

PUBLISHING AND CONTENT

Technical Proposal for the
State of Nebraska, Department
of Administrative Services,
Material Division,
State Purchasing Bureau

APRIL 6, 2022 • RFP 6670 Z1

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Nebraska
HONESTLY. IT'S NOT FOR EVERYONE.

miles
PARTNERSHIP

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INTRODUCTORY LETTER >>

DEAR JOHN AND MEMBERS OF THE SELECTION COMMITTEE,

Thank you for the opportunity to respond to your RFP for Publishing and Content for the State of Nebraska.

Creating this proposal has given us, your entire team at Miles Partnership, the chance to look back on the history we've made with the Nebraska Tourism Commission (NTC) and the successes our teams have built over the years. And while we're proud of those accomplishments, we know there's still work to do.

No one knows what the future will hold for destination marketing organizations, but that's never stopped the Nebraska Tourism Commission or Miles from producing products that are on the cutting edge of marketing. We know that our focus on research and trend-watching will continue to position us as a strategic partner to your organization and make sure our products are evolving ahead of the marketplace.

We're thrilled to have the opportunity to share our ideas with you. The pages that follow describe our vision for expanding and redefining your publishing platform to reach new audiences. This vision pushes the engaging content we've created over the years well beyond traditional channels.

We're proud of the concepts included in our proposal and know they will be stronger once we collaborate with you. We'll accomplish that by listening, refining and building a solution that meets your needs and exceeds all measurable goals. In short, by being a partner.

Sincerely,



Jay Salyers, Senior Vice President

Form A
Bidder Proposal Point of Contact
Request for Proposal Number 6670 Z1

Form A should be completed and submitted with each response to this solicitation. This is intended to provide the State with information on the bidder's name and address, and the specific person(s) who are responsible for preparation of the bidder's response.

Preparation of Response Contact Information	
Bidder Name:	Miles Partnership, LLLP
Bidder Address:	13952 Denver West Parkway, Suite 200 Lakewood, CO 80401
Contact Person & Title:	Jay Salyers, Senior Vice President
E-mail Address:	Jay.salyers@milespartnership.com
Telephone Number (Office):	800-683-0010 Ext. 2340
Telephone Number (Cellular):	215-609-6851

Each bidder should also designate a specific contact person who will be responsible for responding to the State if any clarifications of the bidder's response should become necessary. This will also be the person who the State contacts to set up a presentation/demonstration, if required.

Communication with the State Contact Information	
Bidder Name:	Miles Partnership, LLLP
Bidder Address:	13952 Denver West Parkway, Suite 200 Lakewood, CO 80401
Contact Person & Title:	Jay Salyers, Senior Vice President
E-mail Address:	Jay.salyers@milespartnership.com
Telephone Number (Office):	800-683-0010 Ext. 2340
Telephone Number (Cellular):	215-609-6851

REQUEST FOR PROPOSAL FOR CONTRACTUAL SERVICES FORM

BIDDER MUST COMPLETE THE FOLLOWING

By signing this Request for Proposal for Contractual Services form, the bidder guarantees compliance with the procedures stated in this Solicitation and agrees to the terms and conditions unless otherwise indicated in writing and certifies that bidder maintains a drug free workplace.

Per Nebraska's Transparency in Government Procurement Act, Neb. Rev Stat § 73-603 DAS is required to collect statistical information regarding the number of contracts awarded to Nebraska Contractors. This information is for statistical purposes only and will not be considered for contract award purposes.

____ NEBRASKA CONTRACTOR AFFIDAVIT: Bidder hereby attests that bidder is a Nebraska Contractor. "Nebraska Contractor" shall mean any bidder who has maintained a bona fide place of business and at least one employee within this state for at least the six (6) months immediately preceding the posting date of this Solicitation.

____ I hereby certify that I am a Resident disabled veteran or business located in a designated enterprise zone in accordance with Neb. Rev. Stat. § 73-107 and wish to have preference, if applicable, considered in the award of this contract.

____ I hereby certify that I am a blind person licensed by the Commission for the Blind & Visually Impaired in accordance with Neb. Rev. Stat. §71-8611 and wish to have preference considered in the award of this contract.

FORM MUST BE SIGNED USING INK OR VIA DOCUSIGN

FIRM:	Miles Partnership, LLLP
COMPLETE ADDRESS:	13952 Denver West Parkway, Suite 200 Lakewood, CO 80401
TELEPHONE NUMBER:	215-609-6851
FAX NUMBER:	303-379-5967
DATE:	March 31, 2022
SIGNATURE:	
TYPED NAME & TITLE OF SIGNER:	David Burgess, President & CEO

II. TERMS AND CONDITIONS

Bidders should complete Sections II through VI as part of their proposal. Bidder is expected to read the Terms and Conditions and should initial either accept, reject, or reject and provide alternative language for each clause. The bidder should also provide an explanation of why the bidder rejected the clause or rejected the clause and provided alternate language. By signing the solicitation, bidder is agreeing to be legally bound by all the accepted terms and conditions, and any proposed alternative terms and conditions submitted with the proposal. The State reserves the right to negotiate rejected or proposed alternative language. If the State and bidder fail to agree on the final Terms and Conditions, the State reserves the right to reject the proposal. The State of Nebraska is soliciting proposals in response to this solicitation. The State of Nebraska reserves the right to reject proposals that attempt to substitute the bidder's commercial contracts and/or documents for this solicitation.

Bidders should submit with their proposal any license, user agreement, service level agreement, or similar documents that the bidder wants incorporated in the Contract. The State will not consider incorporation of any document not submitted with the bidder's proposal as the document will not have been included in the evaluation process. These documents shall be subject to negotiation and will be incorporated as addendums if agreed to by the Parties.

If a conflict or ambiguity arises after the Addendum to Contract Award have been negotiated and agreed to, the Addendum to Contract Award shall be interpreted as follows:

1. If only one Party has a particular clause, then that clause shall control;
2. If both Parties have a similar clause, but the clauses do not conflict, the clauses shall be read together;
3. If both Parties have a similar clause, but the clauses conflict, the State's clause shall control.

A. GENERAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The Contract resulting from this solicitation shall incorporate the following documents:


1. Request for Proposal and Addenda;
2. Amendments to the solicitation;
3. Questions and Answers;
4. Contractor's proposal (Contractor's response to the solicitation and properly submitted documents); and
5. Amendments and Addendums to the Contract.

These documents constitute the entirety of the contract.

Unless otherwise specifically stated in a future contract amendment, in case of any conflict between the incorporated documents, the documents shall govern in the following order of preference with number one (1) receiving preference over all other documents and with each lower numbered document having preference over any higher numbered document: 1) Amendments and addendums to the executed Contract with the most recent dated amendment or addendum, respectively, having the highest priority, 2) Amendments to solicitation 3) Questions and Answers, 4) the original solicitation document and any Addenda, and 5) the Contractor's submitted Proposal.

Any ambiguity or conflict in the contract discovered after its execution, not otherwise addressed herein, shall be resolved in accordance with the rules of contract interpretation as established in the State of Nebraska.

B. NOTIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

Contractor and State shall identify the contract manager who shall serve as the point of contact for the executed contract.

Communications regarding the executed contract shall be in writing and shall be deemed to have been given if delivered personally, electronically or mailed. All notices, requests, or communications shall be deemed effective upon receipt.

C. NOTICE (POC)

The State reserves the right to appoint a PCO Representative to manage [or assist the Buyer in managing] the contract on behalf of the State. The PCOs Representative will be appointed in writing, and the appointment document will specify the extent of the PCOs Representative authority and responsibilities. If a PCOs Representative is appointed, the Contractor will be provided a copy of the appointment document and is required to cooperate accordingly with the PCOs Representative. The PCO's Representative has no authority to bind the State to a contract, amendment, addendum, or other change or addition to the contract.

D. GOVERNING LAW (Statutory)

Notwithstanding any other provision of this contract, or any amendment or addendum(s) entered into contemporaneously or at a later time, the parties understand and agree that, (1) the State of Nebraska is a sovereign state and its authority to contract is therefore subject to limitation by the State's Constitution, statutes, common law, and regulation; (2) this contract will be interpreted and enforced under the laws of the State of Nebraska; (3) any action to enforce the provisions of this agreement must be brought in the State of Nebraska per state law; (4) the person signing this contract on behalf of the State of Nebraska does not have the authority to waive the State's sovereign immunity, statutes, common law, or regulations; (5) the indemnity, limitation of liability, remedy, and other similar provisions of the final contract, if any, are entered into subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity; and, (6) all terms and conditions of the final contract, including but not limited to the clauses concerning third party use, licenses, warranties, limitations of liability, governing law and venue, usage verification, indemnity, liability, remedy or other similar provisions of the final contract are entered into specifically subject to the State's Constitution, statutes, common law, regulations, and sovereign immunity.

The Parties must comply with all applicable local, state, and federal laws, ordinances, rules, orders, and regulations.

E. BEGINNING OF WORK

The bidder shall not commence any billable work until a valid contract has been fully executed by the State and the awarded Contractor. The awarded bidder will be notified in writing when work may begin.

F. AMENDMENT

This Contract may be amended in writing, within scope, upon the agreement of both parties.

G. CHANGE ORDERS OR SUBSTITUTIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The State and the Contractor, upon the written agreement, may make changes to the contract within the general scope of the solicitation. Changes may involve specifications, the quantity of work, or such other items as the State may find necessary or desirable. Corrections of any deliverable, service, or work required pursuant to the

contract shall not be deemed a change. The Contractor may not claim forfeiture of the contract by reasons of such changes.

The Contractor shall prepare a written description of the work required due to the change and an itemized cost sheet for the change. Changes in work and the amount of compensation to be paid to the Contractor shall be determined in accordance with applicable unit prices if any, a pro-rated value, or through negotiations. The State shall not incur a price increase for changes that should have been included in the Contractor's proposal, were foreseeable, or result from difficulties with or failure of the Contractor's proposal or performance.

No change shall be implemented by the Contractor until approved by the State, and the Contract is amended to reflect the change and associated costs, if any. If there is a dispute regarding the cost, but both parties agree that immediate implementation is necessary, the change may be implemented, and cost negotiations may continue with both Parties retaining all remedies under the contract and law.

*****Contractor will not substitute any item that has been awarded without prior written approval of SPB*****

H. VENDOR PERFORMANCE REPORT(S)

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The State may document any instance(s) of products or services delivered or performed which exceed or fail to meet the terms of the purchase order, contract, and/or solicitation specifications. The State Purchasing Bureau may contact the Vendor regarding any such report. Vendor performance report(s) will become a part of the permanent record of the Vendor.

I. NOTICE OF POTENTIAL CONTRACTOR BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

If Contractor breaches the contract or anticipates breaching the contract, the Contractor shall immediately give written notice to the State. The notice shall explain the breach or potential breach, a proposed cure, and may include a request for a waiver of the breach if so desired. The State may, in its discretion, temporarily or permanently waive the breach. By granting a waiver, the State does not forfeit any rights or remedies to which the State is entitled by law or equity, or pursuant to the provisions of the contract. Failure to give immediate notice, however, may be grounds for denial of any request for a waiver of a breach.

J. BREACH


Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

Either Party may terminate the contract, in whole or in part, if the other Party breaches its duty to perform its obligations under the contract in a timely and proper manner. Termination requires written notice of default and a thirty (30) calendar day (or longer at the non-breaching Party's discretion considering the gravity and nature of the default) cure period. Said notice shall be delivered by Certified Mail, Return Receipt Requested, or in person with

proof of delivery. Allowing time to cure a failure or breach of contract does not waive the right to immediately terminate the contract for the same or different contract breach which may occur at a different time. In case of default of the Contractor, the State may contract the service from other sources and hold the Contractor responsible for any excess cost occasioned thereby. The State may recover from the Contractor as damages the difference between the costs of covering the breach. Notwithstanding any clause to the contrary, the State may also recover the contract price together with any incidental or consequential damages defined in UCC Section 2-715, but less expenses saved in consequence of Contractor's breach.

The State's failure to make payment shall not be a breach, and the Contractor shall retain all available statutory remedies and protections, including, but not limited to, charging interest to the State (Refer to Prompt Payment Act).

K. NON-WAIVER OF BREACH

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			


The acceptance of late performance with or without objection or reservation by a Party shall not waive any rights of the Party nor constitute a waiver of the requirement of timely performance of any obligations remaining to be performed.

L. SEVERABILITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

If any term or condition of the contract is declared by a court of competent jurisdiction to be illegal or in conflict with any law, the validity of the remaining terms and conditions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the contract did not contain the provision held to be invalid or illegal.

M. INDEMNIFICATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

1. GENERAL

The Contractor agrees to defend, indemnify, and hold harmless the State and its employees, volunteers, agents, and its elected and appointed officials ("the indemnified parties") from and against any and all third party claims, liens, demands, damages, liability, actions, causes of action, losses, judgments, costs, and expenses of every nature, including investigation costs and expenses, settlement costs, and attorney fees and expenses ("the claims"), sustained or asserted against the State for personal injury, death, or property loss or damage, arising out of, resulting from, or attributable to the willful misconduct, negligence, error, or omission of the Contractor, its employees, subcontractors, consultants, representatives, and agents, resulting from this contract, except to the extent such Contractor liability is attenuated by any action of the State which directly and proximately contributed to the claims.

2. INTELLECTUAL PROPERTY

The Contractor agrees it will, at its sole cost and expense, defend, indemnify, and hold harmless the indemnified parties from and against any and all claims, to the extent such claims arise out of, result from, or are attributable to, the actual or alleged infringement or misappropriation of any patent, copyright, trade secret, trademark, or confidential information of any third party by the Contractor or its employees, subcontractors, consultants, representatives, and agents; provided, however, the State gives the Contractor prompt notice in writing of the claim. The Contractor may not settle any infringement claim that will affect the State's use of the Licensed Software without the State's prior written consent, which consent may be withheld for any reason.

If a judgment or settlement is obtained or reasonably anticipated against the State's use of any intellectual property for which the Contractor has indemnified the State, the Contractor shall, at the Contractor's sole cost and expense, promptly modify the item or items which were determined to be infringing, acquire a license or licenses on the State's behalf to provide the necessary rights to the State to eliminate the infringement, or provide the State with a non-infringing substitute that provides the State the same functionality. At the State's election, the actual or anticipated judgment may be treated as a breach of warranty by the Contractor, and the State may receive the remedies provided under this solicitation.

3. PERSONNEL

The Contractor shall, at its expense, indemnify and hold harmless the indemnified parties from and against any claim with respect to withholding taxes, worker's compensation, employee benefits, or any other claim, demand, liability, damage, or loss of any nature relating to any of the personnel, including subcontractor's and their employees, provided by the Contractor.

4. SELF-INSURANCE

The State of Nebraska is self-insured for any loss and purchases excess insurance coverage pursuant to Neb. Rev. Stat. § 81-8,239.01 (Reissue 2008). If there is a presumed loss under the provisions of this agreement, Contractor may file a claim with the Office of Risk Management pursuant to Neb. Rev. Stat. §§ 81-8,829 – 81-8,306 for review by the State Claims Board. The State retains all rights and immunities under the State Miscellaneous (§ 81-8,294), Tort (§ 81-8,209), and Contract Claim Acts (§ 81-8,302), as outlined in Neb. Rev. Stat. § 81-8,209 et seq. and under any other provisions of law and accepts liability under this agreement to the extent provided by law.

5. ATTORNEY GENERAL


The Parties acknowledge that Attorney General for the State of Nebraska is required by statute to represent the legal interests of the State, and that any provision of this indemnity clause is subject to the statutory authority of the Attorney General.

N. ATTORNEY'S FEES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

In the event of any litigation, appeal, or other legal action to enforce any provision of the contract, the Parties agree to pay all expenses of such action, as permitted by law and if ordered by the court, including attorney's fees and costs, if the other Party prevails.


O. ASSIGNMENT, SALE, OR MERGER

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

Either Party may assign the contract upon mutual written agreement of the other Party. Such agreement shall not be unreasonably withheld.

The Contractor retains the right to enter into a sale, merger, acquisition, internal reorganization, or similar transaction involving Contractor's business. Contractor agrees to cooperate with the State in executing amendments to the contract to allow for the transaction. If a third party or entity is involved in the transaction, the Contractor will remain responsible for performance of the contract until such time as the person or entity involved in the transaction agrees in writing to be contractually bound by this contract and perform all obligations of the contract.

P. CONTRACTING WITH OTHER NEBRASKA POLITICAL SUB-DIVISIONS OF THE STATE OR ANOTHER STATE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The Contractor may, but shall not be required to, allow agencies, as defined in Neb. Rev. Stat. §81-145, to use this contract. The terms and conditions, including price, of the contract may not be amended. The State shall not be contractually obligated or liable for any contract entered into pursuant to this clause. A listing of Nebraska political subdivisions may be found at the website of the Nebraska Auditor of Public Accounts.

The Contractor may, but shall not be required to, allow other states, agencies or divisions of other states, or political subdivisions of other states to use this contract. The terms and conditions, including price, of this contract shall apply to any such contract, but may be amended upon mutual consent of the Parties. The State of Nebraska shall not be contractually or otherwise obligated or liable under any contract entered into pursuant to this clause. The State shall be notified if a contract is executed based upon this contract.

Q. FORCE MAJEURE

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

Neither Party shall be liable for any costs or damages, or for default resulting from its inability to perform any of its obligations under the contract due to a natural or manmade event outside the control and not the fault of the affected Party ("Force Majeure Event"). The Party so affected shall immediately make a written request for relief to the other Party and shall have the burden of proof to justify the request. The other Party may grant the relief requested; relief may not be unreasonably withheld. Labor disputes with the impacted Party's own employees will not be considered a Force Majeure Event.

R. CONFIDENTIALITY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

All materials and information provided by the Parties or acquired by a Party on behalf of the other Party shall be regarded as confidential information. All materials and information provided or acquired shall be handled in accordance with federal and state law, and ethical standards. Should said confidentiality be breached by a Party, the Party shall notify the other Party immediately of said breach and take immediate corrective action.

It is incumbent upon the Parties to inform their officers and employees of the penalties for improper disclosure imposed by the Privacy Act of 1974, 5 U.S.C. 552a. Specifically, 5 U.S.C. 552a (i)(1), which is made applicable by 5 U.S.C. 552a (m)(1), provides that any officer or employee, who by virtue of his/her employment or official position has possession of or access to agency records which contain individually identifiable information, the disclosure of which is prohibited by the Privacy Act or regulations established thereunder, and who knowing that disclosure of the specific material is prohibited, willfully discloses the material in any manner to any person or agency not entitled to receive it, shall be guilty of a misdemeanor and fined not more than \$5,000.


