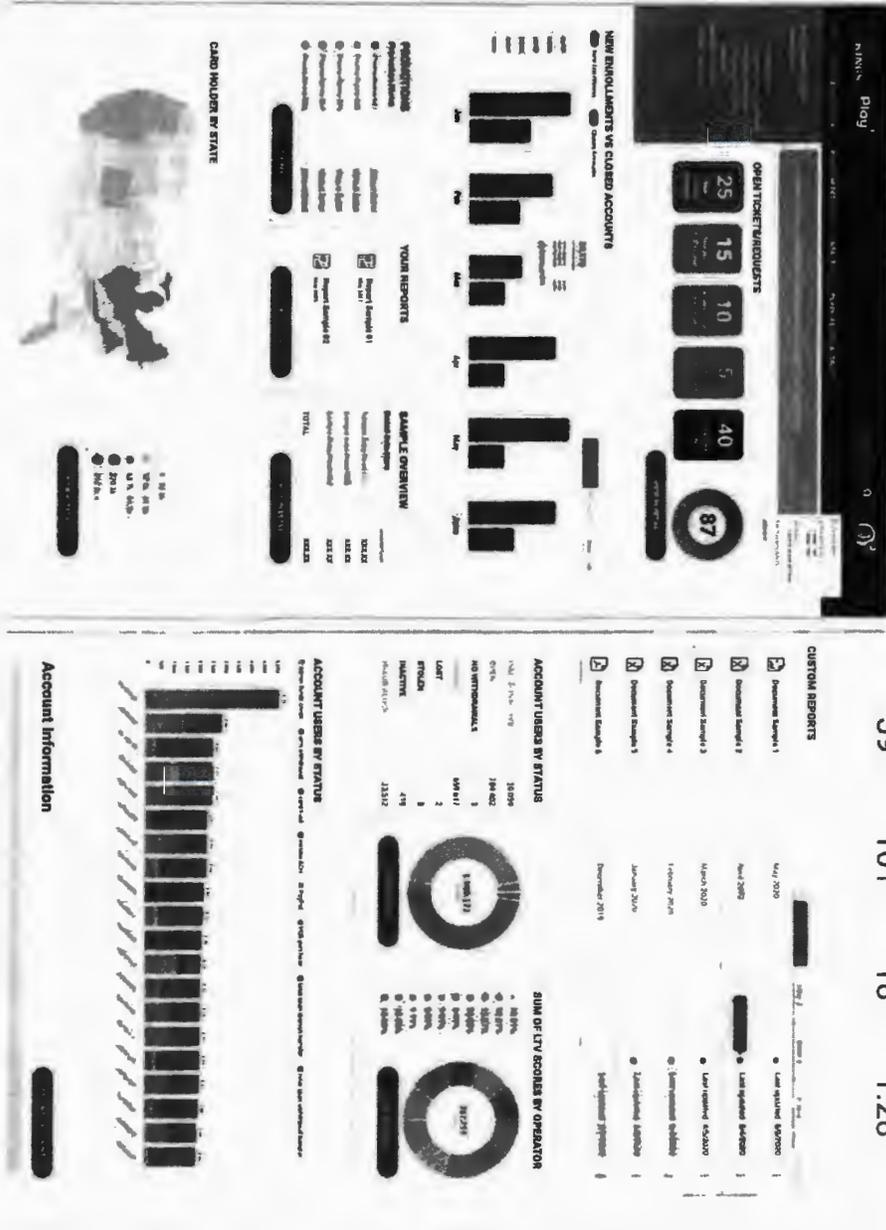
We then developed a look and feel and then an entire design system for both consumer (B2C) and partner (B2B) audiences, which needed to look distinct yet familiar.

The system was handed over to the clients in-house development team for rollout to their product, portals, and websites.



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - SIGHTLINE PAYMENTS CONT'D...

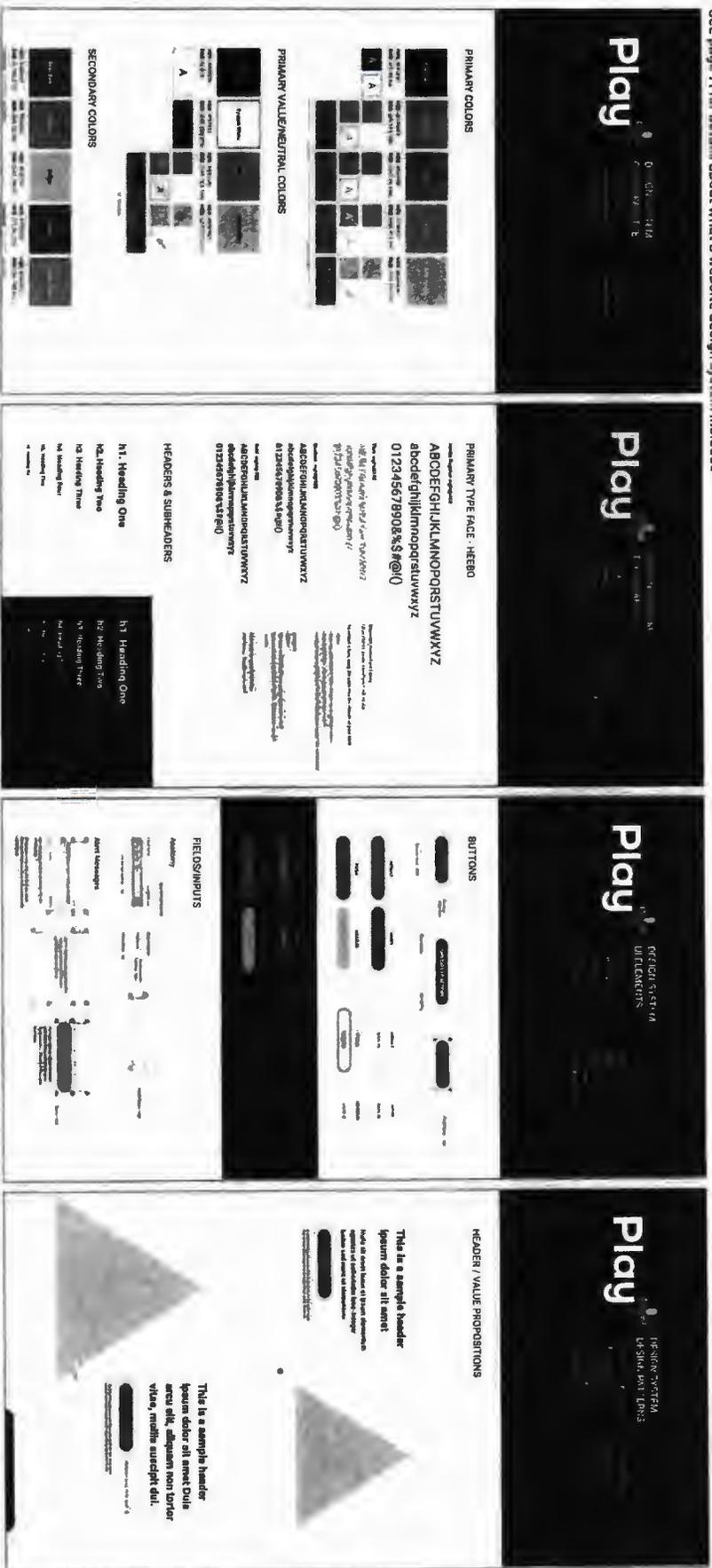
PARTNER BUSINESS PORTAL



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - SIGHTLINE PAYMENTS CONT'D...

WEBSITE DESIGN SYSTEM

See page 71 for details about what a website design system includes



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NOVA SOUTHEASTERN UNIVERSITY



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NOVA SOUTHEASTERN UNIVERSITY

HOMEPAGE

NSU

Welcome to NSU Sherman Library
Open today from 7:00AM to 6:00PM

NSU Sherman Library Has It All

NSU Sherman Library has it all! From award-winning books to the latest in digital technology, we have everything you need to succeed in your field. Our collection is constantly growing and we are always adding new titles to our shelves. So whether you're looking for a classic or a cutting-edge title, we've got you covered.

Quick Links

- Home
- About Us
- Services
- Hours
- Contact Us

Enrichment, Success, and Satisfaction

What's happening this week

- Learn from front-line professionals
- Learn from front-line professionals
- Learn from front-line professionals
- Learn from front-line professionals
- Learn from front-line professionals
- Learn from front-line professionals

John Circle of Florida

34,000

27,000

140,000

Latest News

Get our newsletter

NSU

NASSAU COUNTY
BOARD OF COMMISSIONERS

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NOVA SOUTHEASTERN UNIVERSITY CONT'D...

INTERIOR PAGES

Nova Southeastern University

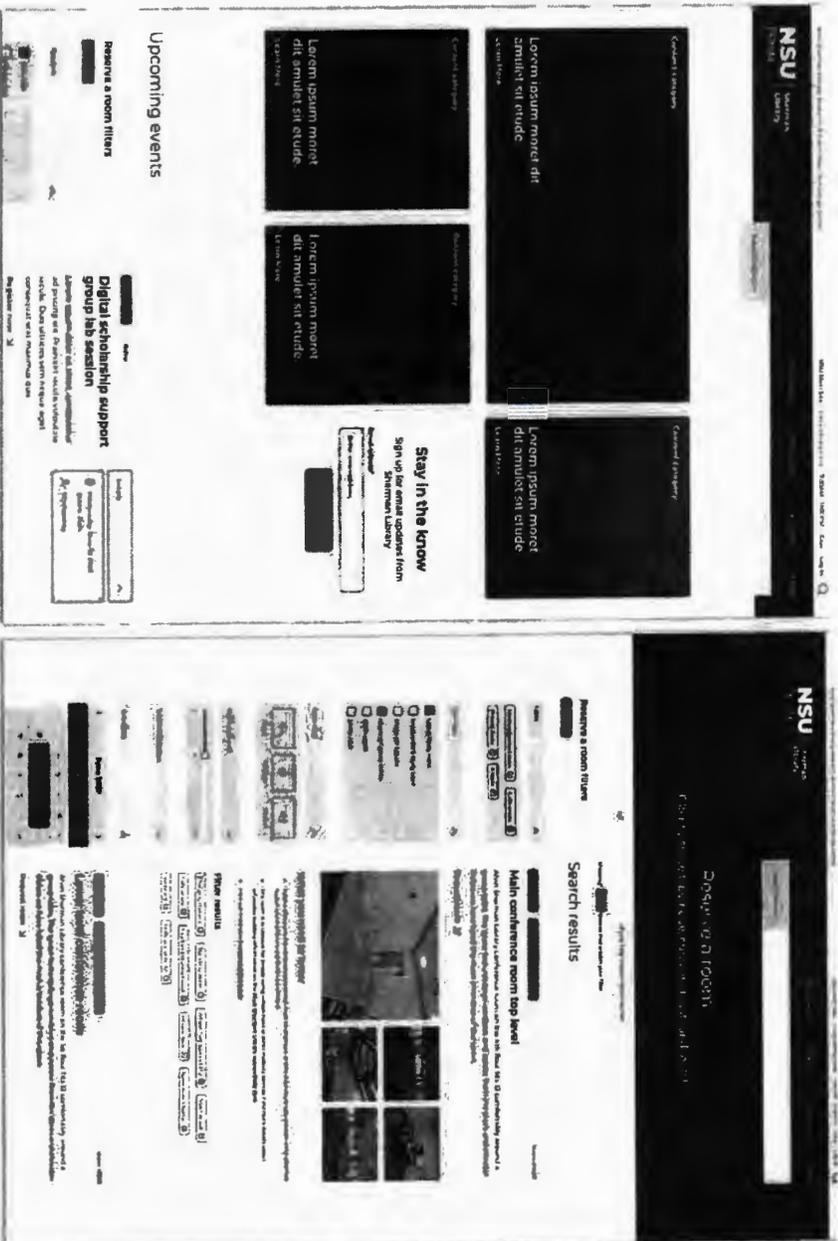
NSU has been a Starmark client since 2006, and in that time, we have done a large variety of work from branding to media to the development of many web properties for the university.

Our latest web property is for the Alvin Sherman Library, seen here. The effort included nationwide best in class research among many library sites so that we can ensure our end result is in that group.

Part of our challenge is that the NSU brand guidelines has a limited color palette, so we pushed some boundaries in order to expand the palette which thrilled the client. Additionally, this site needs to appeal to a wide variety of audiences from on campus to anyone in the county as this is part of the county library system as well.

Starting with a home page mock up, then rolling out to high-value pages, an entire design system that NSU will use to rollout the thousands of pages according to their master plan was created by Starmark. A modular component library was developed allowing the NSU team to have off-the-shelf blocks available to them that they can leverage for any unforeseen situation that may arise in the future, giving this site a long lifespan.

49



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NOVA SOUTHEASTERN UNIVERSITY CONT'D...

WEBSITE DESIGN SYSTEM

See page 71 for details about what a website design system includes

Accessibility

- 1. All content must be perceivable by all users.
- 2. All content must be operable by all users.
- 3. All content must be understandable by all users.
- 4. All content must be robust enough to be interpreted by assistive technologies.

Color

Primary colors:

- Blue: #0056b3
- Green: #008000
- Red: #c00000

Secondary colors:

- Grey: #cccccc
- White: #ffffff
- Black: #000000

Grid

12 columns, 12 rows

Typography

- Font: Arial
- Size: 12pt
- Weight: Normal
- Color: #000000

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - NOVA SOUTHEASTERN UNIVERSITY CONT'D...