S. EARLY TERMINATION

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The contract may be terminated as follows:

1. The State and the Contractor, by mutual written agreement, may terminate the contract at any time.
2. The State, in its sole discretion, may terminate the contract for any reason upon thirty (30) calendar day's written notice to the Contractor. Such termination shall not relieve the Contractor of warranty or other service obligations incurred under the terms of the contract. In the event of termination, the Contractor shall be entitled to payment, determined on a pro rata basis, for products or services satisfactorily performed or provided.
3. The State may terminate the contract immediately for the following reasons:
 - a. if directed to do so by statute;
 - b. Contractor has made an assignment for the benefit of creditors, has admitted in writing its inability to pay debts as they mature, or has ceased operating in the normal course of business;
 - c. a trustee or receiver of the Contractor or of any substantial part of the Contractor's assets has been appointed by a court;
 - d. fraud, misappropriation, embezzlement, malfeasance, misfeasance, or illegal conduct pertaining to performance under the contract by its Contractor, its employees, officers, directors, or shareholders;
 - e. an involuntary proceeding has been commenced by any Party against the Contractor under any one of the chapters of Title 11 of the United States Code and (i) the proceeding has been pending for at least sixty (60) calendar days; or (ii) the Contractor has consented, either expressly or by operation of law, to the entry of an order for relief; or (iii) the Contractor has been decreed or adjudged a debtor;
 - f. a voluntary petition has been filed by the Contractor under any of the chapters of Title 11 of the United States Code;
 - g. Contractor intentionally discloses confidential information;
 - h. Contractor has or announces it will discontinue support of the deliverable; and,
 - i. In the event funding is no longer available.

T. CONTRACT CLOSEOUT

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			


Upon contract closeout for any reason the Contractor shall within 30 days, unless stated otherwise herein:

1. Transfer all completed or partially completed deliverables to the State;
2. Transfer ownership and title to all completed or partially completed deliverables to the State;
3. Return to the State all information and data unless the Contractor is permitted to keep the information or data by contract or rule of law. Contractor may retain one copy of any information or data as required to comply with applicable work product documentation standards or as are automatically retained in the course of Contractor's routine back up procedures;
4. Cooperate with any successor Contactor, person or entity in the assumption of any or all of the obligations of this contract;
5. Cooperate with any successor Contactor, person, or entity with the transfer of information or data related to this contract;
6. Return or vacate any state owned real or personal property; and,
7. Return all data in a mutually acceptable format and manner.

Nothing in this Section should be construed to require the Contractor to surrender intellectual property, real or personal property, or information or data owned by the Contractor for which the State has no legal claim.

III. CONTRACTOR DUTIES

A. INDEPENDENT CONTRACTOR / OBLIGATIONS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

It is agreed that the Contractor is an independent contractor and that nothing contained herein is intended or should be construed as creating or establishing a relationship of employment, agency, or a partnership.

The Contractor is solely responsible for fulfilling the contract. The Contractor or the Contractor's representative shall be the sole point of contact regarding all contractual matters.

The Contractor shall secure, at its own expense, all personnel required to perform the services under the contract. The personnel the Contractor uses to fulfill the contract shall have no contractual or other legal relationship with the State; they shall not be considered employees of the State and shall not be entitled to any compensation, rights, or benefits from the State, including but not limited to, tenure rights, medical and hospital care, sick and vacation leave, severance pay, or retirement benefits.

By-name personnel commitments made in the Contractor's proposal shall not be changed without the prior written approval of the State. Replacement of these personnel, if approved by the State, shall be with personnel of equal or greater ability and qualifications.

All personnel assigned by the Contractor to the contract shall be employees of the Contractor or a subcontractor and shall be fully qualified to perform the work required herein. Personnel employed by the Contractor or a subcontractor to fulfill the terms of the contract shall remain under the sole direction and control of the Contractor or the subcontractor respectively.

With respect to its employees, the Contractor agrees to be solely responsible for the following:

1. Any and all pay, benefits, and employment taxes and/or other payroll withholding;
2. Any and all vehicles used by the Contractor's employees, including all insurance required by state law;
3. Damages incurred by Contractor's employees within the scope of their duties under the contract;
4. Maintaining Workers' Compensation and health insurance that complies with state and federal law and submitting any reports on such insurance to the extent required by governing law;
5. Determining the hours to be worked and the duties to be performed by the Contractor's employees; and,
6. All claims on behalf of any person arising out of employment or alleged employment (including without limit claims of discrimination alleged against the Contractor, its officers, agents, or subcontractors or subcontractor's employees)

If the Contractor intends to utilize any subcontractor, the subcontractor's level of effort, tasks, and time allocation should be clearly defined in the bidder's proposal. The Contractor shall agree that it will not utilize any subcontractors not specifically included in its proposal in the performance of the contract without the prior written authorization of the State.

The State reserves the right to require the Contractor to reassign or remove from the project any Contractor or subcontractor employee.

Contractor shall insure that the terms and conditions contained in any contract with a subcontractor does not conflict with the terms and conditions of this contract.

The Contractor shall include a similar provision, for the protection of the State, in the contract with any subcontractor engaged to perform work on this contract.

B. EMPLOYEE WORK ELIGIBILITY STATUS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The Contractor is required and hereby agrees to use a federal immigration verification system to determine the work eligibility status of employees physically performing services within the State of Nebraska. A federal immigration verification system means the electronic verification of the work authorization program authorized by the Illegal Immigration Reform and Immigrant Responsibility Act of 1996, 8 U.S.C. 1324a, known as the E-Verify Program, or an equivalent federal program designated by the United States Department of Homeland Security or other federal agency authorized to verify the work eligibility status of an employee.

If the Contractor is an individual or sole proprietorship, the following applies:

1. The Contractor must complete the United States Citizenship Attestation Form, available on the Department of Administrative Services website at <http://das.nebraska.gov/materiel/purchasing.html>
2. The completed United States Attestation Form should be submitted with the solicitation response.
3. If the Contractor indicates on such attestation form that he or she is a qualified alien, the Contractor agrees to provide the US Citizenship and Immigration Services documentation required to verify the Contractor's lawful presence in the United States using the Systematic Alien Verification for Entitlements (SAVE) Program.
4. The Contractor understands and agrees that lawful presence in the United States is required, and the Contractor may be disqualified, or the contract terminated if such lawful presence cannot be verified as required by Neb. Rev. Stat. §4-108.

C. COMPLIANCE WITH CIVIL RIGHTS LAWS AND EQUAL OPPORTUNITY EMPLOYMENT / NONDISCRIMINATION (Statutory)


The Contractor shall comply with all applicable local, state, and federal statutes and regulations regarding civil rights laws and equal opportunity employment. The Nebraska Fair Employment Practice Act prohibits Contractors of the State of Nebraska, and their subcontractors, from discriminating against any employee or applicant for employment, with respect to hire, tenure, terms, conditions, compensation, or privileges of employment because of race, color, religion, sex, disability, marital status, or national origin (Neb. Rev. Stat. §§48-1101 to 48-1125). The Contractor guarantees compliance with the Nebraska Fair Employment Practice Act, and breach of this provision shall be regarded as a material breach of contract. The Contractor shall insert a similar provision in all Subcontracts for goods and services to be covered by any contract resulting from this solicitation.

D. COOPERATION WITH OTHER CONTRACTORS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

Contractor may be required to work with or in close proximity to other contractors or individuals that may be working on same or different projects. The Contractor shall agree to cooperate with such other contractors or individuals and shall not commit or permit any act which may interfere with the performance of work by any other contractor or individual. Contractor is not required to compromise Contractor's intellectual property or proprietary information unless expressly required to do so by this contract.

E. PERMITS, REGULATIONS, LAWS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The contract price shall include the cost of all royalties, licenses, permits, and approvals, whether arising from patents, trademarks, copyrights or otherwise, that are in any way involved in the contract. The Contractor shall obtain and pay for all royalties, licenses, and permits, and approvals necessary for the execution of the contract. The Contractor must guarantee that it has the full legal right to the materials, supplies, equipment, software, and other items used to execute this contract.


F. OWNERSHIP OF INFORMATION AND DATA / DELIVERABLES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The State shall have the unlimited right to publish, duplicate, use, and disclose all information and data developed or obtained by the Contractor on behalf of the State pursuant to this contract.

The State shall own and hold exclusive title to any deliverable developed as a result of this contract. Contractor shall have no ownership interest or title, and shall not patent, license, or copyright, duplicate, transfer, sell, or exchange, the design, specifications, concept, or deliverable.

G. INSURANCE REQUIREMENTS

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The Contractor shall throughout the term of the contract maintain insurance as specified herein and provide the State a current Certificate of Insurance/Acord Form (COI) verifying the coverage. The Contractor shall not commence work on the contract until the insurance is in place. If Contractor subcontracts any portion of the Contract the Contractor must, throughout the term of the contract, either:

1. Provide equivalent insurance for each subcontractor and provide a COI verifying the coverage for the subcontractor;
2. Require each subcontractor to have equivalent insurance and provide written notice to the State that the Contractor has verified that each subcontractor has the required coverage; or,
3. Provide the State with copies of each subcontractor's Certificate of Insurance evidencing the required coverage.

The Contractor shall not allow any subcontractor to commence work until the subcontractor has equivalent insurance. The failure of the State to require a COI, or the failure of the Contractor to provide a COI or require subcontractor insurance shall not limit, relieve, or decrease the liability of the Contractor hereunder.

In the event that any policy written on a claims-made basis terminates or is canceled during the term of the contract or within six (6) months of termination or expiration of the contract, the contractor shall obtain an extended

discovery or reporting period, or a new insurance policy, providing coverage required by this contract for the term of the contract and six (6) months of following termination or expiration of the contract.

If by the terms of any insurance a mandatory deductible is required, or if the Contractor elects to increase the mandatory deductible amount, the Contractor shall be responsible for payment of the amount of the deductible in the event of a paid claim.

Notwithstanding any other clause in this Contract, the State may recover up to the liability limits of the insurance policies required herein.

1. WORKERS' COMPENSATION INSURANCE

The Contractor shall take out and maintain during the life of this contract the statutory Workers' Compensation and Employer's Liability Insurance for all of the contractors' employees to be engaged in work on the project under this contract and, in case any such work is sublet, the Contractor shall require the subcontractor similarly to provide Worker's Compensation and Employer's Liability Insurance for all of the subcontractor's employees to be engaged in such work. This policy shall be written to meet the statutory requirements for the state in which the work is to be performed, including Occupational Disease. **The policy shall include a waiver of subrogation in favor of the State. The COI shall contain the mandatory COI subrogation waiver language found hereinafter.** The amounts of such insurance shall not be less than the limits stated hereinafter. For employees working in the State of Nebraska, the policy must be written by an entity authorized by the State of Nebraska Department of Insurance to write Workers' Compensation and Employer's Liability Insurance for Nebraska employees.

2. COMMERCIAL GENERAL LIABILITY INSURANCE AND COMMERCIAL AUTOMOBILE LIABILITY INSURANCE

The Contractor shall take out and maintain during the life of this contract such Commercial General Liability Insurance and Commercial Automobile Liability Insurance as shall protect Contractor and any subcontractor performing work covered by this contract from claims for damages for bodily injury, including death, as well as from claims for property damage, which may arise from operations under this contract, whether such operation be by the Contractor or by any subcontractor or by anyone directly or indirectly employed by either of them, and the amounts of such insurance shall not be less than limits stated hereinafter.

The Commercial General Liability Insurance shall be written on an **occurrence basis**, and provide Premises/Operations, Products/Completed Operations, Independent Contractors, Personal Injury, and Contractual Liability coverage. **The policy shall include the State, and others as required by the contract documents, as Additional Insured(s). This policy shall be primary, and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory. The COI shall contain the mandatory COI liability waiver language found hereinafter.** The Commercial Automobile Liability Insurance shall be written to cover all Owned, Non-owned, and Hired vehicles.

REQUIRED INSURANCE COVERAGE	
COMMERCIAL GENERAL LIABILITY	
General Aggregate	\$2,000,000
Products/Completed Operations Aggregate	\$2,000,000
Personal/Advertising Injury	\$1,000,000 per occurrence
Bodily Injury/Property Damage	\$1,000,000 per occurrence
Medical Payments	\$10,000 any one person
Contractual	Included
Independent Contractors	Included
<i>If higher limits are required, the Umbrella/Excess Liability limits are allowed to satisfy the higher limit.</i>	
WORKER'S COMPENSATION	
Employers Liability Limits	\$500K/\$500K/\$500K
Statutory Limits- All States	Statutory - State of Nebraska
USL&H Endorsement	Statutory
Voluntary Compensation	Statutory
COMMERCIAL AUTOMOBILE LIABILITY	
Bodily Injury/Property Damage	\$1,000,000 combined single limit
Include All Owned, Hired & Non-Owned Automobile liability	Included
UMBRELLA/EXCESS LIABILITY	
Over Primary Insurance	\$5,000,000 per occurrence
MANDATORY COI SUBROGATION WAIVER LANGUAGE	
"Workers' Compensation policy shall include a waiver of subrogation in favor of the State of Nebraska."	
MANDATORY COI LIABILITY WAIVER LANGUAGE	
"Commercial General Liability & Commercial Automobile Liability policies shall name the State of Nebraska as an Additional Insured and the policies shall be primary and any insurance or self-insurance carried by the State shall be considered secondary and non-contributory as additionally insured."	

3. EVIDENCE OF COVERAGE

The Contractor shall furnish the Contract Manager, with a certificate of insurance coverage complying with the above requirements prior to beginning work at:

State Purchasing Bureau
Attn: Annette Walton
Email: annette.walton@nebraska.gov

These certificates or the cover sheet shall reference the RFP number, and the certificates shall include the name of the company, policy numbers, effective dates, dates of expiration, and amounts and types of coverage afforded. If the State is damaged by the failure of the Contractor to maintain such insurance, then the Contractor shall be responsible for all reasonable costs properly attributable thereto.

Reasonable notice of cancellation of any required insurance policy must be submitted to the contract manager as listed above when issued and a new coverage binder shall be submitted immediately to ensure no break in coverage.

4. DEVIATIONS


The insurance requirements are subject to limited negotiation. Negotiation typically includes, but is not necessarily limited to, the correct type of coverage, necessity for Workers' Compensation, and the type of automobile coverage carried by the Contractor.

H. ANTITRUST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The Contractor hereby assigns to the State any and all claims for overcharges as to goods and/or services provided in connection with this contract resulting from antitrust violations which arise under antitrust laws of the United States and the antitrust laws of the State.

I. CONFLICT OF INTEREST

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

By submitting a proposal, bidder certifies that no relationship exists between the bidder and any person or entity which either is, or gives the appearance of, a conflict of interest related to this Request for Proposal or project.

Bidder further certifies that bidder will not employ any individual known by bidder to have a conflict of interest nor shall bidder take any action or acquire any interest, either directly or indirectly, which will conflict in any manner or degree with the performance of its contractual obligations hereunder or which creates an actual or appearance of conflict of interest.

If there is an actual or perceived conflict of interest, bidder shall provide with its proposal a full disclosure of the facts describing such actual or perceived conflict of interest and a proposed mitigation plan for consideration. The State will then consider such disclosure and proposed mitigation plan and either approve or reject as part of the overall bid evaluation.

J. ADVERTISING


Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The Contractor agrees not to refer to the contract award in advertising in such a manner as to state or imply that the company or its goods or services are endorsed or preferred by the State. Any publicity releases pertaining to the project shall not be issued without prior written approval from the State.

K. NEBRASKA TECHNOLOGY ACCESS STANDARDS (Statutory)

Contractor shall review the Nebraska Technology Access Standards, found at <http://nitc.nebraska.gov/standards/2-201.html> and ensure that products and/or services provided under the contract are in compliance or will comply with the applicable standards to the greatest degree possible. In the event such standards change during the Contractor's performance, the State may create an amendment to the contract to request the contract comply with the changed standard at a cost mutually acceptable to the parties.

L. DISASTER RECOVERY/BACK UP PLAN

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The Contractor shall have a disaster recovery and back-up plan, of which a copy should be provided upon request to the State, which includes, but is not limited to equipment, personnel, facilities, and transportation, in order to continue delivery of goods and services as specified under the specifications in the contract in the event of a disaster.

M. DRUG POLICY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

Contractor certifies it maintains a drug free workplace environment to ensure worker safety and workplace integrity. Contractor agrees to provide a copy of its drug free workplace policy at any time upon request by the State.

N. WARRANTY

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

Despite any clause to the contrary, the Contractor represents and warrants that its services hereunder shall be performed by competent personnel and shall be of professional quality consistent with generally accepted industry standards for the performance of such services and shall comply in all respects with the requirements of this Agreement. For any breach of this warranty, the Contractor shall, for a period of ninety (90) days from performance of the service, perform the services again, at no cost to the State, or if Contractor is unable to perform the services as warranted, Contractor shall reimburse the State all fees paid to Contractor for the unsatisfactory services. The rights and remedies of the parties under this warranty are in addition to any other rights and remedies of the parties provided by law or equity, including, without limitation actual damages, and, as applicable and awarded under the law, to a prevailing party, reasonable attorneys' fees, and costs.

IV. PAYMENT

A. PROHIBITION AGAINST ADVANCE PAYMENT (Statutory)

Neb. Rev. Stat. §§81-2403 states, "[n]o goods or services shall be deemed to be received by an agency until all such goods or services are completely delivered and finally accepted by the agency."

B. TAXES (Statutory)

The State is not required to pay taxes and assumes no such liability as a result of this solicitation. The Contractor may request a copy of the Nebraska Department of Revenue, Nebraska Resale or Exempt Sale Certificate for Sales Tax Exemption, Form 13 for their records. Any property tax payable on the Contractor's equipment which may be installed in a state-owned facility is the responsibility of the Contractor

C. INVOICES

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

Invoices for payments must be submitted by the Contractor to the agency requesting the services with sufficient detail to support payment, including all backup documentation. The terms and conditions included in the Contractor's invoice shall be deemed to be solely for the convenience of the parties. No terms or conditions of any such invoice shall be binding upon the State, and no action by the State, including without limitation the payment of any such invoice in whole or in part, shall be construed as binding or estopping the State with respect to any such term or condition, unless the invoice term or condition has been previously agreed to by the State as an amendment to the contract.

D. INSPECTION AND APPROVAL

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

Final inspection and approval of all work required under the contract shall be performed by the designated State officials.

E. PAYMENT (Statutory)

Payment will be made by the responsible agency in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. § 81-2403). The State may require the Contractor to accept payment by electronic means such as ACH deposit. In no event shall the State be responsible or liable to pay for any goods and services provided by the Contractor prior to the Effective Date of the contract, and the Contractor hereby waives any claim or cause of action for any such services.