WEBSITE DESIGN SYSTEM



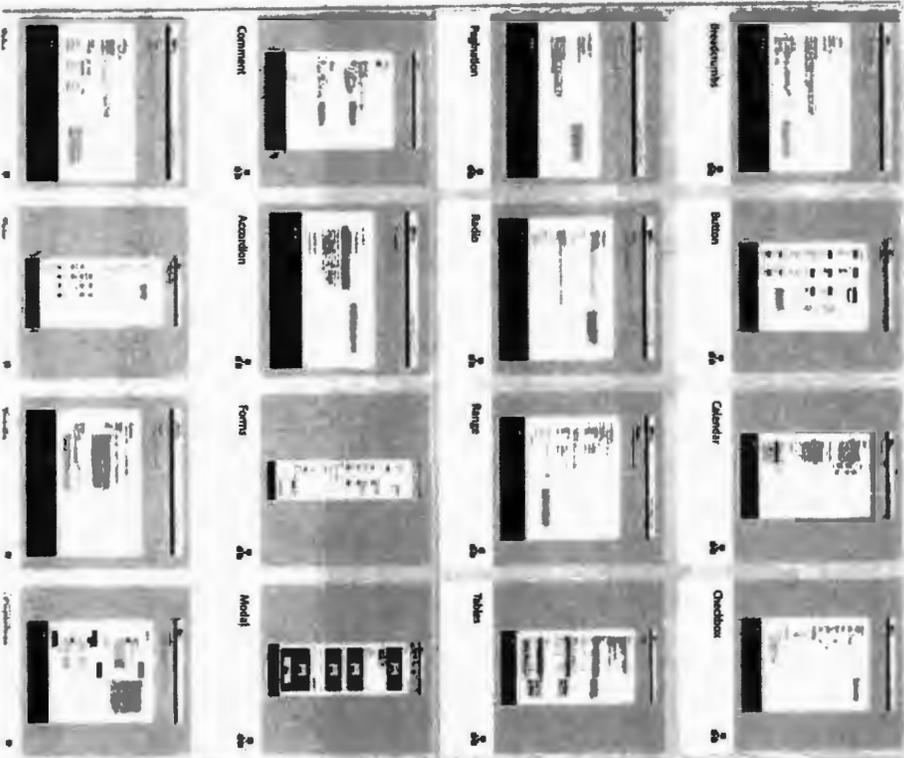
NSU
Norfolk State University

Foundations Components Prototype

Components

Components are the reusable building blocks of our design system. Each component meets specific functional or UI needs and has been specifically crafted to meet together to create patterns and include user experience.

<p>Accordion</p> <p>Component to store nested content with inherent open/close.</p>	<p>Banner</p> <p>A banner displays a prominent message at the top of the screen.</p>	<p>Breadcrumbs</p> <p>Navigation system used to show a user's location in a site or app.</p>	<p>Card</p> <p>Grouping of individual components for a call-to-action, event or link.</p>
<p>Button</p> <p>Button triggers an event or action. They let users know what will happen next.</p>	<p>Calendar</p> <p>An interactive calendar for date selection experiences.</p>	<p>Comment</p> <p>Displays user input feedback and gives information.</p>	<p>Modal dialog</p> <p>Content that require user interaction. In aligns above the page.</p>
<p>Carousel</p> <p>Grouping of images, or content blocks that alternate in a banner.</p>	<p>Checkbox</p> <p>Input control to select one or more options from a number of choices.</p>	<p>Form</p> <p>Input control to select one or more options from a number of choices.</p>	<p>Range</p> <p>A range lets users choose an approximate value on a slider.</p>
<p>Form</p> <p>A form allows users to input information for further content.</p>	<p>Navigation</p> <p>A collection of compatible navigation components that can be used anywhere.</p>	<p>Radio buttons</p> <p>Select one option from a number of choice options.</p>	<p>Tag</p> <p>A tag labels UI objects for quick recognition and navigation.</p>
<p>Pagination</p> <p>Divide large amounts of content into smaller chunks across multiple pages.</p>	<p>Radio buttons</p> <p>Select one option from a number of choice options.</p>	<p>Tables</p> <p>Organize content by grouping similar information on the same page.</p>	<p>Toggle</p> <p>A switch that allows users to turn features on/off.</p>



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - CATHOLIC HEALTH SERVICES



HIGHLIGHTING CATHOLIC HEALTH SERVICES IN A HIGHLY COMPETITIVE HEALTHCARE MARKET

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - CATHOLIC HEALTH SERVICES

Catholic Health Services (CHS) is the largest not-for-profit post-acute healthcare system in the Southeast US, providing services to over 6,500 people of all faiths. With four medical campuses in South Florida, CHS offers acute medical rehabilitation hospitals, specialty outpatient clinics, home health services, hospice care and skilled or long term care as well as assisted living. Catholic Health Services also offers the community early education and child care, low-income housing for independent seniors and two Catholic Cemeteries.

Demonstrating a Lifelong Continuum of Care

Starmark worked with stakeholders to understand CHS' business opportunities. The team then created an Agile roadmap to update the information architecture, journey and user experience across the entire CHS site - including the main site, service line subsections, internal employee portal and related businesses, such as Catholic Hospice and Catholic Cemeteries.

The goal of this effort was to create a unified experience to demonstrate a comprehensive continuum of care with a site-wide visual identity and voice. The new responsive website featured easy navigation and user-friendly experience across eight lines of business.



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - CATHOLIC HEALTH SERVICES CONT'D...

Expanding a Flexible System

True to Agile principles, the Starmark team built the roadmap and the site with change in mind. And, two years later, when business priorities changed, we were ready to adapt. Starmark developed landing page and microsite ecosystems for Catholic Cemeteries and Catholic Hospice within the wider design system for CHS.

These self-contained sites were used to power lead generation efforts and provide mobile-first access to critical information. Taking advantage of newer web design conventions, the sites also featured streamlined navigation systems.

Thanks to the forethought during the original roadmap, the voice and design elements of the CHS main site were simple to adapt and update to account for these two new use cases. The Starmark team worked with Maria Miranda, VP of Public Relations at Catholic Health Services for this effort, who said, "Since Catholic Health Services continues to expand in order to meet the needs of the South Florida community, it was necessary to improve our channels of communication to the public. We turned to Starmark to help our various audiences gain knowledge of our healthcare system and additional services. Our new website provides quick access and allows visitors to navigate the diverse health-care and social services to our thousands of families in need of information."



[See Website](#)



3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - CATHOLIC HEALTH SERVICES CONT'D...

WEBSITE DESIGN SYSTEM

See page 71 for details about what a website design system includes

PRIMARY COLORS

NEUTRAL COLORS

SECONDARY COLORS

PRIMARY TYPE FACES - ROBERTO SLAB LIGHT + ROBERTO

HEADERS & SUBHEADERS

BUTTONS

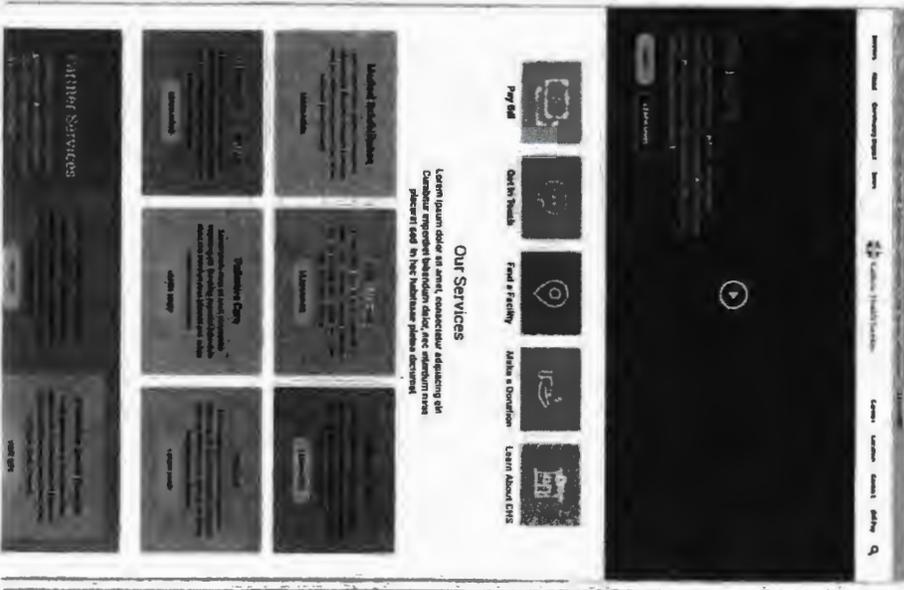
BREADCRUMBS

PAGINATION

MODALS

3. EXPERIENCE AND QUALIFICATIONS | OUR WORK - CATHOLIC HEALTH SERVICES CONT'D...

Homepage (Work in progress)



3. EXPERIENCE AND QUALIFICATIONS

Please see our Cover Letter (pages 3 & 4) which outlines our experience, philosophy & methodology, and abilities which make Starmark an ideal fit for the Nassau County Website Design with Computer Management System (CMS) opportunity.

We have reviewed Nassau County's RFP and related documentation and fully understand the Scope of Work (SOW). Please see page 9 for our Developer's comments to your SOW.

Examples of some of our favorite work is showcased in the enclosed Case Studies (pages 10 - 56).

Meet our Stars on pages 58 - 61 - many who have worked on the Amelia Island CVB account since 2020, and whose passion for the business has garnered multiple Industry awards and accolades.



3. EXPERIENCE AND QUALIFICATIONS | MEET OUR STARS



<https://www.linkedin.com/in/jacquihartnett>

AMELLA ISLAND

JACQUI HARTNETT
President

Jacqui is a multi-faceted executive who brings a wealth of professionalism, strategic capabilities and management expertise to Starmark. She manages the agency's operations and leads the team where her eye for detail and management skills are valuable assets in planning and galvanizing the success of client programs.



<https://www.linkedin.com/in/katygegartowski>

AMELLA ISLAND

KATY GEWARTOWSKI
VP, Client Services

Katy is an account strategist leading marketing programs spanning the traditional and digital realm. She excels at collaborating with clients to create relevant campaigns through engaging and innovative delivery methods. Katy launched her career in public relations at Silversea Cruises, a role that sparked her interest and expertise in all things luxury and travel/hospitality. She originally joined the Starmark team in 2001, expanding her skill set to include custom publishing and general marketing services. Katy has lead the AICVB Starmark team since 2020.



<https://www.linkedin.com/in/bcirce>

AMELLA ISLAND

BRETT CIRCE
Chief Digital Officer

Brett strives to place Starmark's big ideas in the larger context of the online world. With all aspects of business and branding now touching mobile, social and web, Brett ensures that client strategies and tactics integrate seamlessly in the digital realm, in real time.

Brett is an acclaimed internet pioneer who won his first eCommerce website award from Yahoo in 1995. He has served as president of two technology companies, TKOnet and OrnPhlor Software. Brett's latest invention is the patented FanWise social reward technology that pioneers the merchandising of social media updates.



<https://www.linkedin.com/in/suszetewu>

AMELLA ISLAND

SUZY ANDAYA-GOMEZ
Account Director

Susette (Suszy) Andaya-Gomez comes to Starmark with more than 17 years of experience. She possesses a unique skill set combination of experience in e-commerce, digital strategy, media buying, SEO, web design, project management, partnerships and internet technology. Determined to find a career path that combined her love for travel and her passion for digital marketing, Susette has led marketing initiatives for Air Jamaica Vacations, Wyndham Resorts, World Travel Holdings, CruCon Cruise Outlet, MSC Cruises and more. Before shining bright as a Starmarker, Susette was Head of Digital Strategy at Winni. Today, she collaborates with agency subject matter experts in the development of strategic plans to ensure the agency is providing well-tested, data-driven campaigns our clients can be proud of.

3. EXPERIENCE AND QUALIFICATIONS | MEET OUR STARS



 [linkedin.com/in/dalebaron](https://www.linkedin.com/in/dalebaron)

AMELIA ISLAND

DALE BARON *VP, Executive Creative Director*

Dale is the creative dynamo behind StarMark's integrated consumer and business-to-business programs. Using digital, broadcast, social media, print, direct mail and out-of-home, Dale has been instrumental in developing some of the agency's most successful campaign work. He helps cultivate the vision, voice and identity of each brand.



 [linkedin.com/in/mrussom](https://www.linkedin.com/in/mrussom)

AMELIA ISLAND

MARLO RUSSOM *Associate Creative Director/Writer*

Marlo's storytelling has touched countless consumers for tourism clients across Florida including Greater Fort Lauderdale Convention & Visitors Bureau, Amelia Island, SeaWorld Parks & Entertainment, Waldorf Astoria Orlando, The Ritz-Carlton, Reunion Resort, the Space Coast and the Emerald Coast. She's worked at both boutique shops and worldwide agencies and is a multiple award winner - taking home an Emmy Award, several FlaGiers, ADDYs and Tellys, including seven "Best of Show" awards and five "Judges' Choice."