F. LATE PAYMENT (Statutory)


The Contractor may charge the responsible agency interest for late payment in compliance with the State of Nebraska Prompt Payment Act (See Neb. Rev. Stat. §§81-2401 through 81-2408).

G. SUBJECT TO FUNDING / FUNDING OUT CLAUSE FOR LOSS OF APPROPRIATIONS (Statutory)

The State's obligation to pay amounts due on the Contract for a fiscal years following the current fiscal year is contingent upon legislative appropriation of funds. Should said funds not be appropriated, the State may terminate the contract with respect to those payments for the fiscal year(s) for which such funds are not appropriated. The State will give the Contractor written notice thirty (30) calendar days prior to the effective date of termination. All obligations of the State to make payments after the termination date will cease. The Contractor shall be entitled to receive just and equitable compensation for any authorized work which has been satisfactorily completed as of the termination date. In no event shall the Contractor be paid for a loss of anticipated profit.

H. RIGHT TO AUDIT (First Paragraph is Statutory)

The State shall have the right to audit the Contractor's performance of this contract upon a thirty (30) days' written notice. Contractor shall utilize generally accepted accounting principles, and shall maintain the accounting records, and other records and information relevant to the contract to enable the State to audit the contract. (Neb. Rev. Stat. §84-304 et seq.) The State may audit, and the Contractor shall maintain, the Information during the term of the contract and for a period of five (5) years after the completion of this contract or until all issues or litigation are resolved, whichever is later. The Contractor shall make the Information available to the State at Contractor's place of business or a location acceptable to both Parties during normal business hours. If this is not practical or the Contractor so elects, the Contractor may provide electronic or paper copies of the Information. The State reserves the right to examine, make copies of, and take notes on any Information relevant to this contract, regardless of the form or the Information, how it is stored, or who possesses the Information. Under no circumstance will the Contractor be required to create or maintain documents not kept in the ordinary course of contractor's business operations, nor will contractor be required to disclose any information, including but not limited to product cost data, which is confidential or proprietary to contractor.

Accept (Initial)	Reject (Initial)	Reject & Provide Alternative within Solicitation Response (Initial)	NOTES/COMMENTS:
			

The Parties shall pay their own costs of the audit unless the audit finds a previously undisclosed overpayment by the State. If a previously undisclosed overpayment exceeds one-half of one percent (.5%) of the total contract billings, or if fraud, material misrepresentations, or non-performance is discovered on the part of the Contractor, the Contractor shall reimburse the State for the total costs of the audit. Overpayments and audit costs owed to the State shall be paid within ninety (90) days of written notice of the claim. The Contractor agrees to correct any material weaknesses or condition found as a result of the audit.



CORPORATE OVERVIEW

Miles Partnership is a strategic marketing company focused solely on travel and tourism. We bring an audience-first approach to all our conversations. Creating, curating and distributing compelling content that inspires travel has been part of who we are—and what we offer destinations—for more than 68 years.

We currently work with more than 130 clients throughout the country and abroad—most of whom have needs and challenges similar to those of the NTC. The vast majority of our clients are DMOs. They run the gamut from cities and regions to states, territories and countries, with audiences ranging from domestic and international leisure travelers to meeting planners, niche markets and industry stakeholders.

Miles has been publishing print travel guides since 1954 and state-level vacation guides since 1997. Our current roster includes more than 80 print guides, maps and meeting planner guides—14 of which are state vacation guides—as well as international print guides for Brand USA. We also have almost two decades of digital development experience in the travel space. We built one of the first responsive-design websites for a DMO in 2012 (Washington.org for Destination DC) and since then have been a lead website agency designing and developing future-focused, award-winning travel and tourism websites.

This depth of experience and knowledge keeps us on the leading edge of consumer marketing, which helps us to continue producing award-winning publishing programs for destinations.

State- and country-wide organizations for whom we currently provide print and/or website services include:

Alaska Travel Industry Association

Arizona Office of Tourism

Arkansas Parks and Tourism

Brand USA

Colorado Tourism Office

Delaware Tourism Office

Discover Puerto Rico

Explore Minnesota Tourism

Georgia Department of Economic Development

Hawai'i Tourism Authority

Kentucky Department of Tourism

Louisiana Office of Tourism

Maryland Office of Tourism

Michigan Economic Development Corporation

Nebraska Tourism Commission

New Jersey Division of Travel and Tourism

North Dakota Department of Commerce & Tourism Division

Pennsylvania Department of Community and Economic Development

South Carolina Department of Parks Recreation & Tourism

South Dakota Department of Tourism

Wyoming Office of Tourism

VISIT FLORIDA

OUR COMMITMENT TO DIVERSITY, EQUITY & INCLUSION

At Miles Partnership, we are committed to Diversity, Equity and Inclusion (DEI) to implement systemic change within Miles Partnership and to evolve equitable and inclusive marketing practices to better advise our clients, their communities and the visitors they serve.

In 2020, we completed several milestones to build a framework to implement DEI at Miles, including an internal DEI assessment, facilitated training sessions for staff and, most recently, hiring a Chief Diversity & Inclusion Officer to lead and develop our organization's vision for DEI. Our President & CEO also serves on Destinations International's Diversity & Inclusion Task Force, which is charged with leading and engaging diversity initiatives and opportunities within the destination marketing and management industry.

Now at a foundational stage of implementation, our commitment to DEI will provide a pathway to organizational sustainability, both internally across organizational operations, and externally by remaining innovative and focused on the same societal and consumer shifts that are top-of-mind for our clients. Integrating DEI principles throughout every facet of our organization will enable us to have an increased ability to serve our clients as the demand for action and strategy around DEI continues to grow and evolve.



It is our responsibility at Miles to help our clients be brand stewards on behalf of the diverse communities they serve, and to ultimately reflect the diverse communities we truly are. We believe that our clients are in a key position as an authority in the travel industry to drive dynamic economic opportunities within their communities. Together, we will take intentional actions to foster DEI within our clients' overall strategic goals as well as in the marketing strategies we create on their behalf. By being intentional, we believe a deliberate and strategic approach to DEI within a destination will foster innovation and bring together a wide variety of voices and experiences when promoting tourism and sustaining local economies.

We are committed to the meaningful and complex work of DEI, both within Miles and with our clients, now and into the future. We see DEI as an essential investment to develop opportunities and build quality of life to benefit our organization, our clients and our communities.

OUR RESEARCH-BASED APPROACH

Like any good agency, we use research to better understand what motivates and influences travelers. Unlike other agencies that develop research studies to meet their own needs, we strongly believe in independent, third-party research to drive program measurement and optimization.

We have close working relationships with leading research firms such as Phocuswright, Destination Analysts, Civitas, Downs & St. Germain and Longwoods International. We also partner with some of the most sophisticated specialist agencies and media partners across the travel space, such as Sparkloft, Near (formerly UberMedia), Centro and ADARA, which ensures our strategies are rooted in the latest platforms, technologies and media channels.



Recent sponsored research that helps inform our marketing strategies includes:

» **“The State of the American Traveler,”** Destination Analysts’ ongoing quarterly study since 2007, offering an in-depth look at American leisure travelers with special reports on Destination Decisions, Technology & Mobile, Traveler Segments and Destination Management.

» **“USA Road Trips Research Summary,”** Longwoods International, 1997–2022. This ongoing, comprehensive study looks into the travel behavior, interests and sources of information for U.S. road trip travelers. This is especially timely as road trips are not only a major part of U.S. travel, but an even bigger part of the recovery from COVID-19.



- » **“Funding Futures: Research Study into the Options & Opportunities for New or Enhanced Funding of Tourism & DMOs in the Recovery from COVID-19,”** Civitas and Tourism Economics, 2020-2021. This research analyzes tourism and DMO funding models across 115 North American cities and 10 Canadian provinces. From these findings we were able to outline 10 new and improved funding models for organizations to consider.
- » **“The Year in Review & the Year Ahead—Major Trends, Challenges & Opportunities in Destination & Tourism Marketing,”** Phocuswright, 2016-2021. For six years, this study has explored insights, analyses and predictions of how the industry is changing—especially in light of COVID-19. The most recent year spotlights the impact of technology and digital transformation, along with its challenges and opportunities, and addresses what a post-pandemic visitor industry might look like.
- » **“Visitor Guide Conversion Study,”** Destination Analysts and DMA West, 2020-2021. This 15-CVB visitor guide conversion study is the largest-ever multi-DMO conversion study revealing

a detailed profile of travelers who use DMO-published official visitor guides and the types of content that drive travel. Estimates are given on the return on investment these official guides bring to their respective communities.

- » **“Destination Websites That Drive Travel—State Tourism & CVB Editions,”** DMA West and Destination Analysts, 2016-2019. A robust website conversion study across nine states and 13 CVBs that unearths the types of content and features that most influence the destination choice as well as the ROI of a destination website and how it drives actual visitation, new spending and tax revenue.
- » **“Moving Picture Magic,”** an analysis of top-performing DMO videos around the world, conducted with the University of Waikato. As part of our ongoing review of destination marketing best practices, for the past five years Miles has sought to benchmark and assess top-performing online videos from more than 150 DMOs in over 25 countries. We identified key themes of successful videos that generate viral appeal, organic reach and engagement.

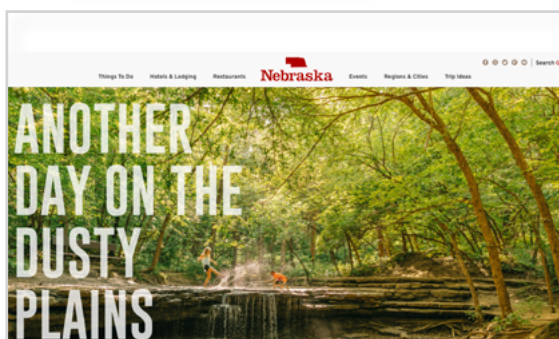


AWARDS & ACCOLADES

Our client work has garnered **more than 140 awards** across content creation, design, website development and brand campaigns over the past three years.

Highlights of our client accolades over the past four years include:

- » 2021 IAC Award for Outstanding Website for ExploreMinnesota.com
- » 2021 WebAward for Outstanding Website for MemphisTravel.com
- » 2021 WebAward for Outstanding Website for VisitMaryland.org Website Re-launch
- » 2021 Silver Addy Award for Delaware Tourism Office's Delaware Discoveries Guide
- » 2020 Gold Addy Award for Experience AIUla Branded Content
- » 2020 Silver Addy Award for Kentucky Official Visitor's Guide Editorial Spreads
- » 2019 U.S. Travel Mercury Award for Best Travel Website for DiscoverPuertoRico.com
- » 2019 U.S. Travel Mercury Award for People's Choice Website for Arkansas.com
- » **2019 WebAward for Travel Standard of Excellence for VisitNebraska.com**
- » 2019 Gold HSMIA Adrian Award for Amelia Island's New Visitor Guide with Augmented Reality Technology
- » **2019 Silver HSMIA Adrian Award for "Honestly, It's Not for Everyone" Nebraska State Travel Guide**



BIDDER IDENTIFICATION AND INFORMATION

Full company name:

Miles Partnership, LLLP

Address of company headquarters:

6751 Professional Parkway, Suite 200, Sarasota, FL 34240

Entity organization:

Partnership

State in which the bidder is incorporated or otherwise organized to do business:

Florida

Year in which the bidder first organized to do business:

1954

Whether the name and form of organization has changed since first organized: Yes, in 2016, our name changed from Miles Media Group, LLLP to Miles Partnership, LLLP

FINANCIAL STATEMENTS

Please find the required financial statements in Proprietary Information, which we have uploaded as a separate, confidential document.

CHANGE OF OWNERSHIP

We do not anticipate any change in ownership or control of the company in the next 12 months or beyond.

OFFICE LOCATION

Our western division office will be responsible for performing the duties for this contract if awarded. That address is 13952 Denver West Parkway, Suite 200, Lakewood, CO 80401.

RELATIONSHIPS WITH THE STATE

We currently have an existing contract with the Nebraska Tourism Office for VisitNebraska.com and Publishing & Content for Multi-Media Uses, Contract Number: 79112 O4. It goes through September 12, 2022.

BIDDER'S EMPLOYEE RELATIONS TO THE STATE

Neither our employees nor subcontractors included in our proposal have ever been employed by the State.

CONTRACT PERFORMANCE

Neither we nor our subcontractors have had a contract terminated for default, convenience, non-performance, non-allocation of funds, or any other reason, during the past two (2) years.

SUMMARY OF BIDDER'S CORPORATE PERFORMANCE

On the following pages, please find three project descriptions that highlight the similarities between our experience and the scope of work Nebraska is seeking in this solicitation.

We've selected these case studies as examples of our ability to develop integrated print and digital tourism products that inspire travel and encourage long-term relationships with travelers that result in increased return visitation.

**MILES WAS THE PRIME
CONTRACTOR FOR ALL OF
THESE PROJECTS.**



MARYLAND OFFICE OF TOURISM DEVELOPMENT



Travel inspiration has been the primary goal for both the Destination Maryland Magazine print guide and the VisitMaryland.org website. In 2020, we set out to develop a new website that would showcase the vibrancy of Maryland experiences and act as the primary call-to-action for the state's "OPEN FOR IT" brand campaign. The new VisitMaryland.org balances a need to appeal to both Maryland residents looking for local experiences, as well as potential visitors seeking travel information.

We've taken a similar content approach in the Destination Maryland Magazine print guide to show potential travelers that Maryland is more than just battlefields and

Old Bay. In fact, we had big plans for an inspiration-rich, freshly redesigned 2021 Destination Maryland Magazine when COVID-19 hit. We knew that in-state and drive-market travelers would be key to tourism recovery, so it was important to reaffirm the value of partners' investment in the guide by changing our distribution strategies: Instead of relying on travelers to pick up the publication along their Maryland journey, it was proactively delivered with copies of the Washington Post in target markets. For the 2021 guide, we reforecasted sales, reallocated page counts and updated our content plan to further support industry partners, save the client money and keep our printed content safe from business changes in the ever-evolving wake of COVID-19.

Time period: The Maryland Office of Tourism has been a Miles client since 2004. Current services include web, print, content marketing, SEO, video, email and digital advertising services.

Project scheduled/actual completion dates:

- » **2020 Website Redesign:** Scheduled September 2020; completed September 2020.
- » **2021 Print Guide:** Annual publication. Scheduled and delivered each December.

Budget:

- » **2020 Website Redesign:** \$355,425
- » **2021 Print Guide:** \$279,450

Reference information: Liz Fitzsimmons, Managing Director of the Division of Tourism, Film, and the Arts / 410-767-6331 / liz.fitzsimmons@maryland.gov



WE SELECTED THIS PROJECT AS EVIDENCE OF MILES' PERFORMANCE BECAUSE IT SHOWS THE NTC OUR SKILL IN TRANSLATING A CLIENT'S BRAND IN DYNAMIC WAYS ACROSS CONTENT CHANNELS, AS WELL AS OUR ABILITY TO STAY AGILE ENOUGH TO PURPOSEFULLY AND POSITIVELY REACT TO CHANGING CONSUMER LANDSCAPES IN ORDER TO CONTINUOUSLY OVER-DELIVER ON CLIENT EXPECTATIONS AND ECONOMIC IMPACT.

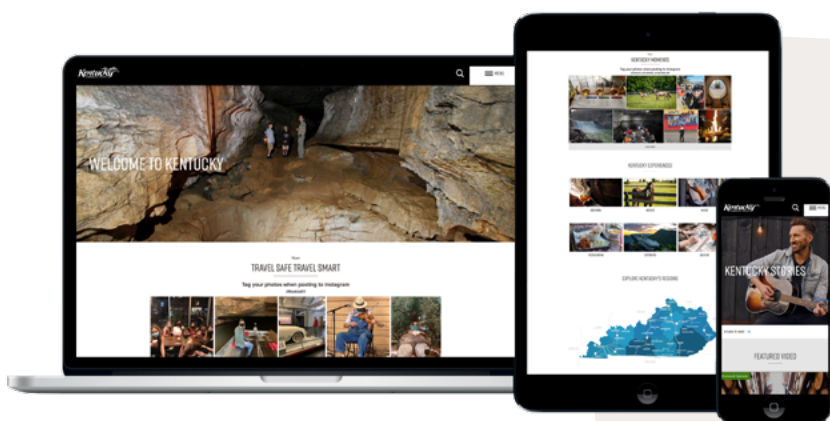
KENTUCKY DEPARTMENT OF TOURISM

In 2010, Miles was hired to take over production of the Kentucky Department of Tourism's Official Visitor's Guide. We immediately transformed it from a predominantly listings publication into a dynamic travel-planning resource full of consumer-focused content, regional itineraries, best bets, top events, engaging designs, large-format photography, digital/social integration and a more efficient presentation of listings. Those improvements (combined with a strong in-state sales presence and a deep commitment to industry outreach and education) led to an immediate \$250,000 revenue increase the first year, climbing to a record-high \$600,000 sales total in two years.

We knew that level couldn't be sustained in the print guide alone, so in year three Miles added a new content-driven integrated digital program that included a monthly email, custom emails, web advertising, content creation, video production and an advertising leads program to the mix. The result? Digital sales brought in \$160,000 in additional revenue the first year the program launched. Combined with print, these new offerings helped Miles generate an impressive \$6.5 million in industry participation during our first seven years working in Kentucky—participation which continues to thrive even now. (In fact, after sales for the 2021 guide took a dive with COVID-19, we were able to return to pre-COVID Visitors Guide sales for the 2022 guide.)



In 2020, we built and launched extensive new websites for Kentucky Department of Tourism and Kentucky State Parks. These sites have visually enhanced the Kentucky brand and increased visitor interactions with engaging videos and compelling content.



Time period: The Kentucky Department of Tourism has been a Miles client since 2009. We are currently their agency of record and our services include media strategy, planning, placement and results reporting, brand strategy, creative development and production (print, digital, video broadcast and out of home channels), Official Visitors Guide design (print and digital), website maintenance and hosting, email creation and list management, co-op ad sales and content development.

Project scheduled/actual completion dates:

- » **2020 Website Redesign:** Scheduled September 2019-June 2020; completed September 2019-June 2020.
- » **2021 Print Guide:** Annual publication. Scheduled and delivered each December.

Budget:

- » **2020 Website Redesign:** \$500,000
- » **2021 Print Guide:** \$250,000 in print cost, plus \$192,000 in labor. (However, there is no actual cost to the client as the guide is fully funded by co-op sales.)

Reference information: Mike Mangeot, Commissioner / 502-892-3197 / michael.mangeot@ky.gov

WE SELECTED THIS PROJECT AS EVIDENCE OF MILES' PERFORMANCE BECAUSE IT SHOWS THE NTC OUR ABILITY TO DEVELOP A COHESIVE CONTENT STRATEGY ACROSS MULTIPLE CHANNELS THAT BENEFITS BOTH THE STATE AND ITS INDUSTRY PARTNERS.