 [linkedin.com/in/williamlukach](https://www.linkedin.com/in/williamlukach)

AMELIA ISLAND

WILLIAM LUKACH *Senior Art Director*

William is a strategic visual design professional with 15+ years working within the New York advertising community. His experience includes working with brands such as Starwood Hotels, Darden Restaurants and Diageo Spirits. He has conceptualized, designed and managed client projects involving brand identity, ecommerce, interactive and mobile. He has a unique background for a digital creative in that he also has a bachelor's degree in business administration as well as an associates in fashion design.



 [linkedin.com/in/angeliqúe-marlièb](https://www.linkedin.com/in/angeliqúe-marlièb)

AMELIA ISLAND

ANGELIQUE MARLIEB *Senior Copywriter*

Angeliqúe is a senior copywriter for StarMark and has more than a decade of agency experience. She has a knack for bringing strategy together with strong ideas and great writing to produce exciting creative. This includes branding, interactive, social media, blogging, TV, radio, collateral, direct mail and experiential marketing. Her brand experience includes the Greater Fort Lauderdale Convention & Visitors Bureau, FLL, Norwegian Cruise Line, Discovery Familia, Project Beauty, Sobieski vodka and Nickleodeon Hotels & Resorts.

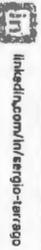
3. EXPERIENCE AND QUALIFICATIONS I MEET OUR STARS



AMELLIA ISLAND
[linkedin.com/in/markgonzalez](https://www.linkedin.com/in/markgonzalez)

MARK GONZALEZ *Senior Front End Developer*

With more than 17 years of experience as a web developer, Mark has a passion for delivering elegant, user-friendly solutions effectively and efficiently and prides himself on his excellent communication skills and a talent for troubleshooting and problem-solving. Prior to joining the Starmark team, Mark applied his talents to Nova Southeastern University, where he was the Senior Front-End Developer and Manager of the Web Development Team. In addition to his areas of expertise, he strives to stay up-to-date with current trends in web technology and takes pride in his creative vision, project management skills and dedication to being a team player.



AMELLIA ISLAND
[linkedin.com/in/sergio-tarrago](https://www.linkedin.com/in/sergio-tarrago)

SERGIO TARRAGO *Cloud Systems Engineer*

Sergio Tarrago is a talented Systems Engineer with more than 10 years of experience developing cloud technologies and hosting platforms. A Software Engineer graduate of CUJAE (La Habana), he specializes in web services integration, IAAS, PAAS, high-scale hosting, web security and performance tuning.



AMELLIA ISLAND
[linkedin.com/in/marius-t-767a8556](https://www.linkedin.com/in/marius-t-767a8556)

MARIUS TALPOS *Web Developer*

Marius has a passion for back-end development, databases, system integrations via API, and app development. An expert in Node and Ionic, Marius is critical member of the team for ecommerce projects and app development.

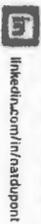


AMELLIA ISLAND
[linkedin.com/in/noman-rafiq](https://www.linkedin.com/in/noman-rafiq)

NOMAN RAFIQ NOMAN *UX/UI Designer*

Noman is a multidisciplinary designer specially skilled and passionate about user interface and experience design. With over 5 years of industry experience, Noman loves to create unapologetic, impactful, and human-centered designs that go beyond the visual aesthetics and serve a purpose or solve a problem. He is a graduate of Ringling College of Art and Design and has worked with companies like Medecision, Root Insurance, The U Experience and Shopify. Noman was proud to join Starmark as the UI/UX Designer where he has been helping create beautiful award-winning digital products that make a difference.

3. EXPERIENCE AND QUALIFICATIONS | MEET OUR STARS



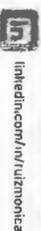
linkedin.com/in/natdupont

AMELLA ISLAND

NATHALIE DUPONT *VP, Digital Strategy*

Nathalie is an accomplished data-driven digital marketer with demonstrated success in strategic demand generation and performance marketing. She brings over 15 years of digital marketing experience across both start up and enterprise organizations. Before joining Starmark, Nathalie held senior digital and growth marketing positions at Redox, Nuance Communications and Kaplan Higher Education. She also drove digital marketing projects for The University of Chicago and University of Phoenix.

Nathalie has an MBA from Nicholls State University, a bachelor's in International Business and Marketing from ESCP Paris, a Digital Marketing Certificate from Cornell University and Master Certificate in Internet Marketing from University of San Francisco. She is fluent in French, English and can sometimes be heard speaking German.



linkedin.com/in/ruizmonica

AMELLA ISLAND

MONICA RUIZ *SR. Digital Marketing Specialist*

Monica is a social media strategist who lives and breaths for engagement and conversions. She brings over six years of social media and digital marketing experience to Starmark. Prior to joining the team, she served as the Social Media and Content Manager at PuppySpot.com, formerly known as Purebred Breeders, LLC. She's worn many hats that include public relations, customer service ambassador, philanthropist, storyteller and lead generator. Her role at Starmark as a Digital Strategist includes Paid Social, Paid Search, SEO, and analytics tactics.



linkedin.com/in/yamilethmedina

AMELLA ISLAND

YAMILETH MEDINA *Web Developer & Content Manager*

Yamileth has a wide range of skills that she brings to Starmark. Before joining the digital team as web developer and content manager, she graduated from Florida International University and has worked in both tech and marketing.



4. RESOURCES AND METHODOLOGY



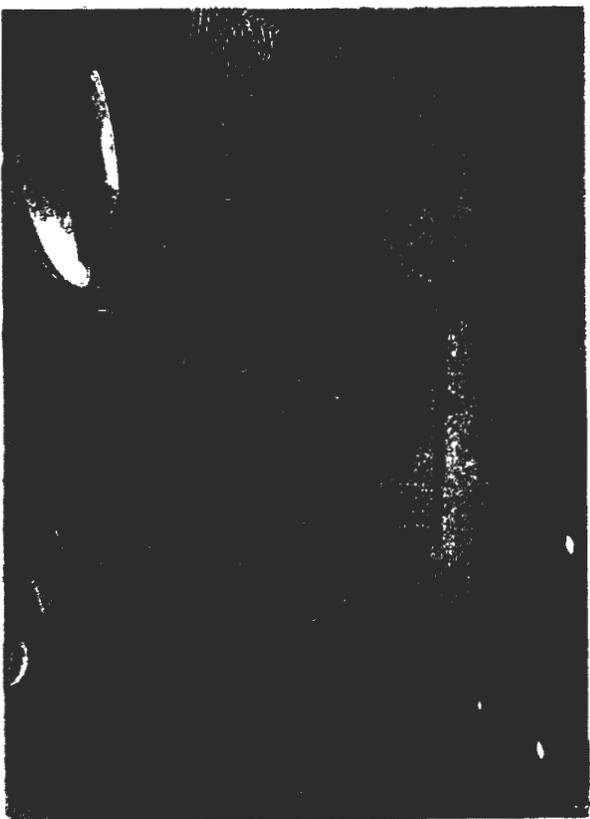
4. RESOURCES AND METHODOLOGY | WE ARE AGILE

DISCOVER THE BREAKTHROUGH METHODOLOGY THAT SETS US APART FROM THE REST - DRIVING BETTER RESULTS AND HIGHER CLIENT SATISFACTION.

As an Agile Agency, Starmark's purposeful process ensures full mutual understanding and accountability, from initial strategy and planning to post-program analysis and beyond. We live and breathe this approach in everything we do and every service we provide.

PARTNER WITH US JUST ONCE, AND IT WILL CHANGE THE WAY YOU THINK ABOUT WORKING WITH AN AGENCY:

- Your goals and requirements will be clearly and mutually understood by all individuals from your team and ours.
- Your account will include a cross-functional team with expertise spanning all key disciplines.
- Our strategies and tactics to achieve your goals will be well-defined, understood and agreed to by both teams.
- Together, we build shared ownership to work more creatively, yet efficiently and effectively, to meet or exceed your business goals.
- All criteria for success will be conveyed in plain, jargon-free English, so everything is crystal clear and misunderstandings can be minimized.



4. RESOURCES AND METHODOLOGY | WE ARE AGILE CONT'D...

DISCOVER BETTER WORKFLOW THROUGH:

- 1. Greater Transparency.** We communicate clearly and candidly on every aspect of your campaign or project, including number of hours needed; work in progress; risks; open issues; and any potential challenges that could delay completion. Nothing is hidden from you. The more insight and information we can share about the work we do for you, the better you can manage your program with confidence.
- 2. Less Noise.** The primary cause of productivity loss in any project is "noise". This includes needlessly complex tools, documents and specifications, as well as constant disruption from unmanaged communications. Our Project Managers are skilled at building the "bubble" around the team while it is in execution mode, minimizing costly noise. We proactively communicate upfront to make sure everyone knows what to deliver and when. Then we free our experts to focus exclusively on your work.
- 3. Less Waste.** Our teams focus on creating value, not documents. We prioritize individuals and interactions over processes and tools; working software over comprehensive documentation; customer collaboration over contract negotiation; and the flexibility to respond to change vs. rigidly following a plan.

AGILE DRIVES RESULTS

You will be inspired by the success that can be achieved through a truly collaborative business effort.



HIGHER SATISFACTION REDUCED COST GREATER FLEXIBILITY

4. RESOURCES AND METHODOLOGY | WE ARE AGILE CONT'D...

AGILE PLANNING ACTIVITIES INCLUDE:

PROGRAM CONTEXT WORKSHOP: "Why this project exists"

The first collaborative client/agency meeting is the Program Context Workshop. It involves all participants working together to define program context, key drivers, critical success factors and known risks. Program Context establishes mutual understanding of Amelia Island Convention & Visitors Bureau team needs and provides foundational information needed by the Starmark team for the subsequent Project Roadmap Workshop.

WE EXPLORE SIX STRATEGIC TOPICS:

Business Context: Why does this project exist? Assessing the current market situation, positioning, competitors, features, business needs, attributes, challenges. What new/unmet needs are being addressed? What other projects does this relate to? Who are the stakeholders?

Goals: What does this project need to accomplish? How will things change as a result of this project's success? What things does this project need to enable for the business? What are the metrics and organizational goals? What does this project mean to the stakeholders?

Platform/Approach: What do we need to produce? What we are working with? Existing vs. desired technologies. Integrations that need to occur. Interdependencies. Budget and schedule details.

Success Factors: For this project to succeed, what things need to happen? Reviews and approvals. Quantifiable and measurable KPIs. Documentation and research/testing. Education and communications. Coordination, mistakes to avoid. How does this project need to be run? Escalation and governance.

Risks/Open Issues: Unknowns, questions and potential challenges. Things, people and roles we know may be a problem. Externalities—things we cannot control (approvals, resources, interfaces). Things we don't yet know. Questions that we need to ask.



Doneness: Understanding the criteria that will be used to determine what "finished" looks like. Aesthetics and experience, presentation, communication, customer journey and flow. Testing, validation, functionality, recognition and acceptance.



Deliverable: After the session we will deliver a transcribed Program Context report prior to our Project Roadmap Workshop.



4. RESOURCES AND METHODOLOGY | WE ARE AGILE CONT'D...

AGILE PLANNING ACTIVITIES INCLUDE:

PROJECT ROADMAP: "What we need to deliver"

We start with an internal team session that includes experts from each discipline (account services, writing, design, interactive developers, production, media, project management, etc.). Together we develop a working roadmap that covers both business context and tactical deliverables based upon our understanding of the project.

We then invite the project stakeholders from the Amelia Island Convention & Visitors Bureau (AICVB) team to join us for a collaborative session. We walk through our working roadmap and our thinking to date. Then all of us - AICVB and Starmark - talk about the business context and which tactical elements make sense vs. which don't. We add items, cross out others and change wording; all fueled by your needs, feedback and perspective. When our session is done, everyone leaves with a mutual understanding and clear agreement on what is needed and what we're going to deliver.

A FINISHED WEBSITE DESIGN WITH INTEGRATED CMS ROADMAP DELIVERS THESE SIX ELEMENTS:

Clear Scope: Identifying all the "stories" (project scope) that will be delivered. Scope is independent, negotiable, valuable, estimable, small and testable.

Structure: A natural grouping of stories into a logical framework that helps everyone plan and work more efficiently. We call this an "epic".

Success Criteria: How do we know when the story is complete? When all the success criteria are met.

Issues/Risks: What are the questions or items that still require resolution?

Priority: Assigning every story one of three priority level informs planning and scheduling.

Cost: We estimate the hours required for each "role" on a story based on the roles required to complete all the success criteria. Sometimes the cost of a story can affect the story priority, or the story may be modified to reduce its hours. Some stories may be assigned to the AICVB team or other support teams.



The Starmark team will begin the Roadmap, which will then be reviewed by the AICVB team and Starmark team in an all-day meeting.



Deliverable: After the session we will deliver a presentation with photos and transcriptions of your roadmap along with a phase summary quote that breaks down the costs according to the priorities you identify during the walkthrough.

4. RESOURCES AND METHODOLOGY | WE ARE AGILE CONT'D...

SPRINT PLANNING:

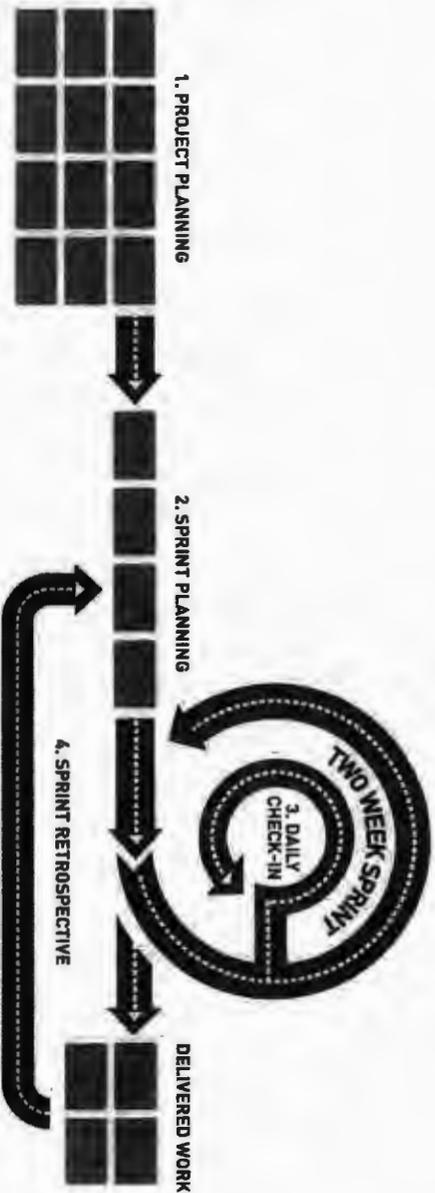
Deliver... Deliver... Deliver!

At StarMark, you'll never wait longer than two weeks to see finished work product. We call this "Sprint Planning".

We divide your project roadmap into manageable two-week sprints, based upon the priority determined in the roadmap walkthrough. No matter how large or complex your project, you receive completed, tangible items every two weeks.

Depending upon which phase the project is in, your Sprint deliverables could be a competitive research deck, a flowchart and wireframe, page templates, a copy deck, photo selects or other scheduled items.

Bottom line: you're kept in the loop start to finish. You get continuous work product throughout the process. Best of all, the entire project will feel even easier and smoother to manage with each passing week!



4. RESOURCES AND METHODOLOGY | INFORMATION ARCHITECTURE & SITEMAP

Information Architecture for Site-Wide Management

Starmark approaches the creation of information architectures (IA) using the same principles found in roadmapping. Prior to starting an IA, the team will first complete research and review all data available, including user testing of the existing site, stakeholder interviews and end-user interviews. The cross-functional team will then develop an organization plan that:

- Helps users find everything they need with minimal effort
- Structures and organizes all content for users
- Prioritizes user satisfaction with the product
- Determines content and page hierarchy
- Shows how the site will flow and how pages will connect to each other
- Reduces navigation problems for the users

During the client review, changes will be made live on the IA cards in order to achieve mutual understanding and acceptance. Once this is achieved, the document is formalized and published to a broader group, as needed.



4. RESOURCES AND METHODOLOGY | WEBSITE STRATEGY, DATA DRIVEN PROFILES, PERSONAS & USER JOURNEYS

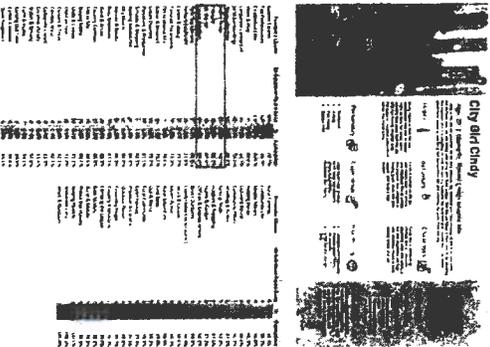
Developing a Comprehensive Website Strategy

These are the critical strategic deliverables that help inform and define the direction for any website project:

- **Stakeholder Interviews:** Be inclusive of all stakeholder input, and identify goals that are in line/in conflict with the project goals.
- **Current and Prospective Customer Interviews:** Identify features/functions they want/desire on a website. Include prospects and current customers, as well as customers who use competitor sites. Identify ways the website can add value to their needs.
- **Competitive Audit:** Establish a baseline, and identify what is needed to leapfrog the competition.

Data Driven Profiles & Personas:

Analyze 1 to 2 years of customer data to create profiles that guide the team to craft more personalized 1:1 design/copy that resonates with target audiences by sharing relevant beliefs, motivators, fears, pain points, other details.



- **SEO Audit & Strategy:** Gain an understanding of who search data perceives our competitors to be.
- **Analytics Audit:** Review the existing site traffic metrics to inform how to collect and analyze data in a more meaningful way.
- **Technical Performance Audit:** Utilize a series of tools to test site performance, speed, 404 errors, ADA compliance, redirect chains, meta data, robots, sitemap, journey maps (35 total tests).
- **User Journeys:** Identify users' emotions throughout journey (before and after website visit), and pinpoint key milestones in the funnel where friction, frustration or barriers typically arise to derail conversion. This allows us to proactively overcome pain points.
- **Website User Flows:** Create a website user flow (on site) that analyzes wants, needs, desires and pain points users experience during their website visit.
- **Content Strategy:** Defines goal of each key section and/or page. Ensures content logically aligns with a visitor's needs and improves SEO effectiveness. Makes key topics easier to find and every page clearer, more organized – less apt to overwhelm or distract with off-tangent or unuseful granular info.
- **Visual Audit of Existing Site:** Identify visual bugs that can be cleaned up and made more consistent for the user.
- **Ongoing Content Marketing Strategy:** To provide fresh relevant content based on topics our targets are searching for, inspiring people to return.

4. RESOURCES AND METHODOLOGY | USER EXPERIENCE DESIGN & TESTING METHODOLOGY

Our Philosophy

We approach UX as objectively as possible by applying the scientific method to our design work.

We don't guess, we test. Even a minute detail can make a big difference. We use testing to validate designs so we understand what impact they will have on users.

We emphasize what is proven to work. Live analytics help us see what content real users will gravitate to. This allows us to make changes that will leverage areas of the site customers already use.

We champion short iterative cycles that allow us to pivot and adapt to a constantly shifting market.

What value does this provide? This is the unofficial Starmark mantra. Something our UX designers ask themselves on a daily basis.

Is this valuable to the user?

Is this valuable to the business?

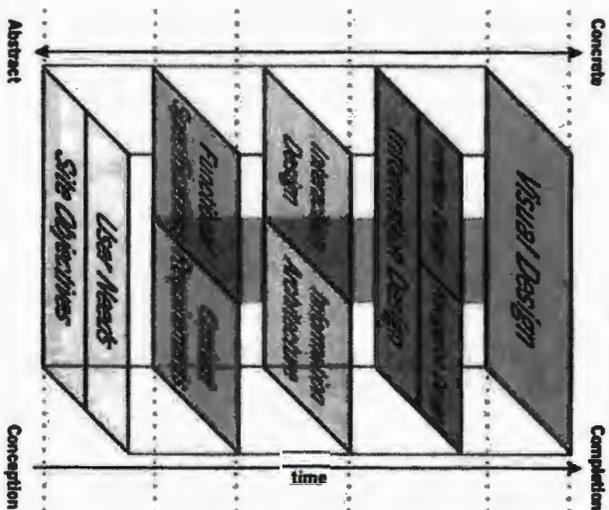
How?

Testing Protocols

- Testing participants are recruited based on program personas.
- User surveys allows us to discover user values, USPs, and pain points.
- Preference testing tells us what design and images users gravitate to.
- Usability testing reveals issues with navigation, terminology and organization.
- Timed cognition testing and eye tracking can be used to measure user impressions, memorability and attention.
- Live A/B and multivariate testing are recommended to test features with a real audience and make changes in real time based on performance.

Elements of User Experience

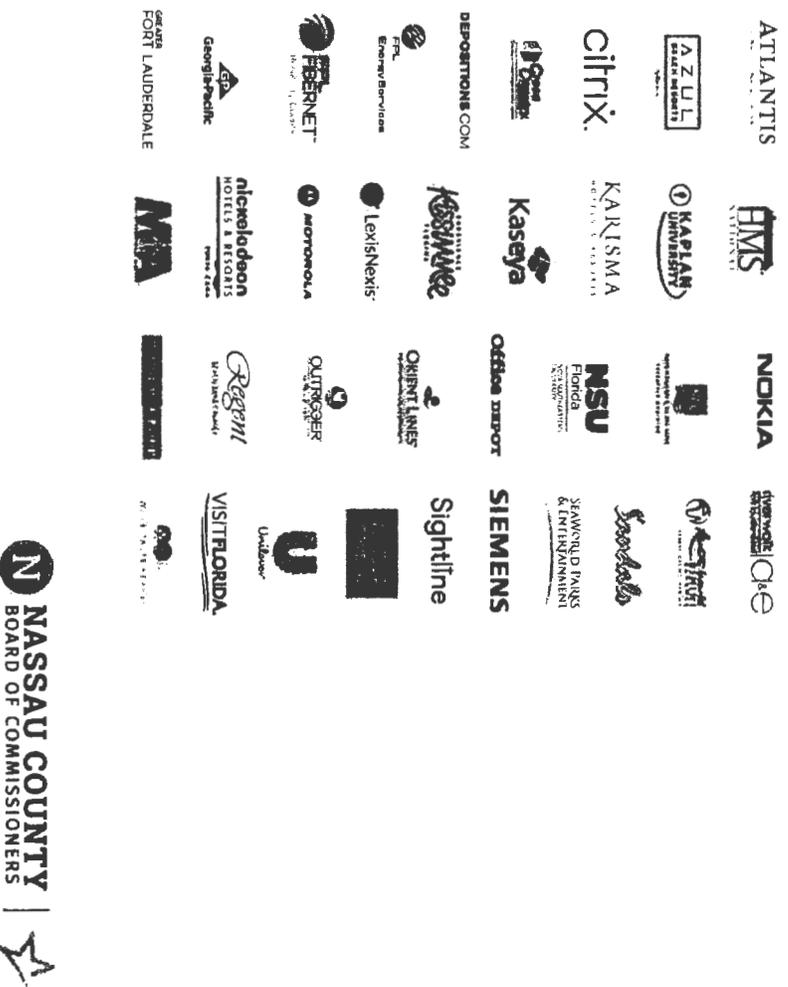
Jesse James Garrett, 2000



4. RESOURCES AND METHODOLOGY | DEVELOPMENT & PROGRAMMING

Since 1995 we have been designing and developing applications to meet our specific client needs, including the major brands listed below. To further this end, Starmark is an open source, platform-agnostic shop, and we support all open-source development standards. We have the in-house capabilities to customize feature sets to fully satisfy the needs of any project, including projects that need to be custom-built from end to end.

<p>Web Standards PHP, Python, React, HTML5, CSS3, Node.js, REST, SOAP, XML, -RPC</p> <p>Software Development iOS & Android Apps AR & VR Apps Web Application Security and Data Protection Database Design Agile software development Object Oriented Programming</p> <p>Marketing & Advertising Paid Media: Banners, SEM/PPC, Social Ads, Mobile Ads, Landing Pages Earned Media: SEO, Viral Marketing Contests & Promotions Owned Media: Microsites & Emails</p> <p>Loyalty Communications & Automations Marketing Automation, CRM & ERP, Salesforce Marketing Cloud, Pardot, Marketo, HubSpot (Full Suite), Klaviyo, Mautic, VTIger, SharpSpring ESP: MailChimp, Constant Contact, Campaign Monitor Vendor Portals eNewsletters</p>	<p>Business Intelligence & Analytics Starmark Data Warehouse (AWS, data lake, Panoply, Redshift, Glue) Google Analytics & Tag Manager Google Data Studio Metabase, Tableau, Snowflake, BigQuery</p> <p>Database Integration MySQL, Couchbase, MongoDB, Oracle, Microsoft SQL, PostgreSQL Custom CRM Integration Salesforce.com Integration GIS Integration</p> <p>Custom Software E-Commerce Systems Online Payment Systems PCI/DSS Compliance Sardanes-Oxley Compliance Hotel Reservation Systems Barcode Tracking Software Loyalty Programs Middleware Tech: Zapier, LeadsBridge, Tray.io, Workato</p> <p>Content Management Experience Zend Framework, WordPress, Concrete5, Magento, Drupal, Joomla, Symphony, SimpleView, Kentico, DimmUpdate & Hannon Hill Cascade Server. In addition, we have worked with custom CMS built in-house by several of our clients:</p>
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4. RESOURCES AND METHODOLOGY | DEVELOPMENT & PROGRAMMING CONT'D...

Third Party API Integrations

Virtually every product Starmark develops requires inbound or outbound API integrations for success. We host and manage our own data warehouse for complex projects on AWS so that we can stage, extract, transform, and load data where it needs in the proper format where it needs to be.

Whether the integrations are for internal systems or tools you use to run your business, or from third parties to supplement the platform, this is something our developers do for virtually every project.



DEPOSITIONS.COM

A secure cloud-based application to allow law firms to collaborate on cases in an app, this has many API integrations to allow the complete functionality of the platform. The main one is Vimeo, which is the video asset management system that content is loaded to and played from.



OLIVE GARDEN

Custom API integrations allowed users to find a restaurant near them, based on their ZIP code, get hours of operation, add themselves to the "wait list", find out the restaurant wait time at any moment, and even reorder one of their "favorites".

4. RESOURCES AND METHODOLOGY | CMS SELECTION

Starmark has over 25 years of experience creating bespoke websites, commerce solutions and custom apps.