LOUISIANA OFFICE OF TOURISM

The Louisiana Office of Tourism is the marketing might behind promoting the great state of Louisiana. We have an in-state team dedicated to the success of promoting Louisiana's "Feed Your Soul" brand—which Miles helped develop—across their primary print and digital marketing channels.

The Louisiana Sunshine Magazine serves as the state's official visitor guide, and brings the brand to life through rich photography and input from local experts, plus a healthy dose of social media content that showcases visitors' love for the Bayou State. Our inspirational approach is paying off: 70,000 print copies are distributed annually through orders on LouisianaTravel.com, direct requests, media fulfillment, consumer travel shows, welcome centers and more. The digital guide also garners more than 19,000 views and 230,000 page views annually.



We've also celebrated year-over-year increases in website visitation to LouisianaTravel.com, which we attribute to compelling and inspirational content, a strong SEO presence and best practices for both web design and user experience. We utilize the Bound tool to offer personalized content directed at in-state, out-of-state and international markets, and we've seen a 121% increase in e-news signups, a 180% increase in average visit duration and a 31% decrease in bounce rate, compared to visitors who didn't see personalized messaging.

Time period: Miles has been a partner to LOT since 2008 and we provide creative and branding, web, email, social media, paid search, content optimization, special event support, database and advertising services.

Project scheduled/actual completion dates:

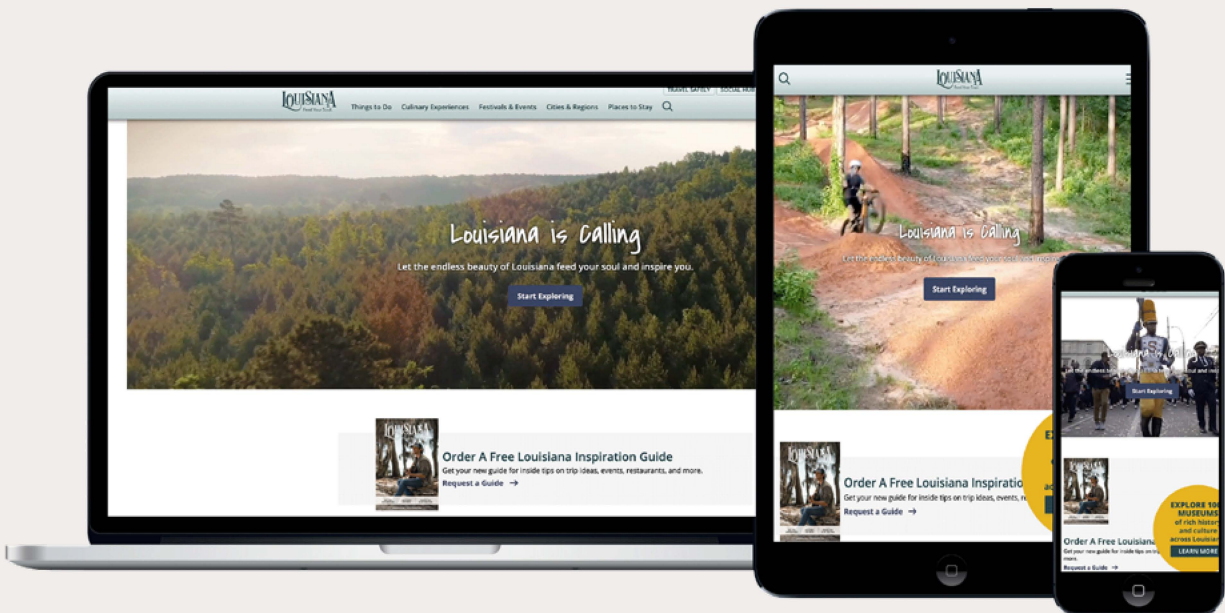
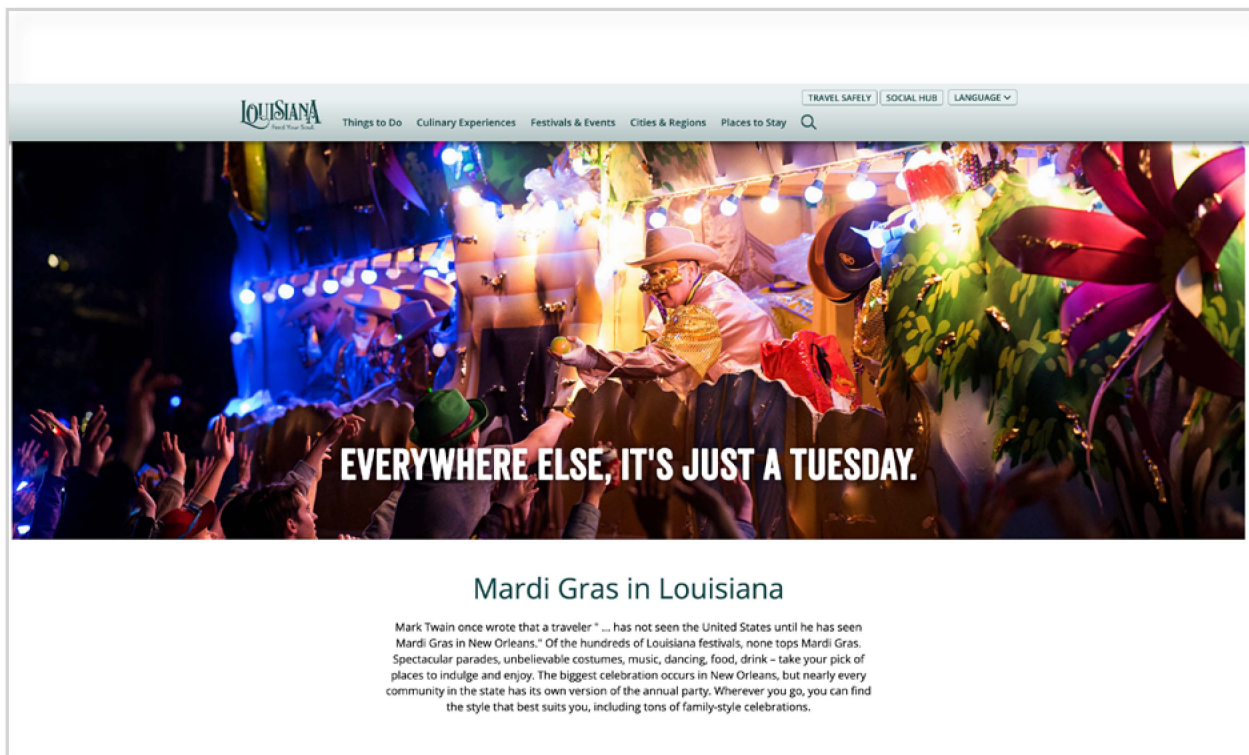
- » **2021 Website Redesign:** Scheduled July 2019-March 2020; completed July 2019-March 2020.
- » **2021 Louisiana Sunshine Magazine:** Scheduled September 2020-February 2021; completed September 2020-February 2021.

Budget:

- » **2021 Website Redesign:** \$335,000
- » **2021 Print Guide:** \$210,000

Reference information: Billy Nungesser, Lieutenant Governor / 225-342-7009 or 504-657-9890 (mobile) / ltgov@crt.la.gov

WE SELECTED THIS PROJECT AS EVIDENCE OF MILES' PERFORMANCE BECAUSE IT SHOWS THE NTC OUR ABILITY TO UTILIZE SMART CONTENT STRATEGIES AND INNOVATIVE TECHNOLOGY TO IMPROVE ENGAGEMENT YEAR AFTER YEAR. OUR RELATIONSHIP WITH LOUISIANA GROWS EVERY YEAR AS THEY TRUST US WITH ADDITIONAL PROGRAMS AND PROJECTS RANGING FROM DYNAMIC BRAND ACTIVATIONS TO DIGITAL MARKETING CAMPAIGNS—A TRUST WE HOPE TO EARN WITH NEBRASKA.





SUMMARY OF BIDDER'S PROPOSED PERSONNEL/MANAGEMENT APPROACH

We're excited to re-introduce to you the dynamic team that's ready to continue partnering with the State of Nebraska and the NTC on publishing and content services—and to hopefully grow our partnership by working with you on successful creative campaigns and smart media strategies if selected as your new agency partner in your parallel Creative and Production Services and Media Planning and Buying Services RFP process.

On the following pages, please find resumes for each of your key team members, all of whom are Miles employees and travel marketing experts. Many of the team members already work closely and collaborate with your team, and we will ensure that we continue to work hand-in-hand with the NTC to achieve your goals.



JAY SALYERS
SENIOR VICE PRESIDENT, MILES PARTNERSHIP

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

Experience: 17 years with Miles; 3 years of additional related experience

Expertise: Jay's specialty is in developing product plans that match our clients' needs and strategic objectives, specifically in fostering collaboration and aligning client resources with the latest research-based trends. He is responsible for maintaining positive, productive relationships with Miles' clients as well as overall client satisfaction with our products and services.

Recent Tourism Account Experience: In addition to his work with the NTC, Jay has overseen the development and execution of dozens of destination strategies, ranging from rebranding initiatives to website builds to complete content creation and distribution strategies, for a number of regional, state and city clients including VISIT FLORIDA, Discover Puerto Rico, Travel Michigan, Travel South, Kentucky, Louisiana, Pennsylvania, Delaware and many others.

Percentage of time dedicated to Visit Nebraska: 10%

References:

Staci Mellman, Chief Marketing Officer

VISIT FLORIDA / 2540 W. Executive Center Circle, Suite 200, Tallahassee, FL 32301
850-488-5607 / Smellman@VisitFlorida.org

Mike Mangeot, Commissioner

Kentucky Department of Tourism / 500 Mero Street, Frankfort, KY 40601
502-892-3197 / Michael.Mangeot@Ky.Gov

Barry White, CEO

Chattanooga Tourism Co. / 736 Market Street, 18th Floor, Chattanooga, TN 37402
423-424-4440 / Barry@ChattanoogaTourism.com



JORDAN KUGLITSCH
ACCOUNT DIRECTOR, MILES PARTNERSHIP

Education: B.A. in Mass Communications/Advertising, B.A. in Spanish for Business Professions, University of Wisconsin–Eau Claire

Experience: 3.5 years with Miles; 8 years of additional related experience

Expertise: Jordan is committed to helping the NTC tell its brand story and leading Miles' dedicated Nebraska account team to deliver exceptional service and products on your behalf. She is responsible for daily account management and client relations and is an active steward of budgets and making fiscally responsible decisions. Jordan is laser-focused on helping clients achieve their business goals and objectives by laying a strategic foundation for project initiatives.

Recent Tourism Account Experience: In addition to her work with the NTC, Jordan has led the rebranding efforts, multichannel campaign development and overall agency of record services for a variety of clients, including Chattanooga Tourism Co., San Francisco Travel, Visit Maine, Alaska Travel Industry Association and Discover Puerto Rico.

Percentage of time dedicated to Visit Nebraska: 10%

References:

Dave Santucci, Chief Marketing Officer

Chattanooga Tourism Co. / 736 Market Street, 18th Floor, Chattanooga, TN 37402
423-424-4423 / Dave@ChattanoogaTourism.com

Kimberly Vince-Cruz, Vice President

Destination Analysts / 1728 Union Street, #310, San Francisco, CA 94123
323-578-5326 / Kimberly@DestinationAnalysts.com

Christina Sokol, Senior Manager

Performance Marketing Havenly / 3501 Wazee Street, #200, Denver, CO 80216
262-993-4035 / SokolChristina@gmail.com



MATTIE HANNIGAN
ACCOUNT SUPERVISOR, MILES PARTNERSHIP

Education: B.A. in Marketing, B.A. in Fine Arts, University of Denver

Experience: 2.5 years with Miles; 4 years of additional related experience

Expertise: Mattie manages our internal workflow, inclusive of administrative and campaign work, to ensure all products and services are delivered on time and on budget, and that they are of the highest quality. She acts as a link between the NTC and Miles and will continue to communicate with your teams regularly on project status. Mattie's integrated agency experience combined with her airline industry experience make for a unique perspective that aids in developing brilliant travel and tourism products.

Recent Tourism Account Experience: Mattie manages daily client communications with the NTC; she has also assisted in enhancing the brand strategies for a variety of travel clients, including Chattanooga Tourism Co., Alaska Travel Industry Association and Visit Maine.

Percentage of time dedicated to Visit Nebraska: 40%

References:

Sean Phipps, Marketing Director

Chattanooga Tourism Co. / 736 Market Street, 18th Floor, Chattanooga, TN 37402
423-424-4405 / Sean@ChattanoogaTourism.com

Jill McCain, Senior Advertising and Sponsorship Manager

Tennessee Aquarium / 201 Chestnut Street, Chattanooga, TN 37402
423-785-3003 / Jhm@tnaqua.org

Lucky Ramsey, Executive Producer

Pathfinder Films / 501 E. 16th Street, #101, Chattanooga, TN 37408
423-463-7921 / Lucky@PathfinderFilms.com



SAM CRESPO
CONTENT DIRECTOR, MILES PARTNERSHIP

Education: B.A. in Communication, University of Tampa

Experience: 17 years with Miles; 6 years of additional related experience

Expertise: Sam has a knack for soaking up the essence of a destination, from the most obscure points of interest to the grandest views. In this way, she falls in love a little (well, a lot) with every destination she works with—especially Nebraska. Sam then collaborates with the NTC team to understand your brand and marketing objectives, channeling all there is to love into goal-driven, integrated content strategies for your print and digital products.

Recent Tourism Account Experience: Sam directs the integrated content strategy for Nebraska, including print and digital visitor guides and VisitNebraska.com, among other initiatives. She also contributes overarching strategy as Content Director on print and digital initiatives for Memphis, New Jersey and Monmouth County.

Percentage of time dedicated to Visit Nebraska: 50%

References:

Regena Bearden, Chief Marketing Officer

Memphis Tourism / 47 Union Avenue, Memphis, TN 38103
901-543-5300 / RegenaBearden@MemphisTravel.com

Mike Gussiaas, Global Marketing & Brand Strategy Director

South Dakota Department of Tourism / 711 E. Wells Avenue, Pierre, SD 57501
605-773-3301 / Mike.Gussiaas@TravelSouthDakota.com

Mike Brock, Assistant Director

Monmouth County Tourism / 1 E. Main Street, Freehold, NJ 07728
732-431-7310 / Mike.Brock@Co.Monmouth.nj.us



J.T. MULLEN
CONTENT COORDINATOR, MILES PARTNERSHIP

Education: B.A. in Journalism, University of Memphis

Experience: 2.5 years with Miles; 3 years of additional related experience

Expertise: J.T. specializes in all things content. He is responsible for developing and coordinating content strategies on behalf of the NTC, as well as creating new, diverse content for your print and digital initiatives with an eye to integration. He works closely with the Content Director and client teams to bring the brand vision of Nebraska to life.

Recent Tourism Account Experience: In addition to his work with Nebraska, J.T. helps plan and execute digital and print content strategies for several other client destinations, including Memphis, New Jersey and Monmouth County, among others. He creates content for websites, email marketing programs and visitor guides for Memphis, and visitor guides for New Jersey and Monmouth County.

Percentage of time dedicated to Visit Nebraska: 50%

References:

Regena Bearden, Chief Marketing Officer

Memphis Tourism / 47 Union Avenue, Memphis, TN 38103
901-543-5300 / RegenaBearden@MemphisTravel.com

Leah Gafni, Vice President of Marketing

Memphis Tourism / 47 Union Avenue, Memphis, TN 38103
901-543-5300 / LeahGafni@MemphisTravel.com

Mike Brock, Assistant Director

Monmouth County Tourism / 1 E. Main Street, Freehold, NJ 07728
732-431-7310 / Mike.Brock@Co.Monmouth.nj.us



KIM HANRAHAN
CREATIVE DIRECTOR, MILES PARTNERSHIP

Education: B.A. of Art, Bowling Green State University

Experience: 26 years with Miles; 5 years of additional related experience

Expertise: Kim leads projects from brainstorming to execution. Working closely with the NTC team, she develops content and design solutions to help the NTC improve its marketing and promote the Nebraska brand through the print and digital products we develop on your behalf. She makes sure deadlines are followed throughout the project and the final output exceeds expectations.

Recent Tourism Account Experience: In addition to her ongoing work with the NTC, Kim has worked on a number of leading tourism accounts on a range of projects, from branding and creative to interactive projects and websites. Specific clients she's worked with include Brand USA, Royal Commission for AIUIa, Memphis Tourism, VISIT FLORIDA, Tennessee Department of Tourist Development and the Pennsylvania Tourism Office.

Percentage of time dedicated to Visit Nebraska: 50%

References:

Mark Lapidus, Vice President, Product & Technology
Brand USA / 1725 I Street NW, Washington, D.C. 20006
202-536-2060 / MarkLapidus1@gmail.com

Talia Salem, Tourism Content Strategist, Principal
The Urban Nomad / San Francisco, CA 94109
925-284-1960 / Talia@TheUrbanNomad.com

Kathy Yount, Assistant Director of Marketing
Kentucky Tourism / 500 Metro Street, 5th Floor, Frankfort, KY 40601
502-892-3224 / Kathy.Yount@ky.gov



JENNIFER DUNCAN
SENIOR INTERACTIVE PRODUCER,
MILES PARTNERSHIP

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

Experience: 15.5 years with Miles; 7 years of additional related experience

Expertise: Jennifer defines website goals and objectives that align with clients' overall marketing strategy, collaborating with clients, designers, editors and developers to create innovative digital solutions. She frequently leads the development of complex tourism websites utilizing the Drupal CMS—including VisitNebraska.com. Jennifer utilizes her focus on user interface and experience in graphic design to create exciting and fresh interactive solutions that are engaging, effective and visually appealing.

Recent Tourism Account Experience: In addition to her work with the NTC, Jennifer has recently led a number of major website builds and ongoing optimization projects for clients such as Louisiana Office of Tourism, Florida's Space Coast Office of Tourism and South Dakota Department of Tourism.

Percentage of time dedicated to Visit Nebraska: 15%

References:

Robert Cappellanti, Division Director

Georgia Department of Economic Development / 75 5th Street NW, Suite 1200,
Atlanta, GA 30308
404-962-4067 / Rcappellanti@Georgia.org

Mike Gussiaas, Global Marketing & Brand Strategy Director

South Dakota Department of Tourism / 711 East Wells Avenue, Pierre, SD 57501
605-773-3301 / Mike.Gussiaas@TravelSouthDakota.com

Tricia Miller, Digital Systems Manager

North Dakota Tourism Division / 1600 E. Century Avenue, Suite 6, PO Box 2057,
Bismarck, ND 58502
701-328-5328 / Tamiller@nd.gov



AMY BIBBINGS
WEB DEVELOPER, MILES PARTNERSHIP

Education: B.A. in Telecommunication, Bowling Green State University; M.A. in Telecommunication, Information Studies and Media, Michigan State University

Experience: 6 years with Miles; 13 years of additional related experience

Expertise: Amy is responsible for translating design comps into responsive, standards-based front-end code. Her attention to detail ensures that a designer's vision is effectively communicated in the final product. During her time with Miles, Amy has implemented innovative digital experiences including full-page story panels, parallax scrolling effects and custom interactive maps. She prides herself on her ability to find solutions to difficult design problems.

Recent Tourism Account Experience: Amy has played a key role in tourism website development projects such as VisitNebraska.com, VisitSpaceCoast.com and LouisianaTravel.com.

Percentage of time dedicated to Visit Nebraska: 15%

References:

Lori Schulze, Director

Center for Educational Networking / 6412 Centurion Drive, #130, Lansing, MI 48917
517-908-3904 / Lschulze@cenmi.org

Julianna Nova, Project Manager

Miles Partnership / 6751 Professional Parkway, Suite 200, Sarasota, FL 34240
941-342-2329 / Julianna.Nova@MilesPartnership.com

Melissa Anderson, Web Developer

Miles Partnership / 13952 Denver West Parkway, Suite 200, Lakewood, CO 80401
319-804-9561 / Melissa.Anderson@MilesPartnership.com



PATRICK GODDARD
FRONT-END DEVELOPER, MILES PARTNERSHIP

Education: B.A. in Sociology, UC Santa Cruz

Experience: 8 years at Miles; 6 years of additional destination marketing industry experience; 20 years of additional web development experience

Expertise: Patrick is responsible for front-end Drupal development, which involves HTML/CSS/JavaScript coding, PHP programming and coordinating with designers, producers and other developers to deliver compelling interfaces to our clients.

Recent Tourism Account Experience: Patrick has worked on a number of responsive design website builds, including VisitNebraska.com, NDTourism.com, ExploreGeorgia.org and GoHawaii.com.

Percentage of time dedicated to Visit Nebraska: 15%

References:

Jennifer Duncan, Senior Interactive Producer

Miles Partnership / 13952 Denver West Parkway, Suite 200, Lakewood, CO 80401
941-342-2425 / Jennifer.Duncan@MilesPartnership.com

Melissa Anderson, Web Developer

Miles Partnership / 13952 Denver West Parkway, Suite 200, Lakewood, CO 80401
319-804-9561 / Melissa.Anderson@MilesPartnership.com

Nick Dykzeul, Lead Developer

Miles Partnership / 13952 Denver West Parkway, Suite 200, Lakewood, CO 80401
209-815-1769 / Nick.Dykzeul@MilesPartnership.com



MARK GRATTAN
PAID MEDIA ANALYST, MILES PARTNERSHIP

Education: M.B.A., Concentration in Marketing, University of Colorado Denver

Experience: New to Miles, Mark brings an additional 18 years of SEM advertising experience.

Expertise: Mark is responsible for SEM for several large DMO clients. He leads the management of accounts, writing ad copy, researching and building keyword lists, optimizing accounts for the best performance, reporting, planning, managing budgets, researching new opportunities and exploring ad types. His areas of SEM proficiency include Google search, Google display, YouTube, Microsoft Ads, Google Analytics and Data Studio.

Recent Tourism Account Experience: Mark is excited to bring his expertise to work for the NTC. He has managed the strategic planning and execution of SEM, Display, Google and YouTube marketing for numerous clients including the Georgia Department of Economic Development, Memphis Tourism, Louisiana Office of Tourism, Delaware Tourism Office, Sonoma County Tourism Bureau, Visit St. Pete/Clearwater and many more.

Percentage of time dedicated to Visit Nebraska: 10%

References:

Tony Cooper, Director of Growth & Strategy

Breckenridge Grand Vacations / 100 Main Street, Breckenridge, CO 80424
727-215-0962 / Tcooper@BreckenridgeGrandVacations.com

Aubree Wagner, Marketing Manager

Breckenridge Grand Vacations / 100 Main Street, Breckenridge, CO 80424
970-210-6348 / Awagner@BreckenridgeGrandVacations.com

Nikki Bigler, Director of Media

Miles Partnership / 13952 Denver West Parkway, Suite 200, Lakewood, CO 80401
970-409-9900 / Nikki.Bigler@MilesPartnership.com



LISA SATURDAY
INDUSTRY PARTICIPATION SPECIALIST,
MILES PARTNERSHIP

Education: B.A. in Business, Metro State University

Experience: 4 years with Miles; 20 years of additional related experience

Expertise: Lisa's specialty is quickly learning new markets and working them simultaneously. Lisa is also skillful at lead generation (prospecting and qualifying sales leads), forging strong relationships and providing excellent service. Her dedication to growing sales in the NTC market directly impacts revenue gains for the organization. Lisa takes great pride in being a trusted advisor within her markets and understanding the needs of her advertisers.

Recent Tourism Account Experience: Lisa currently serves as the Travel Media and Marketing Executive in four markets: Colorado, Arizona, Bucks County and Nebraska.

Percentage of time dedicated to Visit Nebraska: 10%

References:

Sherry Henry, Director of Sales

Grace Hospitality / 6925 E. Indian School Road, Scottsdale, AZ 85251
480-893-0001 / Shenry@GraceHospitality.com

Lisa Paglaicetti, Industry Relations Director

Visit Bucks County / 3207 Street Road, Bensalem, PA 19020
215-639-0300 / Lisap@VisitBucksCounty.com

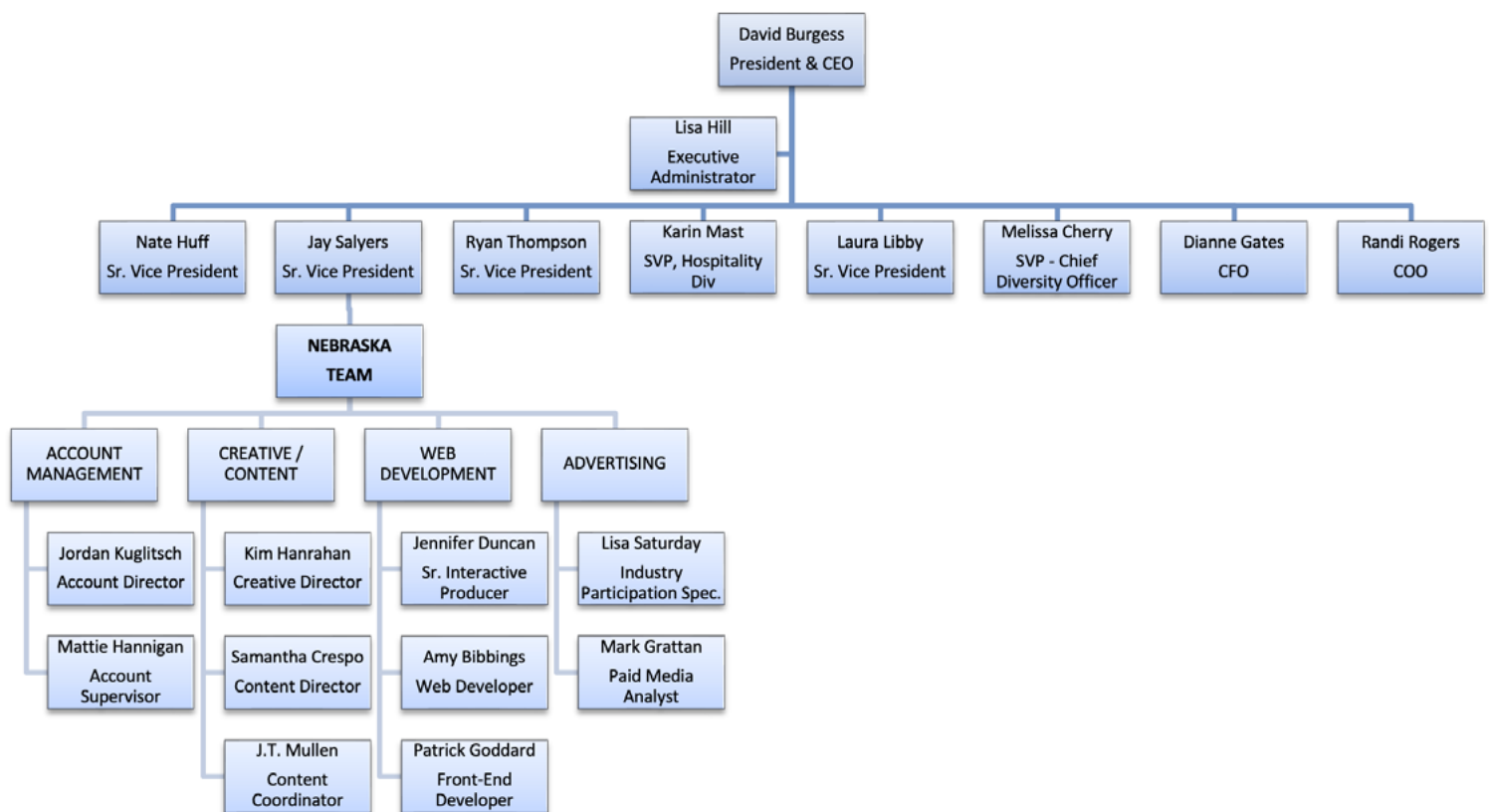
Edoardo Rossi, Executive Vice President

Dunton Hot Springs & Townhouses / 210 S. Oak Street, Telluride, CO 81435
828-362-9984 / Erossi@DuntonDestinations.com

ORGANIZATIONAL CHART

To show how your Nebraska team rolls up into our fuller corporate structure, please see the below organizational chart. Both your Nebraska Publishing & Content team, shown here, and the team presented in our response to your Creative and Production Services and Media Planning and Buying Services RFP, report to Senior Vice President Jay Salyers.

While we've provided dedicated account directors and individual contributors for each scope of work, these teams will seamlessly collaborate to provide increased efficiencies by ensuring we take an integrated approach to all of your marketing products and programs.



SUBCONTRACTORS

While we have a number of print, distribution and fulfillment vendors, as well as hosting platforms and other technology services, that we utilize as a company on behalf of our clients (including the NTC), Miles will not utilize any subcontractors to fulfill this scope of work.

TECHNICAL APPROACH: ATTACHMENT A



6670 Z1 Publishing and Content
Attachment A – Bidder Requirements

1 **RELEVANT EXPERIENCE, CAPABILITIES AND QUALITY OF BIDDER**

A. BRIEF STATEMENT OF OVERALL COMPANY PHILOSOPHY

Our agency philosophy centers around creating content-driven marketing solutions that look to visitors' needs first. As a result, they meet the needs of both the destination and the visitor.

We know that travelers are consuming inspirational as well as informational content through multiple channels and across multiple devices, making it more important than ever for destinations to make content the focus of every marketing channel they develop—concentrating on quality content rather than sheer volume, and with an emphasis on building an emotional connection with audiences. We believe content remains a critical and fundamental strength of destination marketing organizations—and it's where they have a competitive advantage.

We focus on ensuring that the right content reaches your audiences—at the right place, on the right device and at the right time—to provide a flawless user experience across all platforms.

We also believe that by grounding our marketing efforts in shared values—appealing to what is personal and important to people in their daily lives—we create an emotional connection between travel brands and the audiences with whom they want to connect.

Miles will bring our content- and audience-driven approach to every project we undertake on your behalf to ensure existing and new marketing programs work even harder to engage audiences, improve their impression of Nebraska and, ultimately, increase travel to the state.

B. OUTLINE OF CAPABILITIES AND SERVICES OFFERED

As a full-service agency, we offer expertise to our clients in the following areas:

- » Strategic Services & Brand Development
- » Content Creation & Syndication
- » Website Design & Development
- » Turnkey Print Publishing Services
- » Advertising Campaign Creation & Execution
- » Creative Strategy Development
- » Media Planning & Buying
- » Direct Marketing Services
- » SEO/SEM
- » Email Marketing Programs
- » Social Media Marketing
- » Production of Sales Collateral Materials
- » Art Direction of Photo Shoots
- » Video Production
- » Events, Tradeshows & Promotional Support
- » Revenue Generation Programs/Sales (Co-op)
- » Viral Programs/Contests
- » Measurement & Reporting

C. LIST OF SERVICES OFFERED BY THE AGENCY WITH IN-HOUSE STAFF

All of our services are provided by in-house staff.

D. THE SINGLE MOST OUTSTANDING QUALITY THAT DIFFERENTIATES YOUR COMPANY

Our company values—Passionate, Open, Curious, Collaborative, Impactful—are foundational to every decision we make, both internally and when working with clients. The one quality running through all of our values, and through our company culture as a whole, is **transparency**.

We are always authentic and transparent in our communications, which we see as vital to building trust internally and with our clients. We operate with integrity and intelligence while remaining focused on the best interests of our coworkers, our company and our clients. We are open and honest in our reasoning and actions—and we don't pretend to know everything. When faced with a new challenge, we welcome the opportunity to push boundaries and innovate, working in-step with your team.

We believe that our commitment to transparency and doing what's right is a core reason that our average client relationship is more than eight years—our clients know they can trust us to always act in their best interests and to hold ourselves accountable for the work we produce on their behalf.

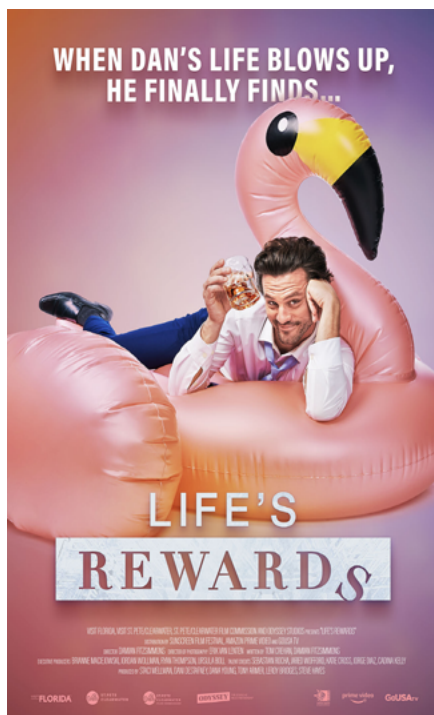
E. ANYTHING ELSE YOU THINK WE SHOULD KNOW ABOUT YOUR COMPANY AND WOULD LIKE TO BRIEFLY SHARE

We believe rich, targeted content is the most critical asset any DMO has. It's the reason consumers will engage with a destination product (or not) and determines how they connect with your brand.

With Miles, Nebraska will be working with a partner synonymous with successful content programs and a deep understanding of content marketing approaches across print and digital channels. That's where our commitment to delivering the right content at the right place and time comes in. As part of our commitment to content, Miles has an in-house content studio that provides deep expertise in character-driven storytelling, filmmaking and social-first marketing to expand our expertise even more.

Our in-house content studio, Odyssey, brings experience in video production, photography and broader expertise in branded content strategy, story development, distribution and content technology platforms. Our team is composed of people with creative and logistics expertise, knowing that one can't be successful without the other. Whether a project consists of a single video or a series, our approach includes:

- » **Creative Strategy:** Research and discovery with your team to understand marketing and/or messaging goals and developing creative briefs for each video that outline the look, feel, content, shots, music and more. These creative briefs are flexible enough to change significantly, depending on whether we are developing videos to inspire, inform or provide helpful planning information.
- » **Story Development:** Scripting or creating talking points that guide the story, as well as a shot list to plan out the visual needs.
- » **Logistics:** Scheduling, permitting, crew coordination, client communication and everything else needed for a successful on-location shoot.
- » **On-Location Production:** Providing the crew that is necessary to accomplish the creative strategy and the desired story.
- » **Post-Production:** Coordination, reviewing footage, editing, revisions, color correction, audio mixing and motion graphics/animation. The post-production team follows the story and creative brief approved in pre-production.



Paramount to our services has been visual storytelling through branded content. In 2019, we expanded our branded content creation capabilities to include producing original programming.

With this, our goal is to still promote your destination, but the messaging is driven by an entertainment-first approach meant for viewers streaming entertainment content vs. searching for travel inspiration or information. This, of course, resulted in breaking new ground with the creation of our “Life’s Rewards” scripted series in partnership with VISIT FLORIDA and Visit St. Pete/Clearwater.

Born of a desire to reach audiences where they’re actively watching content—on streaming platforms and devices—this entertainment-first concept was an opportunity to do something completely new in tourism marketing.

The eight-episode series, filmed in St. Pete/Clearwater, launched in May 2021 on Prime Video, Watch.

VISITFLORIDA.com and YouTube. Coverage has already reached a potential audience of more than **265 million viewers** with an equivalent **advertisement value of \$4M**. Along with the initial results, “Life’s Rewards” won “**Breakthrough Streaming Series**” at the St. Pete Sunscreen Film Festival. Season two premiere in May.

We’re excited to bring these same kind of entertainment-first, big-picture branded content ideas to the NTC.

2

PAST EXPERIENCE & SUCCESS

CASE HISTORIES – PROVIDE CASE STUDIES FROM TWO (2) RECENT PROJECTS (SINCE 2019) FOR CLIENTS MARKETING INTANGIBLE PRODUCTS/SERVICES, PREFERABLY TRAVEL/TOURISM RELATED. THE CASE STUDIES SHOULD INCLUDE RATIONALE, GOALS/OBJECTIVES; STRATEGIES CREATIVE AND MEDIA AN OVERVIEW OF THE MEDIA PLAN, CREATIVE SAMPLES AND RESULTS FOR EACH CASE STUDY (THIRD-PARTY METRICS PREFERRED).

We selected these case studies for the NTC because they show our content creation and distribution experience across national and international organizations, U.S. states and major cities. Both highlight our focus on creativity and a custom approach for each destination.

BUILDING A NATIONAL STORY FOR BRAND USA

GLOBAL CONTENT DEVELOPMENT AND DISTRIBUTION STRATEGY

Brand USA is the official destination marketing organization for the United States and Miles Partnership has the privilege of being a core partner in its mission to drive a measurable increase in international visitation.

Our role as Brand USA’s largest agency partner is rooted in strategic consulting and builds from there into a variety of services targeting long-haul consumer audiences at all stages of the travel inspiration, planning and booking process. Services include creative production, content and video creation, media planning and buying, and developing country-specific multi-channel campaigns. Our ability to provide integrated services across both their organization and various consumer touchpoints created marketing efficiencies for Brand USA and gave Miles a deeper understanding of what motivates long-haul travel decisions and how consumers move from “looking” to “booking.”

We’ve gained knowledge and experience in reaching 40-plus international markets, including 10-plus top-tier markets, and that enhances strategic insights about developing content that resonates universally, as well as when it’s best to take a more custom approach.