- As an open source development shop, we are CMS agnostic, so, we always choose the best CMS based on the requirements from our clients and their business goals.
- The benefits of using open source cannot be understated, as there will be millions of developers that are familiar with these platforms ensuring even when the Starmark engagement ends, the site can live on purposefully.
- While the RFP has many requirements and some details, more work is needed to flesh out the rest of the details necessary before making a CMS recommendation. This would be done as part of our Agile Roadmapping process as mentioned on page 66.
- Once the Agile Roadmap is complete, every deliverable and use case would be loaded to a CMS evaluation matrix, an example of which is shown at the right.
- Each feature is given a "weight" as to the importance for the new CMS, from must have to nice to have to not required. This weight is used in the final score
- Each function and use case is then scored for each CMS in the evaluation process.
- Intangible items are also evaluated for every CMS such as community support, technical support, programming language, etc
- While Starmark is experienced in a variety of MVC development frameworks as mentioned on page 72, based on the initial requirements of the AICVB we believe a non-MVC open source solution like Wordpress would be a good fit. When configured properly, Wordpress has a robust user base, can handle high volume sites, and allows for endless customization under the hood as needed.

Content Management System Evaluation

Criteria	Weight	Score	Weighted Score
1. Content Management System (CMS) - Ability to manage content, user roles, and permissions.	15	4	60
2. Content Management System (CMS) - Ability to manage content, user roles, and permissions.	15	4	60
3. Content Management System (CMS) - Ability to manage content, user roles, and permissions.	15	4	60
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4. RESOURCES AND METHODOLOGY | CONTENT MARKETING & SEO

Maintain Search-Friendly Indexing and Seo

Reflecting the needs of users, major players in search are now basing rankings more heavily upon responsive design fundamentals, specifically the end-user mobile experience.

The **UX/UI, Design, Development, Analytics, Copy and SEO teams collaborate** to provide the best experience for the best possible ranking. Additionally, the Starmark Innovation Lab is creating a system of best practices for all of our clients to account for the rising popularity of voice search. Versus a standard text search, most voice searches end with one best-fit answer to a plain-language question, so search optimization is even more important when catering to users of Siri, Alexa and Google Assistant on mobile and home-based devices.

When building and designing a site, we develop around solid SEO fundamentals, so we can focus on ongoing improvements rather than SEO fixes.

- **Advanced SEO** techniques for optimum search visibility and placement across all channels, including voice, are discussed and integrated into the process from the beginning. This includes incorporating related schema markup whenever possible to improve search visibility to claim featured snippets and voice search.
- Extensive **keyword research**, historical data and forecasting with industry-standard tools are the cornerstones of all on-page optimizations, alongside proper on-page hierarchies for easy web crawls.
- **On-Page, Technical and Off-Page** incorporate over 120 factors and are evaluated through each page. Starting with the highest-value tier-1 pages, down to the lower priority tier-3+ pages, the teams collaborate to establish the best user experience, visual design and SEO-friendly page.
- Voice search-specific practice to serve highly rated, intuitive answers for the voice searches that make up more than 40 percent of daily search traffic.



4. RESOURCES AND METHODOLOGY | SEO & TECHNICAL PERFORMANCE

An SEO and technical performance audit guides the team to make high value recommendations to increase the performance of the site. It uses a series of performance testing tools to establish a baseline of performance of the CMS, of SEO, the hosting environment, ADA compliance, competitive comparison, and include search and content review.

- Organic and paid traffic comparison
- Desktop and mobile traffic comparison
- Search performance and trend
- Top keywords
- Competitive positioning
- Mobile optimization
- Structured data
- Crawler accessibility
- Page load time (mobile)
- Page load time (desktop)
- XML sitemap
- Canonical URLs
- HTTPS secure site
- Redirect errors
- Meta, URLs, headers
- Robots.txt
- Page speed & Yslow scores
- ADA compliance
- Domain authority
- Duplicate content
- Unique meta descriptions
- Meta description length
- Proper keyword usage & density
- Alt text properties implemented
- On-page hierarchy
- SEO-friendly URLs
- Valuable content
- Expertise
- Influencers
- Harmful links
- Inbound link quantity / variety
- Inbound link quality
- Inbound link anchor text
- Supporting marketing initiatives
- Behavior flows (all)
- Behavior flows (conversions)
- Behavior flows (paid vs organic)
- 404s
- Duplicate titles
- Long titles
- Short titles
- Missing meta
- Duplicate meta
- Short meta
- Long meta
- Duplicate H1s/H2s
- Missing H1s/H2s
- Multiple H1s/H2s
- Missing ALT
- Canonical directives
- Redirect chains

4. RESOURCES AND METHODOLOGY | ONGOING OPTIMIZATION

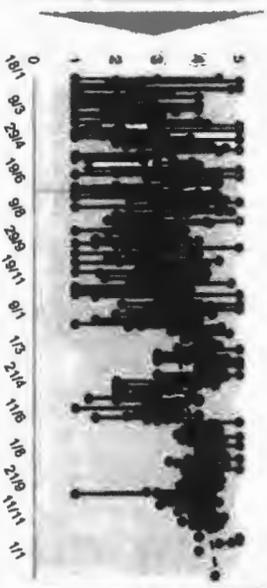
On larger initiatives like this assignment, Starmark recommends a four-week (two-sprint) continuous feedback cycle. During the first two weeks of the cycle, the team analyzes all data inputs and prioritizes needs along with our client team. The second two weeks are used to implement recommended optimizations.

This is an extension of our philosophy of **rapid, iterative improvements versus long-haul updates**. We can deploy strategically important changes more quickly and with a greater focus on high priority items without the release schedule being bogged down by feature improvements or special requests that do not have demonstrated business value. We've found that this leads to more successful web products with higher client and team satisfaction.

- Continuous collection of data
- Tracking and reporting over time
- Analysis to determine improvements
- Prioritization of recommendations
- Execute refinements
- QA and test
- Deploy
- Cycle repeats the following month

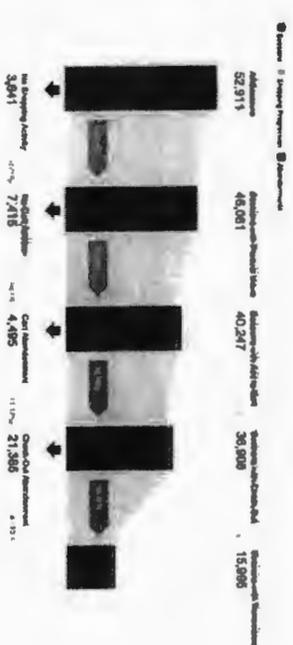


Continuous collection of data



Trend tracking over time

Analysis and prioritization of findings

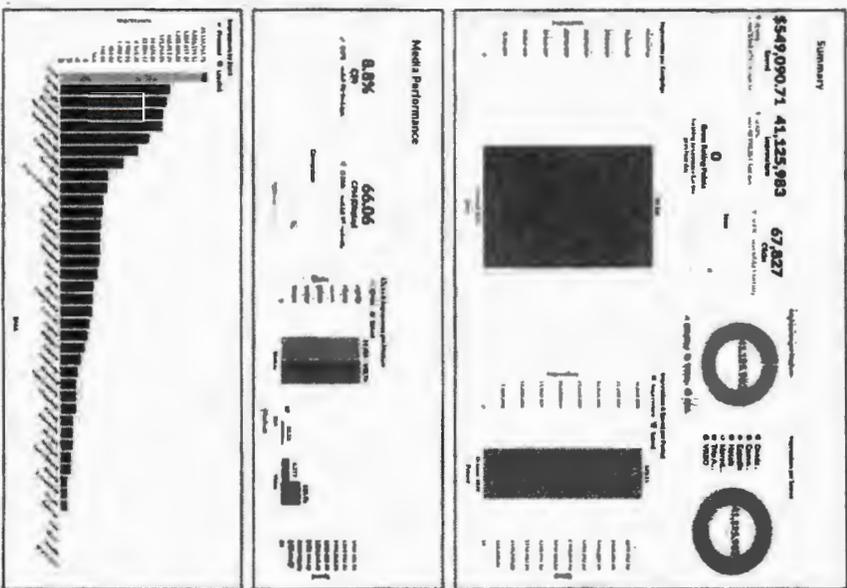
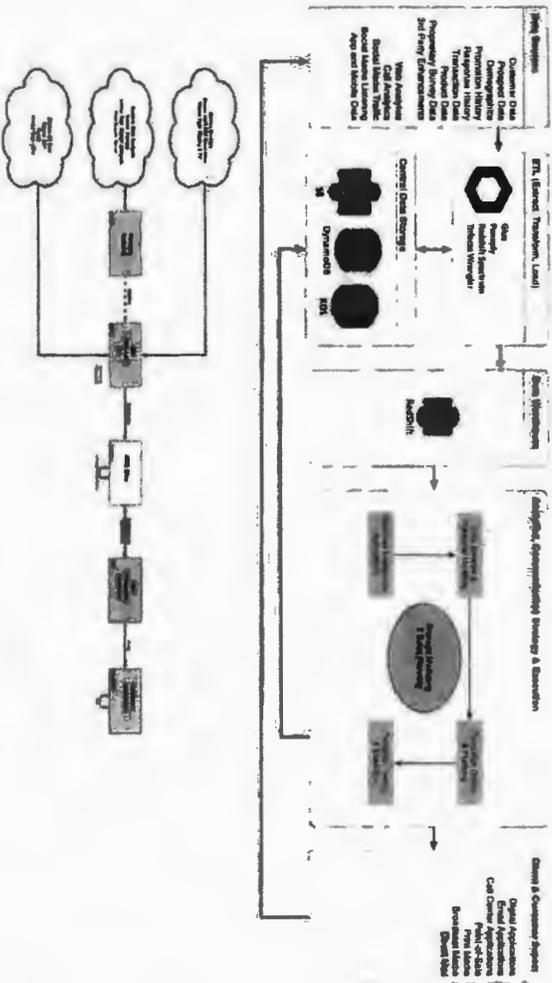


4. RESOURCES AND METHODOLOGY | DATA WAREHOUSE AND REPORTING DASHBOARDS

Data and Analytics-Driven Integrated Process

Tracking all media from all campaigns, channels and sources is critical to gaining insights and making optimizations to any media campaign. Having social, search, display and others, like OTT or broadcast, in different reporting formats reduces efficiency and effectiveness of media programs. Starmark has this all figured out with our data warehouse configuration that aligns all your media data in a single place:

- All reporting data from all sources feed to the Starmark Data Warehouse (DWH)
- All data is normalized and made consistent from all vendors
- Reporting dashboard aligns to the approved Measurement Strategy



4. RESOURCES AND METHODOLOGY | CLOUD BASED HOSTING

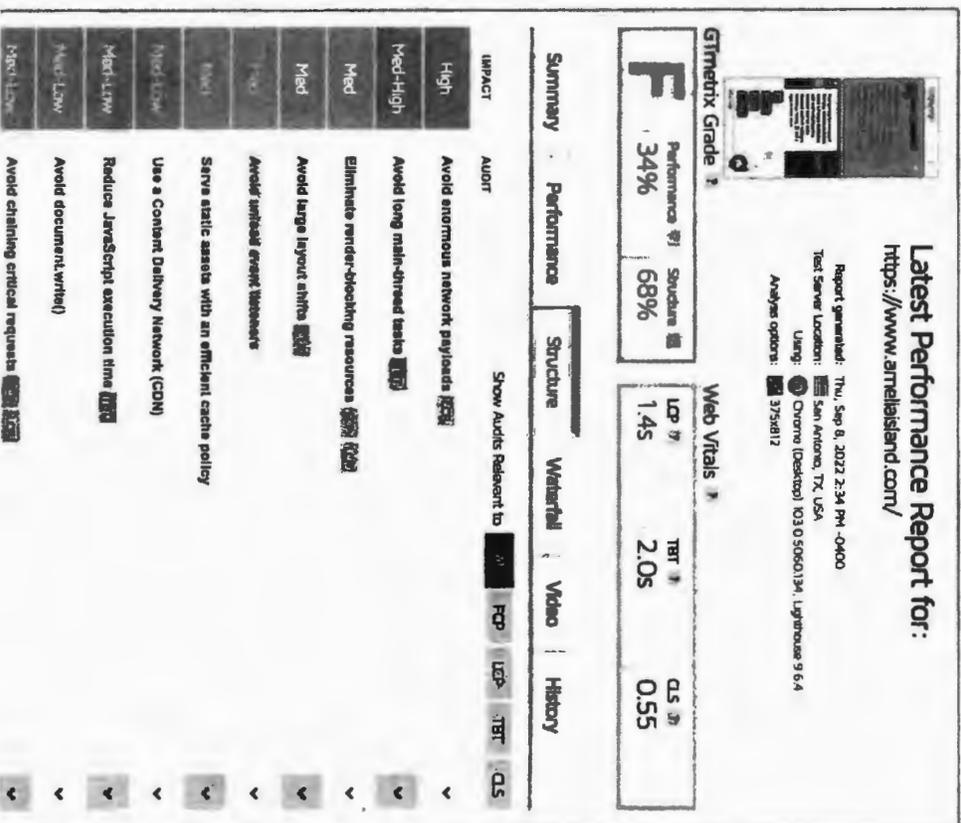
Recommended Best Practices for Website Hosting

Through mutual understanding, Starmark strives to find the best solution for a client need. Once we understand the challenge and any externalities, we carefully evaluate possible solutions to find the right fit.