Objectives

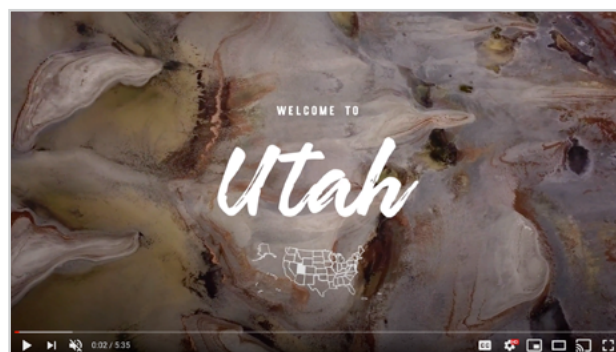
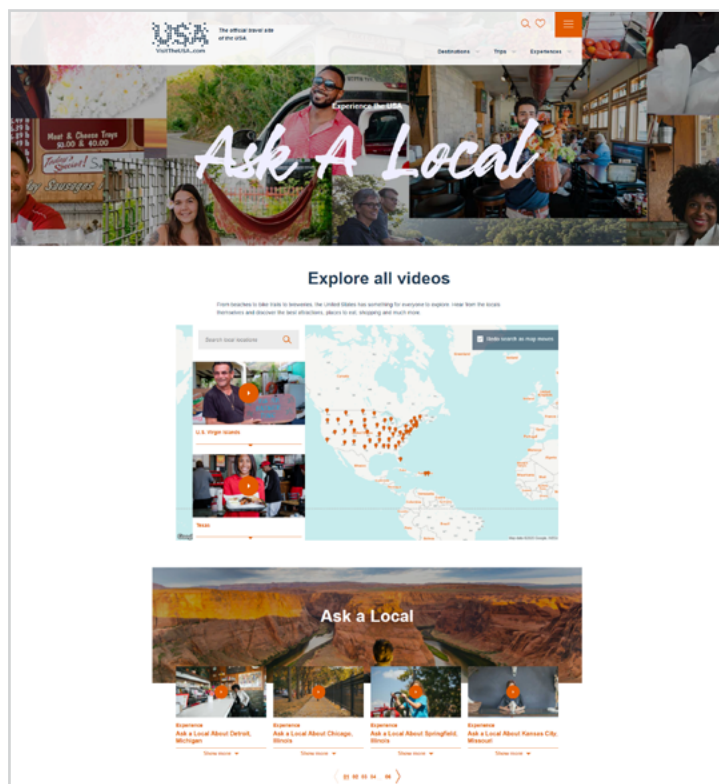
Brand USA had an amazing, one-of-a-kind core product, but its marketing efforts had never been strategically organized, targeted specifically to long-haul travelers nor positioned as a holistic destination and brand.

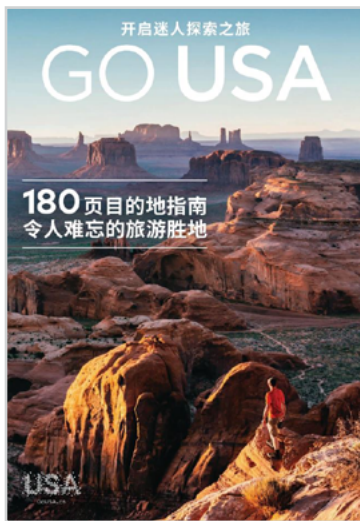
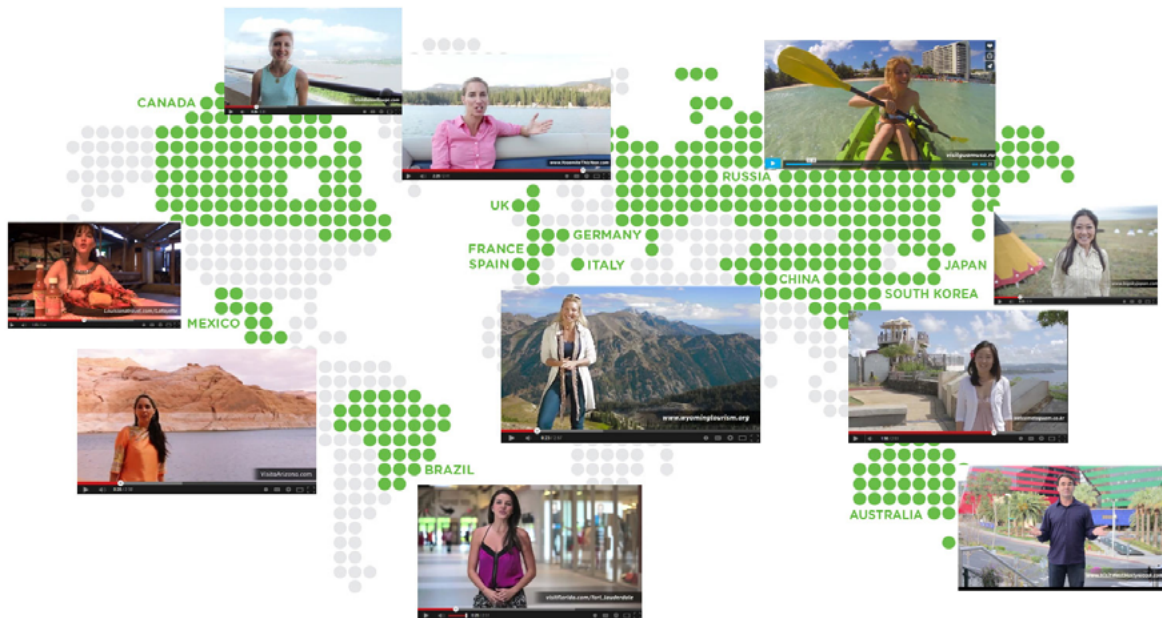
The overarching goal has always been to increase visitation and drive bookings, but long before we can get bookings, we must build awareness, understanding and intent. To do so, Brand USA needed to build a robust library of high-quality content and creative assets, then identify the right way to distribute the creative messaging to drive action. Miles' mission was to tell the story of the USA in a way that inspires people to get on airplanes and into hotels, to experience unique attractions and explore all the country offers.

Strategy

» Robust multimedia content development

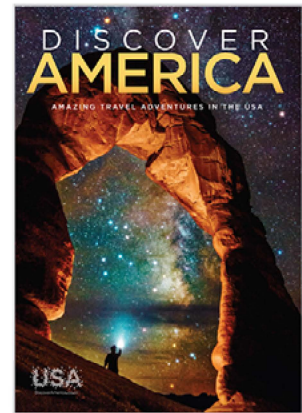
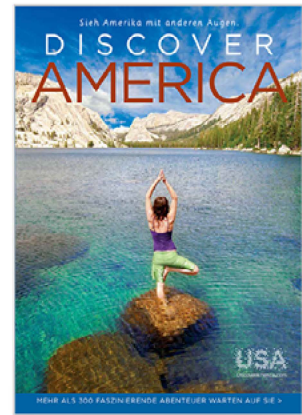
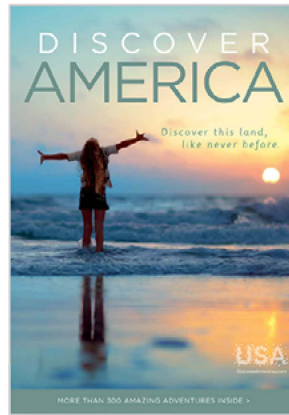
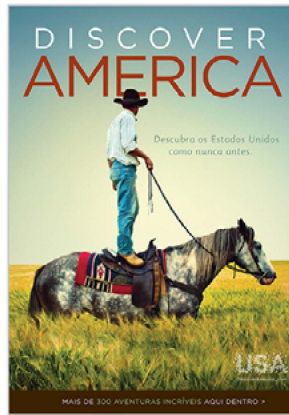
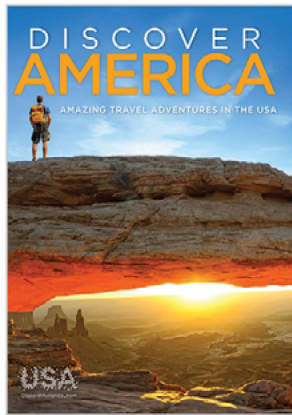
We worked with Brand USA to build a library of high-quality content and creative assets in collaboration with U.S. travel brands and state- and city-level destinations. This included long- and short-form videos, social assets, a broad selection of quality images and customized, interactive content ready to be distributed through top media channels, owned channels and new platforms such as the digital magazine and mobile takeover units.

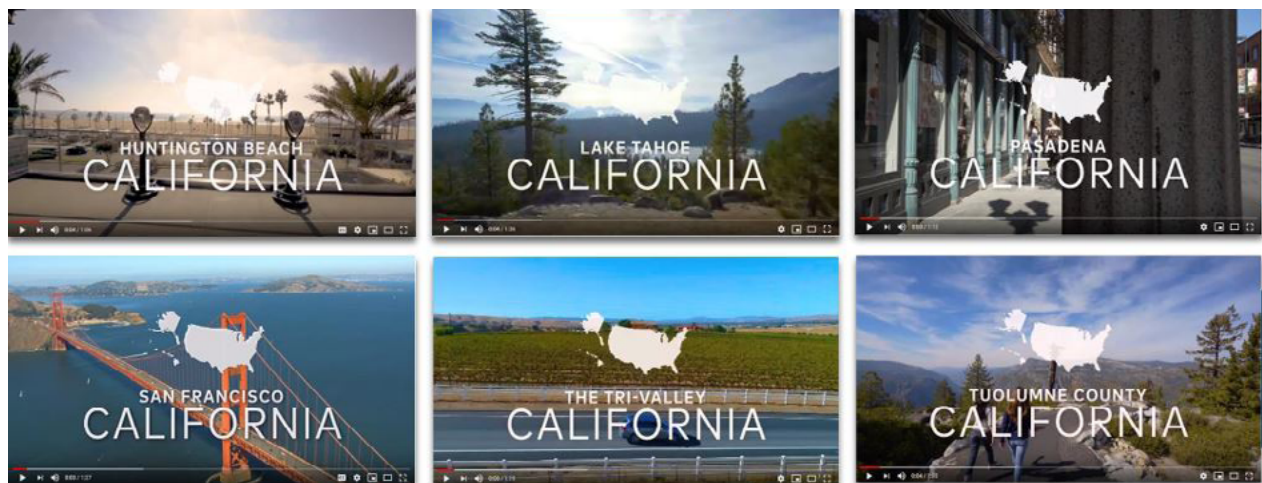




Our strategy centered on building massive scale quickly to create flexible creative and storytelling assets that could be customized based on the unique motivators for each key international audience. We crafted product experiences and media strategies using global media networks and country-specific channels that help drive the traveler decision process. On the content and creative side, Miles produced more than 1,000 videos, 11,000 web pages across 11 languages and tens of thousands of creative assets in the past five years. All 50 states and 300-plus cities are featured.





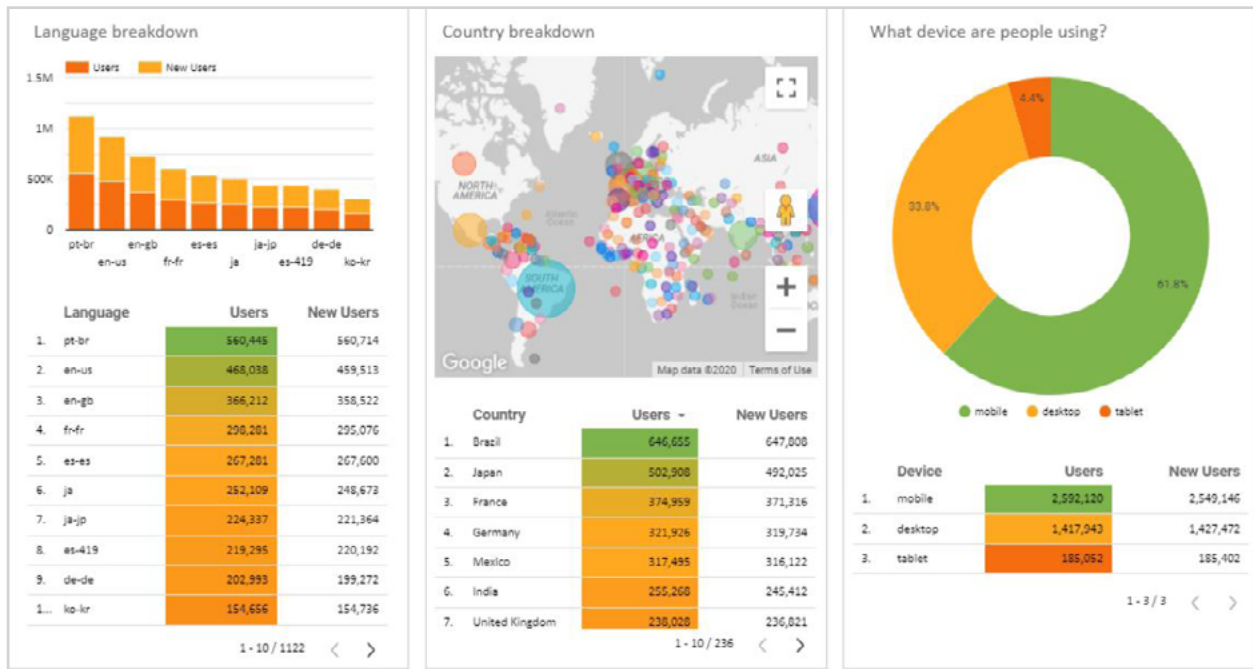


» Destination partnership

Partnering with destinations such as Visit California and VISIT FLORIDA, Miles created inspirational content, tactical how-tos and creative messaging built around thematic pillars designed specifically to motivate travelers passionate about the outdoors, culinary and music.

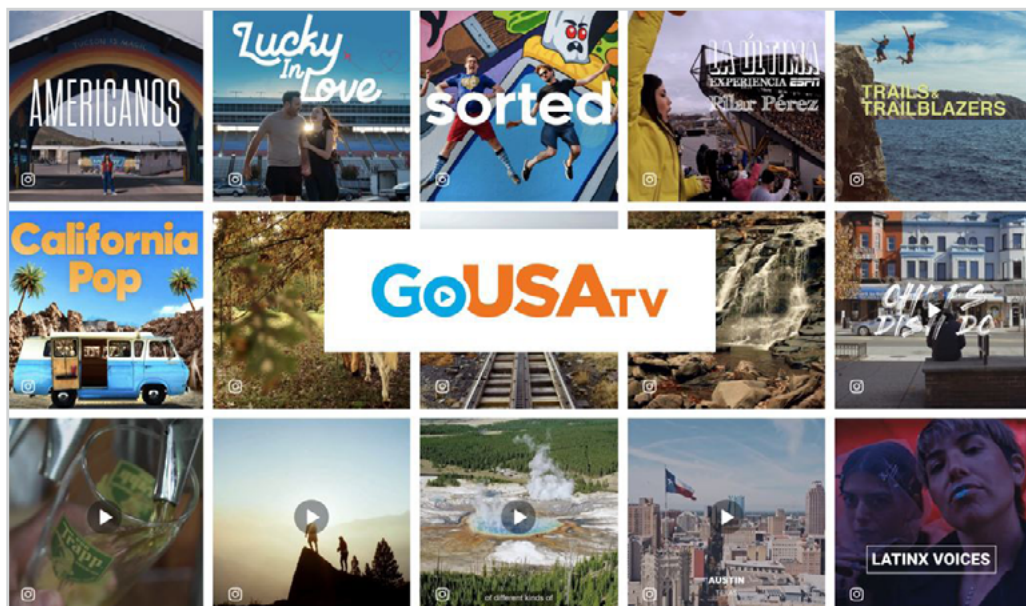
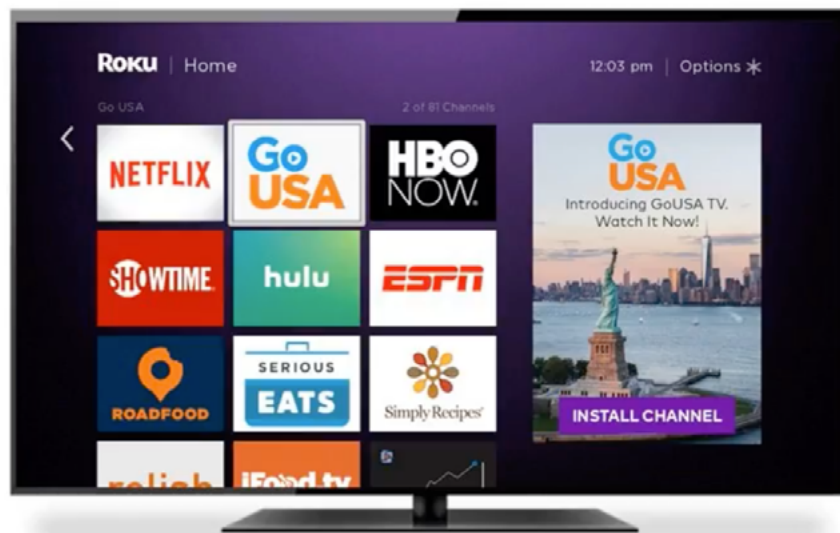
» Data-driven decision making

We coordinated efforts with top research organizations to understand key points about travel sentiment, unique points of interest per market, travel-planning windows and experiential priorities to inform our content development decisions and ensure performance. We also executed consumer and travel trade sentiment testing for print and digital products as part of the product evolution process. We developed a sophisticated process for organizing and aggregating results data across all channels and platforms to demonstrate impact at the partner destination level, while also showing total impact for the USA. This data informs our media planning, ongoing optimization and digital product development.



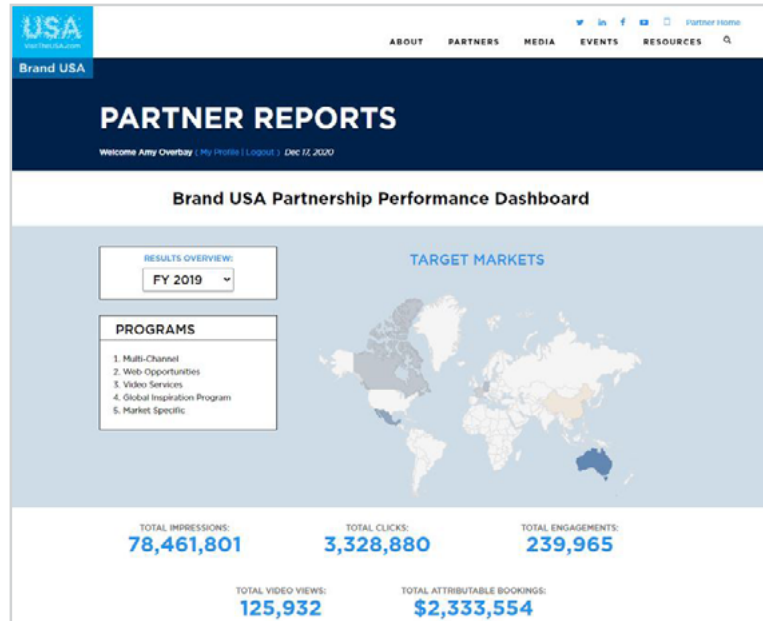
» **Full-funnel distribution**

Content has been deployed through a robust media and digital product strategy that went beyond banner advertising and websites. We took an increasingly mobile- and social-first approach, developing high-impact interstitial takeovers to deliver content while continually refining our targeting across markets and channels to drive engagement. As part of that engagement strategy, we developed and leveraged multiple innovative digital platforms. Video content was distributed through GoUSA TV, which is Brand USA's new mobile app and connected TV platform. Digital magazines spotlighting destinations and thematic experiences were created and distributed through major tour operators and global OTAs to drive measurable bookings.