Hosting is no different. Our primary means of hosting is a cloud based solution backed by Amazon Web Services (AWS). We believe this to be the right fit in most cases, as it offers a suite of tools to assist in:

- High Availability and Disaster Recovery
- Robust File Management
- Continuous Integration/Continuous Delivery
- Strong Applications, Logins, Passwords and User Access policies
- Backups and Restore Points
- SSL, Firewalls and DDoS Prevention
- Antivirus and Malware Scanning and/or Removal
- Network Monitoring

However, our team of engineers can also support on-premise hosting, including setup and maintenance should the need arise. All servers, cloud based or on premise, receive the same monitoring and maintenance to ensure your site or application is running optimally and securely.



4. RESOURCES AND METHODOLOGY | WEBSITE MAINTENANCE AND SUPPORT



Optimization and Maintenance

"A website is never done, you just stop working on it."

There is some truth in this quote. The process of developing and launching a website can be daunting. Breaking it down into manageable sprints is the best way to success. Determining how many sprints need to be completed before launch is done collaboratively with the client and the team allowing them to commit to the schedule.

After the official go-live for a site, there are typically a few more sprints that are used to complete the items in the backlog that were not "critical for launch". The following sprints address the items that are "nice to have".

Once the backlog is completely cleared, the website project converts to optimization and maintenance mode. This includes logging new requests from the client, user and A/B testing, heat map and confetti report analysis, landing page optimization, search engine optimization, conversion testing, etc. These requests are typically handled on a monthly/recurring maintenance agreement. The main reason is to continually optimize the site to gain a greater ROI. That requires gaining insights over a period of time and making informed updates based on those insights. Other reasons include keeping the site updated to the latest version of all software patches, conducting monthly security audits to maintain a secure enrollment environment, adapting to new devices and screen sizes introduced to the public that may require site maintenance.

4. RESOURCES AND METHODOLOGY | WEBSITE MAINTENANCE AND SUPPORT CONT'D...

Optimization Programs Include

- Review Analytics, Heat Maps, Confetti and Scroll Maps
- Review reports to create insights and make recommendations for optimization
- Review user comments and feedback (Happy and sad and everything in between)
- Prioritize recommendations based on highest impact items
- Include device/browser specific recommendations
- Coordinate failed transactions with developers based on date/time/IP to pull error codes from log file
- Include developer time to execute top priority recommendations each month
- Optimization topic becomes an agenda item on a status call each month
- Includes technology license fees (when required)

Maintenance Programs Include

- Maintenance is for tactical production time only, items such as:
- Copy updates (copy provided by the client, or minor copywriting and edits)
 - Updates to the template (minor re nement such as alignment or widget additions)
 - Header/footer maintenance
 - Content changes (such as icons, buttons, provided images)
 - Database and data updates
 - IT requests such as new domain name setup, redirects and aliases
- Any strategic or creative support is **not** included in maintenance and would be estimated separately, such as:
- Creative conceiving & new designs
 - Strategy
 - New layouts and template creation
 - Promotional ideas
 - Major copywriting of PR, News, or entire new sections
 - Stock photography research and purchase costs

4. RESOURCES AND METHODOLOGY | SERVICE LEVEL AGREEMENT

StarMark | Service Level Agreement (SLA)

Essentials of the StarMark Service Level Agreement included in your contract, or for as long as a maintenance agreement exists:

StarMark Web Uptime
 StarMark's hosting environment has multiple geographically diverse availability zones in the eastern U.S. region for alta traffic giving it greater redundancy. What this means is that the site will be hosted simultaneously at three diverse data centers, and if any one should have connection issues, all website traffic will automatically route to data centers that are still available. This all happens seamlessly to the end user making for a better customer experience and achieves greater than 99.99% availability per month for the solution layer (application, network and hosted website) excluding planned and/or approved maintenance periods.

Real-Time Response Times
 99.99% of home page initial response time within a score of B- or better using an agreed upon third party testing tool.
 99.99% of home page performance is rated above 7s as defined by Page Speed Insights.

Uptime for all Servers, Web applications and databases
 Availability of 99.99% per month of each server excluding planned and/or approved maintenance periods, emergency.

Server Downtime
 Downtime is defined as the time a system fails to provide or perform its primary function

Hardware or Cloud-based Servers
 Other: Applications, Operating system and network connectivity
 Rectifying either situation will begin once the root cause is identified

Maintenance Windows to be schedule with at least 48 hour notice to the client
 11pm - 5am EST window with at least 48 hour notice. No more than 2 main maintenance windows per week.

Availability of a test environment
 StarMark will maintain a UAT environment for training, testing of new websites and applications.
 Changes with cost implications (new or replacement servers, new software, licenses etc.) client

Branding / Advertising / Digital Media Search / Social / Data Science
 STARMARK
 PERIODS
 STARMARK.COM

StarMark | Service Level Agreement (SLA)

will receive 60 days prior notice for items that may have cost implications to StarMark.

Notification of unplanned and unscheduled outages
 Unplanned outages arise from a situation in which either StarMark, or client, have identified a threat to the integrity of any aspect of the website. StarMark will notify client of threats and threat severity immediately. If a threat requires an immediate outage or has caused an outage, StarMark will notify client after processes to protect the site have been initiated.

Investigation and explanation of unscheduled outages
 A post mortem and issue explanation is required within three business days of issue resolution.
 Response to requests by client

High severity requests require a 4 hour response time, medium severity requests require a 2 business day response time, low severity requests require a 7 days response time. An estimated resolution time is required with the response. A post mortem and request explanation is required for high severity requests within 3 business days.

StarMark Accountability
 StarMark's account representatives provide problem resolution to client, 100% of the time and respond within 24 hours.

StarMark's representative responds to requests for information client
 100% within 24 hours

Escalations
 All client escalated issues as defined as written Customer objections to the manner, timing, appearance or delivery of services, rather than the legitimate rating, underwriting, or product development underlying such services shall be acknowledged by e-mail or telephone within two (2) business days and a written resolution provided within ten (10) business. Client will be notified of each issues within two (2) business days.

Quarterly Business Review (QBR)
 StarMark will conduct a Quarterly Business Review (QBR) with client that will outline performance, spend and outages for the previous quarter, and discuss opportunities for continuous improvement between StarMark and client.

Branding / Advertising / Digital Media Search / Social / Data Science
 STARMARK
 PERIODS
 STARMARK.COM

- Other StarMark Standards:**
- 1 Non-Disclosure Agreement
 - 2 Data Confidentiality Agreement
 - 3 StarMark Data Governance Policy
 - 4 StarMark Password Policies
 - 5 StarMark IT Security Audit
 - 6 Quarterly Business Reviews

5. REFERENCES



VIACOM
1515 Broadway
New York, New York 10036

Contact: Erica Nunez
Sr. Director, Location Based Experiences

T: 212.846.7701
erica.nunez@nick.com

nickresorts.com

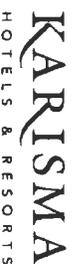
ExperiencesbyNick.com

Services Provided:

Comprehensive website strategy, development and ongoing content marketing & maintenance

Performance Period:
2018 - Present

Total Contract Value:
\$750,000 to date



PREMIER WORLDWIDE MARKETING
3191 Coral Way
PH 202
Miami, FL 33145

Contact: Elizabeth Fettes
Chief Marketing & Sales Officer

T: 404-550-8306
efettes@pwmktg.com

Services Provided:

Comprehensive website strategy, design, advertising, marketing, sales support

Performance Period:
2016 - Present

Total Contract Value:
\$1,500,000 to date



BROWARD COLLEGE
6400 NW 6th Way
3rd Floor
Fort Lauderdale, FL 33309

Contact: Daniela Circonciso
Director of Marketing, Promotions & Public Relations

T: 954.201.7508
dcircons@broward.edu

broward.edu

Services Provided:

Comprehensive website strategy, design system, development and ongoing support of in house team

Performance Period:
2018 - Present

Total Contract Value:
\$250,000 to date



CINCH HOME SERVICES
4700 Exchange Court
Suite 300
Boca Raton, FL 33431

Contact: Michelle Licudine
Director of Marketing,
Direct to Consumer

T: 954.835.1900 x2323
mlicudine@cinchs.com

shop.cinch.com

Services Provided:

eCommerce and analytics programming, master services maintenance agreement and 24x7x365 support

Performance Period:
2006 - Present

Total Contract Value:
\$4,890,000 to date

6. COSTS



6. COSTS | AGENCY COMPENSATION APPROACH

As an Agile agency, planning, prioritization and transparency are essential to achieving clear communication and collaboration among all teams. Our Agile methodology influences everything we do, including compensation and project costs.

The Best Relationships are Collaborative and Transparent

All costs down to the smallest detail will always be transparent and quantifiable through our collaborative roadmap process. This initial planning session, held with Starmark and AICVB teams together, defines everything we need to deliver for the plan.

Upon completion of this collaborative roadmap, a **firm fixed price will be established for every AICVB deliverable.** This assures you a fully transparent budgeting process.

It's a very flexible one as well. The way we construct this roadmap of deliverables makes it quick and easy for you to change the scope of work wherever it's needed. You can also decide which stories (i.e., individual projects) are most important or have the biggest impact on your bottom line and should be considered highest priority.

Once we have a completed roadmap with an established budget, there are several acceptable ways to approach compensation that meet the needs of both parties we recommend the following for your website project:

- **Minimum-fee Plus Projects:** Monthly recurring deliverables can be put into a fee with the rest of the project being billed upon delivery. Fee-type deliverables can include services such as program management, search engine optimization, website maintenance, business intelligence and reporting, etc. The rest of the roadmap would be billed in the month the deliverable is completed.

6. COSTS | ATTACHMENT "F" - COST SCHEDULE

ATTACHMENT "F" COST SCHEDULE

CONTRACTOR shall design, development and maintain Anestisland.com Website including Computer Management System (CMS) for the prices stated below.

1. TOTAL COST for Design, Development, Deployment/Implementation, and Training. (travel expenses included, if any) for fully operational website and Computer Management System	\$ 185,000.00
2. SOFTWARE SUPPORT & MAINTENANCE SERVICE COSTS:	
2417 Support & Maintenance Services - 1 st Year	\$ 85,800.00
2417 Support & Maintenance Services - 2 nd Year	\$ 85,800.00
2417 Support & Maintenance Services - 3 rd Year	\$ 85,800.00
2417 Support & Maintenance Services - 4 th Year	\$ 85,800.00
2417 Support & Maintenance Services - 5 th Year	\$ 85,800.00
TOTAL SOFTWARE SUPPORT & MAINTENANCE SERVICE COSTS (5 years)	\$ 428,000.00
ANNUAL RECURRING COSTS	
3. WEBSITE HOSTING	\$ 7,200.00
4. CMS SUBSCRIPTION LICENSING FOR ONE (1) DOMAIN	\$ 500.00
5. EMAIL AND DATABASE MANAGEMENT	\$ 6,000.00
ADDITIONAL SERVICES	
HOURLY RATE FOR ADDITIONAL SERVICES	\$ 150.00

Company Name:	Starmark International, Inc.
Authorized Name & Title:	Jacqueline Hartnett, President

7. ATTACHMENTS / ADMINISTRATIVE INFORMATION



7. ATTACHMENTS | VALID LICENSING TO CONDUCT BUSINESS IN THE STATE OF FLORIDA

State of Florida
Department of State

I certify from the records of this office that STARMARK INTERNATIONAL, INC. is a corporation organized under the laws of the State of Florida, filed on February 26, 1998, effective February 24, 1998.

The document number of this corporation is P98000018940.

I further certify that said corporation has paid all fees due this office through December 31, 2022, that its most recent annual report/uniform business report was filed on January 25, 2022, and that its status is active.

I further certify that said corporation has not filed Articles of Dissolution.

Given under my hand and the Great Seal of the State of Florida at Tallahassee, the Capital, this 17th day of August, 2022.