Results

- » **35 national awards** for creative and campaigns
- » **500 million-plus video views** across multiple channels
- » **113,000 hours** of content watched on GoUSA TV in past 12 months with an **8:15 average watch time**
- » More than **400 partners** integrated across campaigns
- » **5 billion-plus impressions** in the past two years
- » Engagement rates **2-2.5 times industry standard** on rich media campaigns
- » **\$171 million in attributable bookings** in past 24 months (pre-COVID)



PUTTING ALULA, SAUDI ARABIA, ON THE MAP

BUILDING DESTINATION CONTENT ACROSS DIGITAL AND EMERGING CHANNELS

With its dramatic landscapes, rich culture and treasured heritage—all of which are being unveiled to the world for the first time in modern history—AlUla, Saudi Arabia, is the destination experience travelers didn't know they were seeking.

Objectives

The Royal Commission for AlUla's goal is to make AlUla "the world's largest living museum," and they tapped Miles to help create an overarching content strategy across their digital channels as a first step to introducing the destination to global travelers. We set out to showcase the area's unique history, culture and adventure in immersive, innovative ways.

Strategy

We focused on telling compelling, engaging stories about AlUla to motivate travelers to visit, stay longer and spend more. Using emerging digital technologies (including 360 video, 3D animations, augmented reality and more), we developed a content strategy and infrastructure to support the RCU's larger marketing efforts and evolve with the destination itself. We created digital experiences and activations never before seen in the destination space. In small ways and big, we immersed potential travelers in AlUla's story and compelled them to visit and discover Saudi Arabia's living museum.

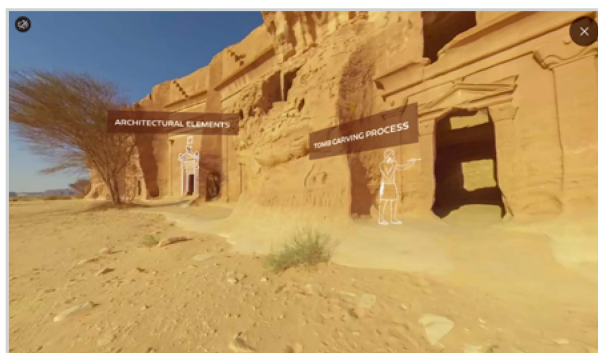


Here are some highlights of our content creation efforts:

» **New photography and video assets**

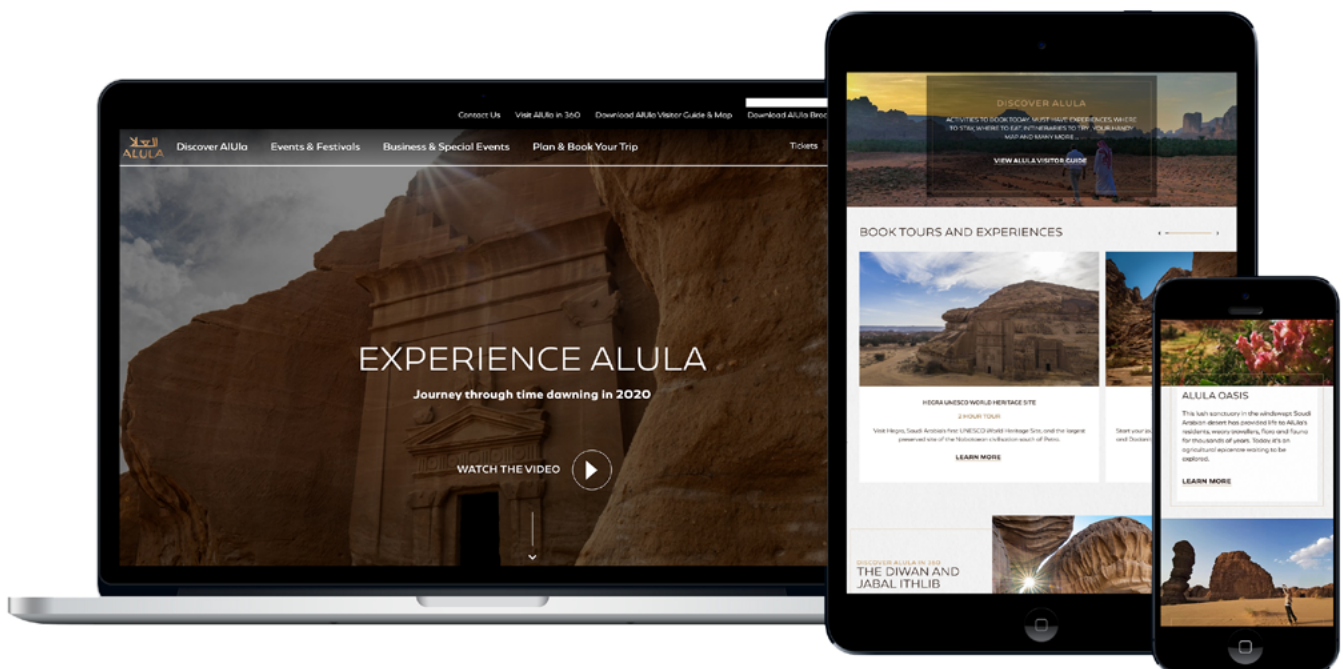
The Miles team has visited AIUla multiple times to capture video and photo assets of AIUla's stunning landscapes, historic sites and resort offerings, inclusive of 360 spheres, video, drone footage and still photography. Thus far, we've taken more than 500 new photos, produced 30 videos and captured 400 360-degree images (photospheres).





» **ExperienceAlUla.com**

We developed a new DMO web portal for AlUla that is striking and memorable with bold design, content and functionality. It inspires with rich content, provides a sense of place with stylized mapping, establishes authenticity with social endorsements and uses state-of-the-art technology to introduce a stunning new destination to the world. More than 150 new pages of inspirational and informative content were written for the site in English and then translated into Arabic. The design combines best practices of destination website development and elevates them to the next level with rich content combinations of videos, photos, augmented reality, 360-degree photography, slideshows and interactive maps.



» **The AIUla Living Museum
“Destination Immersion” App**

At the heart of AIUla is Hegra, a breathtaking UNESCO World Heritage site tucked within a desert landscape and home to more than 110 well preserved tombs carved into giant rock formations. It is the largest preserved site of the Nabataean civilization south of Petra. Intuitive and beautifully designed, the app features interactive experiences at Hegra’s top sites, inclusive of 360-degree virtual encounters, 3D animations, interactive hotspots and even an AR-powered selfie spot.

For example, as a guest approaches the Al Diwan, they can unlock an interactive 360-degree video experience that brings the empty hall to life with a lively Nabataean feast complete with a spread of food, diners lounging on pillows atop stone benches and musicians playing traditional music. Another experience at Jabal Al Banat illustrates how Nabateans carved elaborate tombs into a wall of rock.

Through compelling content and innovative technologies, the app enables new perspectives and encourages visitors to make, capture and share memories of their experience.

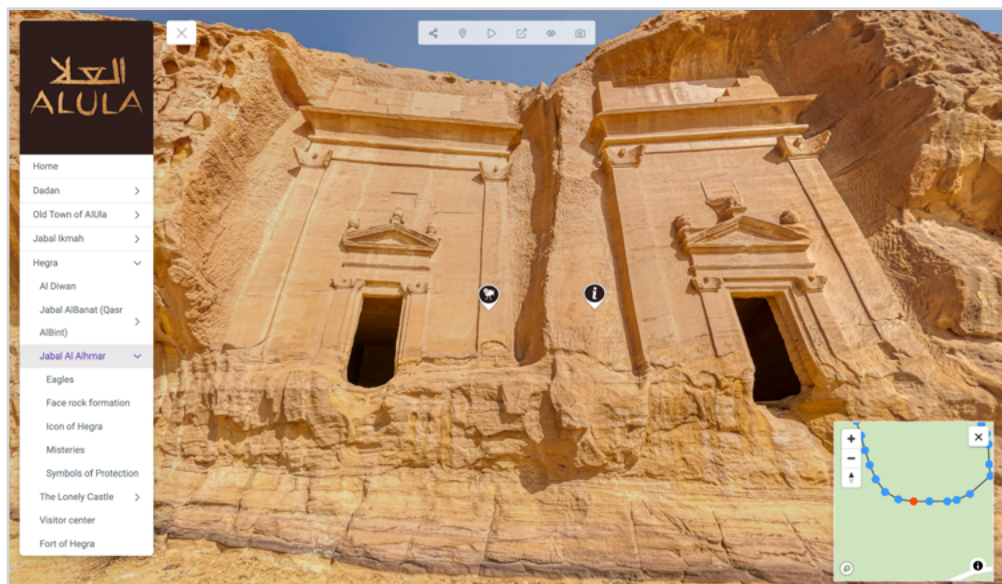
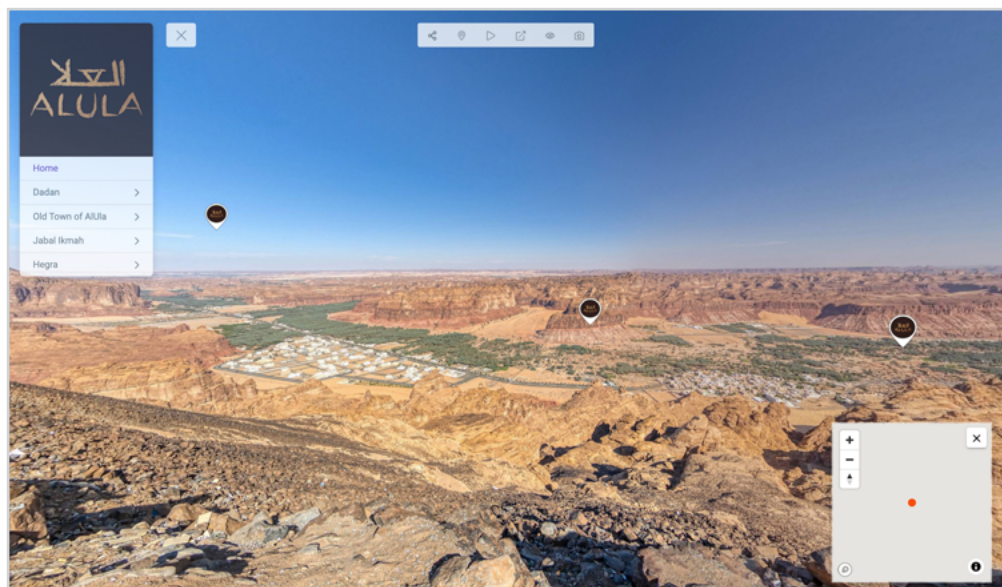
[Click here to check out the Living Museum App for yourself!](#)



» **Google Street View content**

Street View imagery greatly enhances the quality, accuracy and detail of maps for a destination and is an important tool for helping potential visitors discover and understand a destination before their trip. Unfortunately, Google did not have a Street View map for the AlUla region—until Miles stepped in. We saw a huge opportunity to improve the perception, exposure and digital representation of AlUla by developing custom Street View content. Thus far, we have filmed more than 15km of footage for Google Street View and are working with our contacts at Google to have the content uploaded to Google’s Street View Treks, where it will join a handful of iconic destinations that have undertaken this interactive content approach.

Click here to check out an on-the-street, immersive tour of AlUla for yourself!



Results

AIUla fully opened to tourists in October 2020, showcasing the UNESCO World Heritage site Hegra and other heritage locations throughout AIUla.

Since the website launched in October 2019, it's welcomed more than **3.1 million users**—with **90% of traffic coming from organic search** or social media referrals. This is a huge indicator that our content efforts are connecting with audiences.

The Living Museum App launched in December 2019 and was primarily used at Hegra during the annual Winter at Tantora Festival, which occurs over 12 weekends between December and March (and until recently was the only way you could experience AIUla). Over just 12 weeks, we saw 1,322 downloads with an engagement of more than 55,000 events within the app. The app is currently the tool used during tours of the destination to provide visitors with visual insights into each location's history.

AIUla is truly a living museum, and the content we've created together with the Royal Commission for AIUla brings the destination to life while setting a new standard for quality and innovation in the visitor experience.



3 *INSIGHTS AND OBSERVATIONS*

A. PROVIDE NO MORE THAN THREE (3) PAGES OF THE BIDDER'S UNDERSTANDING AND OBSERVATIONS OF THE STATE OF THE DOMESTIC TRAVEL INDUSTRY INCLUDING NATIONAL TRENDS AND FORECASTS, WITH PARTICULAR EMPHASIS ON THE MARKET POTENTIAL FOR NEBRASKA. INCLUDE SUPPORTING RATIONALE FOR THESE INSIGHTS, ESPECIALLY ON HOW THEY MAY AFFECT NEBRASKA'S APPEAL AS A VACATION DESTINATION.

Miles has a deep commitment to monitoring and making sense of domestic (and international) travel markets and the wider tourism industry. We invest more than \$500,000 in research and analysis annually and work hard to share these insights with our clients and their industry partners. This includes our investment through the pandemic in biweekly U.S. traveler sentiment research on the impact of COVID-19 on travel plans and outlook; our long-term, multi-year sponsorship of the State of the American Traveler with Destination Analysts; and identifying future trends and transformative change in our industry with the annual 'The Years Ahead' webinar, research and analysis with our partners at Phocuswright.

From this data we can highlight four critical trends that collectively describe the outlook for U.S. domestic travel and longer-term changes that are reshaping travel and tourism. For each we identify specific opportunities for Nebraska.

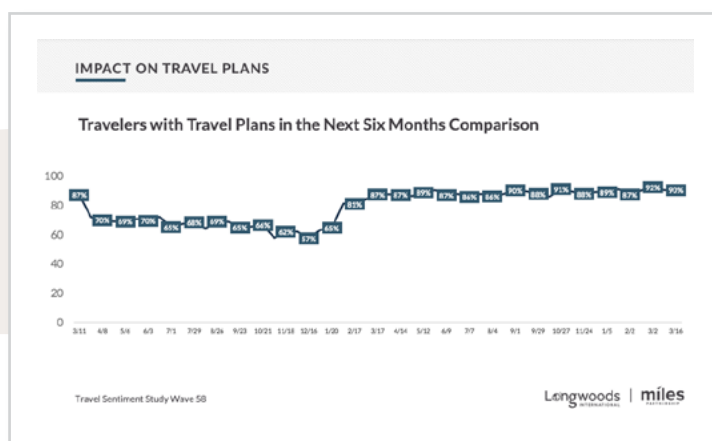
#1: Road trips will continue their renaissance—despite the impact of high gas prices.

The vast majority of U.S. travelers are looking forward to “normal” travel in a post-pandemic world. From our biweekly research with Longwoods International, as of early March 2022, a record 92% of U.S. travelers have travel plans in the next six months.

Road travel saw a resurgence during the pandemic and this renewed love affair is likely to continue. In fact, U.S. domestic travel is already largely back to normal, with road trips up 28% year-over-year nationwide (for road trips in the last month)—and 24% up year-over-year in Nebraska specifically (per the Arrivalist Trip Tracker). Though gas prices will have an impact, Americans are likely to hit the road in record numbers in 2022-2023 to travel—including, importantly, to reconnect with family and friends. (Visiting friends and relatives, or VFR travel, is another signature of the post-pandemic recovery in tourism.)

Opportunity for Nebraska: Nebraska’s bold brand proposition should ensure the state cuts through what will become an increasingly competitive and crowded marketplace. For Nebraska, these trends amplify the opportunity to double down on its visitor proposition of providing compelling reasons to get off the highway to explore a Nebraska destination or tour the state. Building on the Nebraska Passport Program and enhancing existing touring routes and scenic byways are all compelling opportunities. Road trips for many are multi-state adventures, which emphasizes that touring routes need to also cross state boundaries and provide a compelling experience and itinerary between logical start and end points.

A RECORD 92% OF U.S. TRAVELERS HAVE TRAVEL PLANS IN THE NEXT SIX MONTHS



#2: Visitors are increasingly sophisticated in their expectations.

Traveler expectations in 2022 extend well beyond a state’s natural wonders, outdoor adventures or a single attraction. Research highlights the importance of the visitor “ecosystem”—having signature attractions or activities that are supported by interesting and unique food and beverage offerings, events and music, plus other entertainment options—something Nebraska has in spades.

In fact, the importance of food and cuisine (including craft beers and local distilleries) as an important part of the visitor experience has been growing for more than a decade. Younger travelers in particular have high expectations in this area, with more than half indicating that a destination not having great cuisine is a “deal breaker” in their decision on where to travel. These types of experiences are currently missing from much of the award-winning “It’s not for everyone” creative.

Opportunity for Nebraska: Nebraska should support the development of both more signature attractions and activities, and a supporting range of cuisine, music and other experiences. We call this a “Nebraska Plus” strategy: investing in more signature visitor attractions and activities that motivate a traveler, plus a supporting set of great food, beverages, entertainment and cultural experiences. Now is a critical moment for this investment as record levels of ARPA Recovery Funding is available at state, city and county levels. This Nebraska Plus strategy should extend to support in research, product development and industry training to support the growth of the local food, music and artisan scene. These efforts could be undertaken with industry associations such as the Nebraska Craft Brewers Guild, as one example.

#3: There are significant short-term challenges to navigate including gas prices, inflation and international events.

Inflation has been a rising concern of U.S. consumers for the last six months; however, the recent spike in gas prices has led to a dramatic rise in concern amongst U.S. travelers. From our biweekly research with Longwoods, a now clear majority (59%) of travelers indicates the issue will impact or greatly impact their travel decisions in the next six months. This will cause pressure on longer road trips (especially in RVs) and air travel of all types. On a positive note, the continued domestic substitution of American travelers swapping international trips for domestic is likely to continue to some degree, caused by the events in Eastern Europe.