Secretary of State



Tracking Number: STG18283270
To authenticate this certificate, visit the following URL after this number, and then follow the instructions displayed:
<https://www.sunbiz.org/PUblic/CertificateOfStatusCertificateValidation>

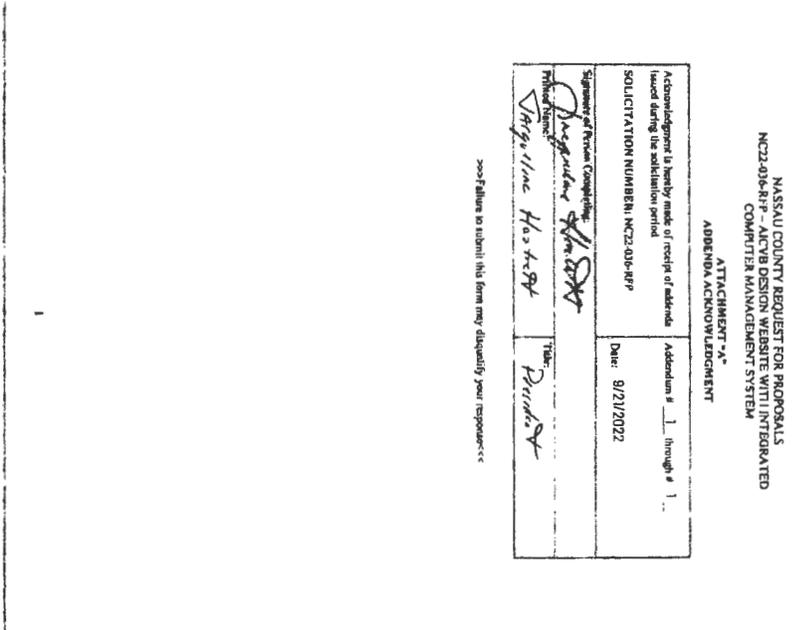
7. ATTACHMENTS | ATTACHMENT "A" - ADDENDA ACKNOWLEDGEMENT

NASSAU COUNTY REQUEST FOR PROPOSALS
NC22-036-RFP - A/CYB DESIGN WEBSITE WITH INTEGRATED
COMPUTER MANAGEMENT SYSTEM

ATTACHMENT "A" ADDENDA ACKNOWLEDGEMENT

Acknowledgment is hereby made of receipt of addenda issued during the solicitation period. SOLICITATION NUMBER: NC22-036-RFP	Addendum # <u>1</u> through # <u>1</u> Date: 9/21/2022
Signature of Person Completing Addendum <i>Debra Heston</i> Printed Name: <i>Debra Heston</i>	Title: <i>President</i>

*** Failure to submit this form may disqualify your response ***



7. ATTACHMENTS | ADDENDUM # 1

Request for Proposal Design Website with Integrated Computer Management System
NCC2-056-RFP
Addendum No. 1

68. "Possible Social RSS feed into Amniceland.com." Do you use an embedded social feed? Most social networks don't utilize RSS as a content delivery method.

Answer: The County would appreciate a recommendation to optimize social networks into new website from Respondent.

Proposal due date and opening date are rescheduled to: September 22, 2022 at 10:00 AM EST

ACKNOWLEDGMENT IS HEREBY MADE OF RECEIPT OF THIS ADDENDUM

Vendor/Company Name: StarMark International, Inc.

Vendor Signature: _____

Date: 9/21/2022

End of Addendum #1

7. ATTACHMENTS | ATTACHMENT "B" - EXPERIENCE OF RESPONDENT

ATTACHMENT "B" EXPERIENCE OF RESPONDENT

The following questionnaire shall be answered by the Respondent for use in evaluating the submitted to determine the most qualified Respondent, meeting the required specifications.

1. FIRM NAME: Starcraft International, Inc.
 Address: 201 E. Lee Drive Blvd, Suite 1040
 City/State/Zip: Fort Lauderdale, FL 33301
 Phone: 954-974-8000
 Name of primary contact responsible for work performance: Juan Carlos Hernandez
 Phone: 954-974-8008 Cell Phone: 954-974-8001
 Email: JuanCarlos.Hernandez@starcraft.com

2. INSURANCE:
 Surety Company: W/A
 Agent Company: _____
 Agent/Individual: _____
 Total Bonding Capacity: 5 Value of Work Recently Bonded: 5

3. EXPERIENCE:
 Years in business: 24
 Years in business under this name: 24
 Years performing this type of work: 24
 Value of work now under contract: \$50M
 Value of work in place last year: \$4,95M
 Percentage (%) of work usually self-performed: 100%
 Name of subcontract you may use: 8
 Has your firm: Failed to complete a contract: Yes No
 Been involved in bankruptcy or reorganization: Yes No
 Pending judgment claim or title against firm: Yes No

4. PERSONNEL:
 How many employees does your company employ?
 Management: 1 E. Full time 1 Part time
 Supervisors: 1 Full time 1 Part time
 Foremen: 1 Full time 1 Part time
 Craft: 14 Full time 2 Part time
 Other: _____

5. WORK EXPERIENCE:
 List your three (3) most significant commercial accounts where the contract was similar in scope and size to this bid.
 Reference #1: _____
 Company/Agency Name: VAN EPH
 Address: 1515 Broadway, New York, New York 10036
 Contact Name: Eugen Nunez, Sr. Director, Location Based Recruitment
 Phone: 372-262-2244 Email: ENunez@vaneph.com
 Project Description: Recruitment and selection of candidates for various positions in the construction industry.
 Company/Agency Name: STARCRRAFT
 Address: 201 E Lee Blvd, Suite 1040, Fort Lauderdale, FL 33301
 Contact Name: Juan Carlos Hernandez
 Phone: 954-974-8000
 Project Description: Construction of a new building.
 Company/Agency Name: STARCRRAFT
 Address: 201 E Lee Blvd, Suite 1040, Fort Lauderdale, FL 33301
 Contact Name: Juan Carlos Hernandez
 Phone: 954-974-8000
 Project Description: Construction of a new building.

Reference #2:
 Company/Agency Name: BROWARD COUNTY
 Address: 2801 Galt Way, Ft. Lauderdale, FL 33305
 Contact Name: Elisabon Torres-Lopez, Marketing & Sales Director
 Phone: 404-350-1020 Email: elopez@broward.com
 Project Description: Construction of a new building.
 Company/Agency Name: BROWARD COUNTY
 Address: 2801 Galt Way, Ft. Lauderdale, FL 33305
 Contact Name: Elisabon Torres-Lopez, Marketing & Sales Director
 Phone: 404-350-1020 Email: elopez@broward.com
 Project Description: Construction of a new building.

Reference #3:
 Company/Agency Name: BROWARD COUNTY
 Address: 2801 Galt Way, Ft. Lauderdale, FL 33305
 Contact Name: Elisabon Torres-Lopez, Marketing & Sales Director
 Phone: 404-350-1020 Email: elopez@broward.com
 Project Description: Construction of a new building.

REMARKS:
 THIS FORM IS TO BE INCLUDED WITH SUBMISSION. FAILURE TO SUBMIT ALONG WITH SUBMISSION MAY CAUSE FOR DISQUALIFICATION.

7. ATTACHMENTS | ATTACHMENT "C" - DRUG FREE WORKPLACE CERTIFICATE

NASSAU COUNTY REQUEST FOR PROPOSALS
 NC21-016-RFP - ACVB DESIGN WEBSITE WITH INTEGRATED
 COMPUTER MANAGEMENT SYSTEM

DRUG FREE WORKPLACE CERTIFICATE

I, the undersigned, in accordance with Florida Statue 319.007, hereby certify that _____ (Name or type name of firm)

State of _____

1. Publishes a written statement mandating that the contractor manufacture, distribution, dispensing, possession or use of a controlled substance in the workplace named above, and specifying actions that will be taken against violators of such prohibition.
2. Informs employees about the dangers of drug abuse in the workplace; the firm's policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs; and the penalties that may be imposed upon employees for drug use violations.
3. Once each employee is provided a copy of this statement, the contractor shall not under bid or propose a copy of this statement specified above.
4. Notifies the employees that as a condition of working on the contractor's or commercial services that are under bid or proposed, the employee will abide by the terms of the statement and will notify the employer of any conviction of, plea of guilty or nolo contendere to, any violation of Chapter 1993, or any comparable substance law of the State of Florida or the United States, for a violation occurring in the work place, no later than five (5) days after such conviction, and requires employees to sign copies of such written statement to acknowledge their receipt.
5. Imposes a sanction on, or requires the satisfactory participation in, a drug abuse substance or rehabilitation program, if such is available in the employer's community, by any employee who is so convicted.
6. Makes a good faith effort to continue to maintain a drug free workplace through the implementation of a drug free workplace program.

(Recommend of the page incrementally blank.)

NASSAU COUNTY REQUEST FOR PROPOSALS
 NC21-045-RFP - AMERICAN RESCUE PLAN PROGRAM ADMINISTRATION

"As a person authorized to sign a statement, I certify that the above named business, firm, or corporation complies fully with the requirements set forth herein."

[Signature]
 Name and Signature
 Date: 9/11/22

State of Florida
 County of Broward

Sworn to before me and subscribed before me by means of _____ on this _____ day of _____, 2022, by _____, who is _____ personally known to me or _____ produced an identification.

[Signature]
 My commission expires: Jan 11, 2024



7. ATTACHMENTS | ATTACHMENT "D" - E-VERIFY AFFIDAVIT

Please see our populated and signed E-Verify forms on pages 95 & 96

ATTACHMENT "D"
E-VERIFY AFFIDAVIT

7. ATTACHMENTS | E-VERIFY FORM



NASSAU COUNTY
BOARD OF COUNTY COMMISSIONERS
 60120 Nassau Plaza, Office 8
 Yulee, Florida 32097

John Hester
 Director of the
 Board of County
 Commissioners
 60120 Nassau Plaza, Office 8
 Yulee, Florida 32097

Don No. 1 (Employee Name)
 Don No. 2 (Employee Number)
 Don No. 3 (Employee Title)
 Don No. 4 (Department Name)
 Don No. 5 (Contract/Order Title)

JONIA A. CHAFFIN-CARD
 ES-CORPORAL
 DONOR NAME
 ORDER NUMBER
 T/NO. 1, 100% ACP
 100% ACP

E-VERIFY FORM UNDER SECTION 448.095, FLORIDA STATUTES

Project Name: Design Module web Integrated Computer Management System (CMS)

Bid No./Contract No: NC22-038

DEFINITIONS:

"Contractor" means a person or entity that has entered or is attempting to enter into a contract with a public employer to provide labor, supplies, or services to such employer in exchange for salary, wages, or other remuneration. "Contractor" includes, but is not limited to, a vendor or consultant.

"Subcontractor" means a person or entity that provides labor, supplies, or services to or for a contractor or another subcontractor in exchange for salary, wages, or other remuneration.

"E-Verify System" means an Internet-based system operated by the United States Department of Homeland Security that allows participating employers to electronically verify the employment eligibility of newly hired employees.

Effective January 1, 2011, Contractors, shall register with and use the E-Verify System in order to verify the work authorization status of all newly hired employees. Contractor shall register for and utilize the U.S. Department of Homeland Security's E-Verify System to verify the employment eligibility of:

- a) All persons employed by a Contractor to perform employment duties within Florida during the term of the contract; and
- b) All persons (including subcontractors/subcontractors) assigned by Contractor to perform work pursuant to the contract with Nassau County. The Contractor acknowledges and agrees that registration and use of the U.S. Department of Homeland Security's E-Verify System during the term of the contract is a condition of the contract with Nassau County; and

(34) 508-4-100

An Affirmative Action/Equal Opportunity Employer

7. ATTACHMENTS | E-VERIFY FORM EXHIBIT "A"

EXHIBIT "A" CONTRACTOR E-VERIFY AFFIDAVIT

I hereby certify that Sumark International, Inc. (Contractor Company Name) does not employ, contract with, or subcontract with an unauthorized alien, and its affiliates in full compliance with Section 448.095, Florida Statutes. All employees hired on or after January 1, 2021 have had their work authorization status verified through the E-Verify system.

A true and correct copy of Sumark International, Inc. (Contractor Company Name) proof of registration in the E-Verify system is attached to this Affidavit.

[Signature]
Print Name: Virginia Harrell
Date: 4/13/21

STATE OF FLORIDA
COUNTY OF Broward

The foregoing information was personally before me by means of physical presence or online interaction, the 4/13/21 (Date) by Virginia Harrell (Name of Officer or Agent, Title of Officer or Agent) of Sumark International, Inc. (Contractor Company Name) who is an individual (Status or Place of Incorporation) Corporation, or partner of the Corporation. Harrell is personally known to me or has produced an identification as identification.

[Signature]
Notary Public
Loring Evans
Printed Name

My Commission Expires: 24/12/2021



INNOVATION LAB



INNOVATION LAB



AUGMENTED REALITY

The Lab is harnessing extraordinary Augmented Reality and Mixed Reality platforms and hardware, including Apple's ARKit, the Microsoft HoloLens and Magic Leap One Creator Edition, to revolutionize awareness and sales through edutainment and technology.

Amelia Island Portal
[Click to watch video](#)



Users can "Dance with the Penguins" for SeaWorld Antarctica
[Click to watch video](#)



Users can explore the MIA airport sustainability project in Augmented Reality



INNOVATION LAB



SOCIAL CONVERSATION

We haven't met a brand yet that doesn't want more positive social media engagement. As a Lab experiment, we built a solution that engages consumers in the real world to create more digital engagement. After rolling our technology out to a variety of machines and industries, Starmark now holds **two U.S. patents** on those methods, and we have a third patent pending.



WE ARE



ATTACHMENT "A"

Amelia Island | F2023 Starmark New Website with Integrated CMS & Maintenance Scope of Work

Overview

Design, Develop and Maintain the Ameliainland.com website including a Computer Management System (CMS) for the website.

Project Objectives Include:

- Build site in a CMS platform that optimizes the goals and objectives and delivers best in class destination website.
- CMS should allow for multiple users and permissions levels for in-house management/editing the site
- Create multiple forms: business listings, landing pages, travel guides, video/photo tours, registration forms
- Migrate content pages from our current site
- Display a robust event calendar
- Optimize for SEO
- Develop inspiring blog
- Integrate with social media (share buttons, follow buttons, etc.)
- Achieve GDPR privacy and 508 accessibility compliance
- Translate content into multiple languages
- Maintain CMS system as a partner database

Technical Components - Integrations Include:

Current integration with the following embedded systems:

- MailChimp for email
- Simpleview/Book Direct referral engine
- Photo and video galleries via Crowdriff Platform
- Wistia Video Content Hosting
- Google Maps for business listing
- TripAdvisor for lodging reviews into business listing
- Threshold 360 Platform for 360-degree videos
- Google Translate on homepage
- Social integration via icon links in universal header and footers, SHARE button on one custom landing page

ACORD CERTIFICATE OF LIABILITY INSURANCE

XXXXXX

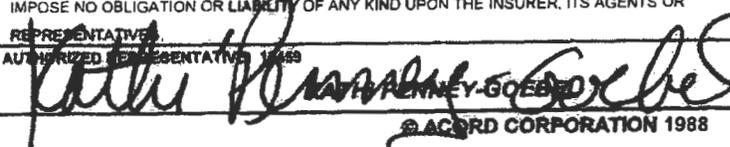
DATE (MM/DD/YY)
10/13/2022

PRODUCER SOUTHEAST INSURANCE GROUP 2665 SOUTH BAYSHORE DRIVE, STE 1001 COCONUT GROVE, FL 33133 PHONE: (305) 442-1500	Serial # 158560	THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.											
	<table border="1"> <tr> <th>INSURERS AFFORDING COVERAGE</th> <th>NAIC#</th> </tr> <tr> <td>INSURER A: PACIFIC INDEMNITY CO. / CHUBB</td> <td>20346</td> </tr> <tr> <td>INSURER B: FEDERAL INSURANCE CO. / CHUBB</td> <td>20281</td> </tr> <tr> <td>INSURER C: HISCOX INSURANCE CO.</td> <td>10200</td> </tr> <tr> <td>INSURER D:</td> <td></td> </tr> <tr> <td>INSURER E:</td> <td></td> </tr> </table>		INSURERS AFFORDING COVERAGE	NAIC#	INSURER A: PACIFIC INDEMNITY CO. / CHUBB	20346	INSURER B: FEDERAL INSURANCE CO. / CHUBB	20281	INSURER C: HISCOX INSURANCE CO.	10200	INSURER D:		INSURER E:
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INSURER B: FEDERAL INSURANCE CO. / CHUBB	20281												
INSURER C: HISCOX INSURANCE CO.	10200												
INSURER D:													
INSURER E:													

COVERAGES
 THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES, AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	ADDL INSR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
A	X	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR DEDUCTIBLE 0 GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJ <input type="checkbox"/> LOC	000036051302	9-8-2022	9-8-2023	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
B		AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS DEDUCTIBLE 0	000073605301	9-8-2022	9-8-2023	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ ---- BODILY INJURY (Per accident) \$ ---- PROPERTY DAMAGE (Per accident) \$ ----
		GARAGE LIABILITY <input type="checkbox"/> ANY AUTO				AUTO ONLY - EA ACCIDENT \$ ---- OTHER THAN AUTO ONLY EA ACC \$ ---- AGG \$ ----
A	X	EXCESS/UMBRELLA LIABILITY <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS MADE DEDUCTIBLE RETENTION \$	000078188419 FOLLOW FORM OF PRIMARY.	9-8-2022	9-8-2023	EACH OCCURRENCE \$ 5,000,000 AGGREGATE \$ 5,000,000 PROD COMP AGG \$ INCLUDED EXCESS COVERAG \$ 5,000,000 PERSON INJURY \$ 5,000,000
		WORKER'S COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? If yes, describe under SPECIAL PROVISIONS below				<input type="checkbox"/> WC STATUTORY LIMITS <input type="checkbox"/> OTHER EL EACH ACCIDENT \$ NONE EL DISEASE - EA EMPLOYEE \$ ---- EL DISEASE - POLICY LIMIT \$ ----
C		OTHER CRIME / A: FIDELITY & D: TECH FRAUD - \$ 2,500 PER	UC21229173.22 OCCUR DED.	10-19-2022	10-19-2023	A: EMPLOYEE THEFT \$ 100,000 CLIENTS PROPERTY \$ 100,000 D: COMPUTER FRAUD \$ 100,000

DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/EXCLUSIONS ADDED BY ENDORSEMENT/SPECIAL PROVISIONS
 CERTIFICATE HOLDER, NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS AND AMELIA ISLAND CVB, ARE INCLUDED AS AN ADDITIONAL INSURED AS THEIR INTEREST MAY APPEAR AS RESPECTS TO THE OPERATIONS OF INSURED UNDER THIS POLICY, AS REQUIRED BY WRITTEN CONTRACT, SUBJECT TO POLICY TERMS, CONDITIONS & EXCLUSIONS. WAIVER OF SUBROGATION APPLIES, PRIMARY / NON-CONTRIBUTORY BY ENDORSEMENT IF REQUIRED BY WRITTEN CONTRACT.

CERTIFICATE HOLDER NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS 96135 NASSAU PLACE YULEE, FL 32097	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF THE ISSUING INSURER WILL ENDEAVOR TO MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES. AUTHORIZED REPRESENTATIVE:  KATHY PENNEY-GOEBEL
---	---

BOCC CONTRACT APPROVAL FORM

(Request for Contract Preparation)

CONTRACT TRACKING NO.
CM3310

GENERAL INFORMATION

Requesting Department: OMB
Contact Person: Marshall Eyerman
Telephone: 904-530-6010 Fax: _____ Email: meyerman@nassaucountyfl.com

CONTRACTOR INFORMATION

Name: STARMARK INTERNATIONAL, Inc
Address: 201 E. Las Olas Blvd, Suite 1040 Fort Lauderdale FL 33301
City State Zip
Contractor's Administrator Name: Jacqueline Harnett Title: President
Telephone: 954-874-9000 Fax: _____ Email: jharnett@starmark.com

IDENTIFY WHO WILL SIGN CONTRACT ON BEHALF OF CONTRACTOR (NAME AND EMAIL ADDRESS)

Authorized Signatory Name: Jacqueline Harnett
Authorized Signatory Email: jharnett@starmark.com

CONTRACT INFORMATION

Contract Name: StarMark International Inc Contract
Description: NC22-036-RFP Website Design with integrated Computer Management System
GOODS AND/OR SERVICES TO BE PROCURED, PHYSICAL LOCATION, ETC.
Total Amount of Contract: \$692,500.00 Total. @294,500 for firsts year and \$99,500 for years 2-5
APPROXIMATE IF NECESSARY

Source of Funds: County State Federal Other _____ Account: 37523552-548240 SPEC

Authorized Signatory: Klynt Farmer, Chairman

IDENTIFY WHO WILL SIGN CONTRACT ON BEHALF OF BOCC

Contract Dates: From: Execution to: 9/30/27xx Termination/Cancellation: 30 Days
5 Years

Status: New Renew Amend# WA/Task Order Supplemental Agreement

How Procured: Exemption Sole Source Single Source ITB RFP RFQ Coop
 Piggyback Quotes Other _____

If Processing an Amendment:

Contract #: _____ Increased Amount to Existing Contract: _____
New Contract Dates: _____ to _____ Total or Amended Amount: _____

Continued on next page

CHECKLIST		
<i>Review/Complete before sending contract for final signature</i>		
Requirement	Description	Complete By
Contract, Exhibits and Appendices	1) The contract and all documents incorporated by reference in the contract, including exhibits and appendices are attached (including E-Verify, Pricing, Scope, etc.) and properly identified; and 2) All such documents have been read and agreed to in their entirety by originating department and staff members who have obligations under this contract.	Dept LG
Name, Address, Contact Person	The full name, address, legal status (i.e., corporation, partnership, etc.) and contact person of other party are included.	Dept LG
Understanding	Written contract matches the verbal understanding of all parties. All terms and conditions conform to the final negotiations/agreement of the parties.	Dept LG
Competition/Conflicts and Existing Contracts/Compliance	This contract does not conflict with any other contracts, promises or obligations of the BOCC. The requesting department verifies the BOCC can comply with all terms and conditions.	Dept LG Cnty Atty
Other Necessary Agreements	All other necessary agreements or waivers referred to in contract have been obtained and are attached and properly identified for reference.	Cnty Atty
Indemnification	BOCC may not indemnify, hold harmless, be liable to, or reimburse any other party to the contract for claims, lawsuits, damages, attorney fees, or losses incurred by that party in connection with the contract.	Cnty Atty
Term of Contract	Start and end dates of contract are included. Any renewals are included.	Cnty Atty
Warranties/Guarantees	Warranties or guarantees give satisfactory protection.	Cnty Atty/Risk
Insurance	Risk manager has or will approve insurance clauses. Levels confirmed in requirements	Dept LG
Governing Law	The contract is governed under the laws of the State of Florida. The contract may be silent on this issue but in no event will another state's law govern the agreement.	Cnty Atty
Confidentiality Agreements	All nondisclosure clauses include exceptions regarding disclosure as required by law. If not applicable, indicate "n/a."	Cnty Atty
Printed/Typed Names	Names of all persons signing contracts are printed or typed below signatures.	Router

APPROVALS PURSUANT TO NASSAU COUNTY PURCHASING POLICY

1. Marshall Eyerman 1/17/2023
 Department Head/Contract Manager Date GL 1/17/2023
2. Janice Nelson 1/18/2023
 Procurement Date
3. Chris Lacambra 1/18/2023
 Office of Mgmt & Budget Date
4. Denise C. May 1/20/2023 DJ 1/19/2023
 County Attorney Date

COUNTY MANAGER – FINAL SIGNATURE APPROVAL

5.  1/20/2023 JP
 County Manager Date

1/13/2023

TDC REQUISITION FORM 2023

VENDOR NAME & ADDRESS

Vendor STARMARK INTERNATIONAL, Inc.
 Address 201 E. Las Olas Blvd. Suite 1040,
Fort Lauderdale, FL 33301
 Email _____
 Phone 954-874-9000

NASSAU COUNTY
BOARD OF COUNTY COMMISSIONERS
 96135 Nassau Place Suite 1
 Yulee, FL 32097

OMB / TDC

REQUESTED BY: Gil Langley
Marshall Eyerman

DATE	DESCRIPTION	QUANTITY	UNIT PRICE	AMOUNT	REQUISITION NUMBER
12/19/2022	NC22-036 RFP Website Design with Integrated Computer Management System	1		\$ 294,500.00	37523552-548240 SPEC
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	
				\$ -	

Purchasing Process

NC22-036 RFP Website Design with Integrated Computer Management System

ORIGINAL - FINANCE
 COPY- DEPARTMENT

Shipping: \$ -
 Total: **\$294,500.00**

Department Head / Managing Agent

I attest that, to the best of my knowledge, this requisition reflects accurate information, has been reviewed, budgeted for and follows the Nassau County Purchasing Policy.

CL 1/17/2023

Marshall Eyerman

1/17/2023

Office of Management and Budget (signature required if over Department Head/Managing Agent signature authority or \$5,000, whichever is less.)

I attest that, to the best of my knowledge, funds are available for payment.

CP 1/13/2023

Chris Lacambra

1/18/2023

Procurement Director (signature required if over Department Head/Managing Agent signature authority or \$5,000, whichever is less.)

I attest that, to the best of my knowledge, this requisition is accurate and necessary, and is consistent with the Nassau County Purchasing Policy.

County Manager (signature required if over Department Head/Managing Agent signature authority or \$50,000, whichever is less.)

I attest that, to the best of my knowledge, the appropriate staff have reviewed and approved this Requisition and no other conditions would prevent approval.

[Signature]

1/20/2023

Clerk: _____
 Date: _____

purchasing method	Description
Competitive Verbal Quotes \$1,000-\$4,999	
Competitive Written Quotes \$5,000-\$50,000	
4.2 Sole Source/Single Source (see attached form)	Sole Source: the goods or services can be legally purchased from only one source. Single Source: when goods or services can be purchased from multiple sources, but in order to meet certain functional or performance requirements, there is only one
5.1 Best interest of the Public (see attached form)	The purchase of any goods or services, or combination thereof, which, in the sole discretion of the BOCC, is in the best interest of the public to be procured by any means so long as, in the sole discretion of the County Attorney, the Procurement does not violate any federal, state, or other local law.
5.2 Communications	Equipment, supplies, materials, or services, including Internet access service and newspaper ads that are used as modes of communication.
5.3 Publications	Books, periodicals, printed materials, artwork, photographs, film, film strips, video tapes, disk or tape recordings, materials purchased directly from the producer or publisher, the owner of the copyright, an exclusive agent with the state, a governmental agency, or a recognized educational institute.
5.5 Lodging and Transportation	Seminars, workshop, training, overnight lodging, transportation, dues, members.
5.8 Other Professional Services	Acquisition of other Professional Services for lobbyist, legal services, medical services, financial services, planning or any other professional services not defined in s. 2
Artistic Services FL SS 287.057 (3) (e) 1.	FLSS287.057(E)1 The following contractual services and commodities are NOT subject to the competitive-solicitation requirements of the section: 1. Artistic services. As used in this subsection, the term "artistic services" does not include advertising or typesetting. As used in the subparagraph, the term "advertising" a representation in any form in connection with a trade, business, craft, or profession in order to promote the supply of commodities or services by the person promoting
Advertising	See 10/7/2019 email by Megan Diehl stating "professional marketing services" can be considered recommended by the AITDC and approved by the BOCC until the contract is ratified...
Media Insertion Order	
Carry Forward - PO Balance to next FY	