Opportunity for Nebraska: In these uncertain times, Nebraska's safety and certainty will be more appealing than ever. The state will benefit from its relative strength in leisure and VFR travel. Road travelers may be staying closer to home, limiting more ambitious Western road trips and offering opportunities for Nebraska in short- to medium-drive markets across the Midwest.

#4: Long-term challenges and opportunities will be increasingly important to the long-term success of Nebraska tourism.

Beyond the opportunities and challenges previously noted, there are also two major, long-term issues facing travel and tourism in the U.S. and Nebraska. Staffing shortages have been vastly accelerated by the pandemic, and though the return of international visa holders will help, there are deep, structural issues affecting the U.S. labor market. The immediate challenges noted in a recent survey by the American Hotel & Lodging Association is unlikely to improve markedly. Tourism and hospitality's relative lack of stability (e.g.: seasonal work), remuneration levels and career prospects need to be addressed to make our industry more attractive. Tourism is facing greater pressures than ever before to demonstrate value—not only to staff, but also to residents and other stakeholders. Amongst these pressures are sustainability issues that need to be addressed, including a historic shift in transportation to electric vehicles over the coming 10 or so years.

Opportunity for Nebraska: The state needs to balance excellence in marketing with investment in developing the destination and its core capabilities. This means striking an appropriate balance in investment across destination marketing and management. If a destination fails to help the industry address labor force or sustainability issues, then any growth will be short-lived and/or not provide the broad benefits expected by Nebraska residents and taxpayers. See our Strategy Tool Kit for Building Back Better for a wide set of resources on planning for sustainable tourism development. Plus, our white paper series "26 for COP-26" outlines practical ways for DMOs to tackle climate with their tourism industry, including facilitating a smart roll-out of charging stations for electric vehicles.

B. SHARE YOUR COMPANY’S OBSERVATIONS ON THE CURRENT MARKETING TRENDS AND DIRECTIONS SURROUNDING CONTENT CREATION, MANAGEMENT AND DELIVERY INCLUDING HOW IT RELATES TO WEBSITE AND TRAVEL GUIDE DEVELOPMENT (2 -3 PAGES).

Storytelling has always been central to motivating travelers. Today it remains central to tourism marketing—however, creating or curating engaging content is only one, if an indispensable, part of reaching and motivating potential visitors.

We would suggest two additional, critical parts to successful content creation and distribution in 2022 and beyond: ensuring the content you create reaches target audiences in a complex, multimedia environment, and forming real relationships with your past and potential travelers through data-driven personalization.

Reaching today’s hyper-informed travelers

Great content needs to reach current and potential visitors in a complex, multimedia environment, where users engage with hundreds of digital sources of information. A significant proportion also integrates these digital sources with important, traditional media including print and other conventional channels such as word-of-mouth.

The digital space is increasingly dominated by major platforms—most importantly Google and Facebook, which combined also dominate paid media in travel and tourism. Miles has been carefully monitoring and reporting on this complex media landscape for more than 15 years, including regular updates of our groundbreaking analysis of The Hyper-Informed Traveler, which researches both online and offline media use.

In this complex information landscape, it is even more critical that your website and travel guide content are not only engaging and informative but also authentic, personalized to different audiences and shareable—meaning users are more likely to connect with the content and then share it with friends and family.

Building a lifelong connection through subscription marketing

Subscription marketing is a major trend in content creation and delivery coming out of the pandemic. It has been accelerated by privacy constraints (especially in the Apple ecosystem) that limit the quality of data collected—except for first-party data platforms. Recent acquisitions by companies illustrate the strength of this opportunity; two recent examples are the purchase of Travel & Leisure Publishing by Wyndham and its rebranding to “Travel & Leisure Co.,” and Red Ventures acquiring a range of travel publishing and media entities including Lonely Planet and The Points Guy—both with a focus on subscription marketing.

Nebraska has the opportunity to build a major, first-party data pool of current, past and future visitors for the state. This high-quality database would allow the state, CVB, chamber and other industry partners to reach, engage and market to repeat and/or other high-value visitors to a destination.



Trends in the digital advertising marketplace driven by increased privacy have made precise targeting using second- and third-party data more difficult. At the same time, businesses and research have demonstrated the renewed value of “owned channels” (website, email, visitor guides) in building your own first-party database of current, past and potential travelers to Nebraska.

The CVB Visitor Guide Readership & Conversion Study undertaken March 2020 to September 2021 by Destination Analysts and DMA West (and sponsored by Miles) demonstrates that visitor guide subscribers across 12 Western CVBs were more affluent, engaged and adventurous compared to the average U.S. leisure traveler:

- » 30% higher average household income (\$104,041 vs. \$81,483)
- » 2x feel now is a good time for them to spend on leisure travel (57.9% vs. 27.4%)
- » 2x expect to spend more on travel in the next 12 months (52.4% vs. 26.1%)
- » Almost 3x researched travel ideas online in the past week (45.3% vs. 18.2%)
- » Far more interested in new travel experiences or destinations (7.7 vs. 5.9 / 11-pt. scale)

Nebraska can and should invest heavily in its own channels and in building an industry leading, first-party data pool of high-value visitors who engage, return and subscribe to these assets. These high-value visitors include your huge pool of repeat visitors, plus locals (critical to attracting VFR visitors) and other key audiences such as skilled workers who become short-term residents in the state. Such one-to-one relationships will allow Nebraska to better understand these high-value visitors’ needs, deliver relevant content and messaging and build a first-party database that becomes a central marketing asset for the state and its industry partners.

Miles is the partner to help you do just that.

4 *PROPOSED PLAN*

A. OUTLINE STRATEGIES FOR DEVELOPING AND DISTRIBUTING INSPIRING AND INFORMATIONAL TRIP PLANNING AND DESTINATION CONTENT THAT WILL LIVE ACROSS MEDIA PLATFORMS, INCLUDING, BUT NOT LIMITED TO: PRINT, ONLINE, VIDEO AND HOW THEY WILL ALL WORK TOGETHER TO SERVE CONSUMERS CONSIDERING NEBRASKA AS A TRAVEL DESTINATION.

Like you, we emphasize “cross-platform” and “integration” when it comes to content development and distribution. But like Nebraska itself, these concepts take on unique meaning when applied to promoting your state.

As detailed in our Insights and Observations, we define “cross-platform” for consumers considering Nebraska as more than print and digital media; word-of-mouth forms a third, critical channel. Not only because—as we began exploring in your 2022 print guide via crowd-sourced travel advice—the pandemic has kindled in-state or close-to-home travel, deepening the meaning of localized, personalized recommendations: word-of-mouth is also a critical channel because it underscores the audacity of your brand. Recreational livestock tanks, a population-of-one town, a festival named for testicles? These are the things tall tales are made of— the kinds of yarns you might spin under the blanket of a deep, dark Nebraska sky. And until you experience these things for yourself (because seeing, or tanking, is believing), the stories provide outlandish inspiration.

To this end, our content development and distribution strategy for Nebraska is built around storytelling. Augmenting socially sourced anecdotes, we envision an initiative that encourages locals and visitors alike to share their only-in-Nebraska stories across channels: via VisitNebraska.com for integration throughout the site (more on that later) and cross-promotion in your print guide and paid media efforts.

Inherent in storytelling is the power to amplify every voice. We know the value you place on showcasing diversity within your destination, and we see this as an opportunity, within our broader call for stories, to cultivate contributions from Nebraska’s diverse communities. This might take the form of working with you to identify influencers within Omaha’s Latino community or representatives of Nebraska’s native tribes who could add a fuller dimension to our storytelling platform. It could extend to working with these groups and other governmental agencies to create new scenic byways, particularly Nebraska’s own Native American Scenic Byway, and creating complementary video and photo content to build your asset library. Using Nebraska’s Native American heritage as an example, imagine a colorful photo essay in the print guide that points readers to robust coverage on VisitNebraska.com, where your current Native American “hub” is enhanced with stories from the community, multimedia assets and a mapped byway for visitors to follow—the ideal landing page for your paid media efforts.

At Miles, we are as strategic in our approach to content development as we are to content distribution, and we believe in the power of first-party data for finetuning our clients' content distribution strategies. This starts by leveraging your owned channels—from your website, email and print guide to the Nebraska Passport App—then building a database of current, past and potential travelers to Nebraska. This data can form the basis for look-alike audiences we would use to design innovative distribution tactics layered into your traditional distribution strategy.

OUR OMNICHANNEL APPROACH TO CONTENT MARKETING

Successful content marketing programs for destinations develop and strengthen relationships between your audiences and your brand.

We believe that marketing your destination with both passion and precision is about understanding traveling consumers and what motivates them to choose Nebraska over other destinations they may be considering. It's about convincing travelers of the many reasons they should stay longer and return sooner. It's also about attending to every detail in messaging and distribution strategies to provide consumers with the inspiration and information they need to plan their trip.

Great destination content combines the “science” of sophisticated, data-driven content research, planning and distribution with the “art” of evocative, engaging storytelling that communicates the wonder of the destination.

For Nebraska, this means telling the story of the state's special blend of people, landscapes, history and culture to communicate its unique sense of place. It also means using research and insights as well as your website analytics, Semrush data on keyword search volume, social sentiment information and VISA conversion data to help craft content strategies and monetization opportunities that will generate the best result for the destination and your industry partners.

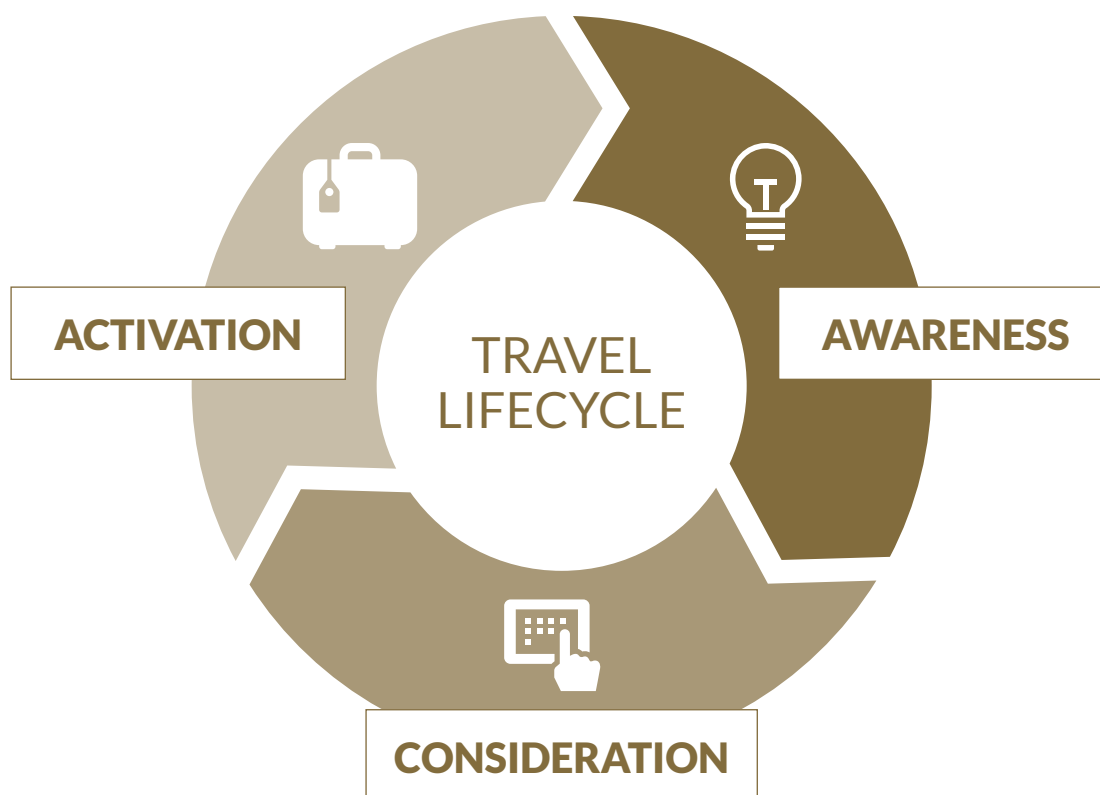
This combination of art and science helps us understand what exact stories should be featured and where various products are most effective in influencing travel.

Our experience and research show that a destination's content marketing program will have the most impact if the messaging, media tactics and channel distribution are targeted to key audiences and closely tied to the travel lifecycle: Awareness, Consideration and Activation.

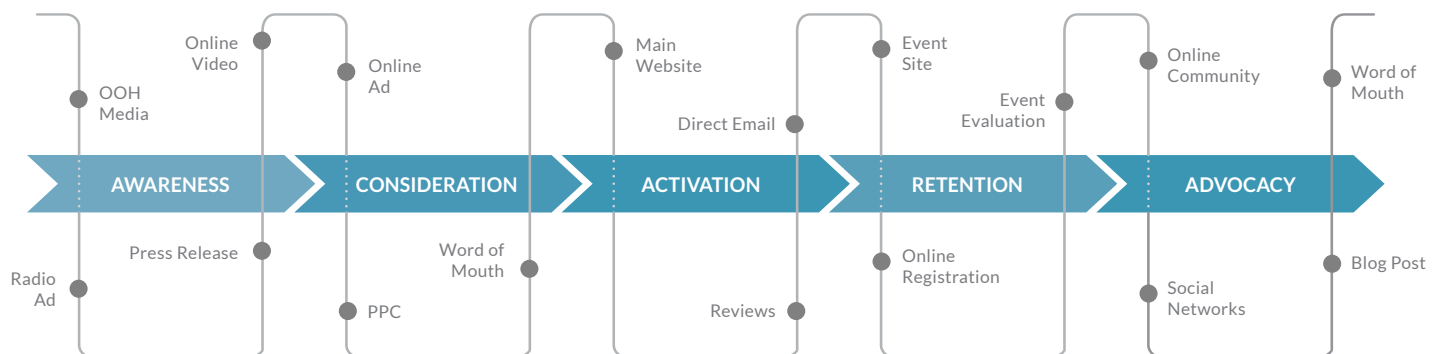
- » **Awareness Content** (also called “hero” content) that’s inspiring, rich in visuals, immersive in experience and focused on the Nebraska brand
- » **Consideration Content** that focuses on educating travelers on what to see and do in the destination and helps move potential travelers from becoming inspired and dreaming to actively planning their trip
- » **Activation Content** that focuses on driving conversions by assisting travelers who are actively booking and planning their trips

We will leverage our fluency in your multiple channels to cross-promote, support and build one on another. We believe this omnichannel approach is the most cohesive, elegant and efficient way to inspire, inform and meaningfully engage your audience.

This omnichannel approach requires weaving together a variety of threads to cover the places and platforms where your potential visitors spend their time, whether that is the guide, email, social media or the website. We leverage these platforms to support each other so they all benefit.



When all of these channels are working in tandem, it increases both the efficiency of our efforts and the audiences' engagement with your story.



Tactically speaking, our goal is to craft one cohesive storyline and then play to the unique strengths of each channel to tell it. We're matching the right media channel to the corresponding component of the story and showcasing it where it will most effectively engage your audience. This approach also gives us the power to monitor, amplify and optimize in real time to calibrate the right mix. Working across multiple channels also helps us figure out what topics might be more suitable for the real-time appeal of social media and websites, and what might make for great perennially relevant print guide content.

This strategic, omnichannel approach to content is an integral part of promoting Nebraska's brand, optimizing your existing content and looking ahead to create fresh content to match the needs of today's ever-changing media landscape.

B. OUTLINE A PLAN FOR MANAGEMENT AND MAINTENANCE OF VISITNEBRASKA.COM AND HOW YOU WOULD PROPOSE TO FURTHER DEVELOP THE SITE TO HOUSE INSPIRATIONAL AND INFORMATIONAL CONTENT. FURTHER, WHAT RECOMMENDATIONS WOULD YOU PROPOSE TO INCORPORATE NEW TECHNOLOGIES AND USER-FRIENDLY UPGRADES TO CONTINUE TO REPRESENT THE ENTIRE STATE.

At Miles Partnership, we design and develop future-focused, award-winning websites. We have been named an Outstanding Web Developer by the Web Marketing Association nine years in a row, and our client sites frequently win leading industry awards from U.S. Travel, WebAwards, Internet Advertising Competition and HSMAI. We're especially proud of the 2020 Gold Addy Award and 2019 WebAward for Travel Standard of Excellence bestowed upon VisitNebraska.com.

While recognition by our peers is great, maximizing the performance of a website has as much as or more to do with what happens after a site launches as before. You need a partner that has a proven record of delivering measurable impact that goes beyond awards. That's why every decision we make is tied back to your KPIs and marketing goals.

To date, we have designed and developed more than 200 websites. Our success (and more importantly, our clients' success) does not come from a cookie-cutter approach to digital strategy. Rather, it's a careful balance of applying best practices that have been proven by research and analytics across hundreds of destination websites with a user experience that is as unique as your brand and destination.

We believe that it's our custom approach to our clients' goals—as well as our focus on innovative technology, analysis and evolution—that has created websites that continually outperform industry averages in terms of organic traffic and engagement.

ONE OF OUR FAVORITE SUCCESS STORIES?

THAT OF VISITNEBRASKA.COM.

After close collaboration between your team and ours followed by a months-long development process, the new VisitNebraska.com went live—and louder than ever. The site is geared to a traveler that's independent, likes getting lost and enjoys a little self-deprecating humor. Our goal was to communicate that if you're a little different, then Nebraska should be your next place for an adventure.

We boosted exposure to industry partners through improved profile pages and increased user entry points to events listings. We built out robust landing hubs for the state's main drivers and created a Trip Ideas section loaded with suggestions for visitors to explore every nook and cranny of Nebraska. We even created a "Content Field Guide" submission form and educated industry partners on how to use it, so they could submit trip ideas from destinations across the state, helping to build our content inventory. Even the site's user experience is as distinct as the Nebraska brand, with left-to-right scrolling and other interactive surprises.

After the new site launched, year-over-year results showed a **33% increase in new users**, a **35% increase in users** and a 34% increase in sessions with **huge gains** in page views, guide orders and digital guide views. Partner referrals **hit six digits**. Post-launch, we've continued to enhance the site through content, technology and branded design updates for ongoing positive results.

We are proud of the work we've done with you to launch VisitNebraska.com. Together, we launched a site that, visually, reflects your brand; technologically, offers engaging features; and, in terms of content, reflects an earnest start at developing a stable of inspirational and informational elements. We're ready to do more.

SO WHAT'S NEXT FOR VISITNEBRASKA.COM?

OUR VISION FOR THE CONTINUED EVOLUTION OF VISITNEBRASKA.COM

Miles has continually evolved our approach to website design and development based on our own learnings and insights gained by staying on top of larger digital development trends. The core principle of our digital marketing approach is evolution—content evolution, platform adaptation and constant optimization. We work methodically on improving content, technologies and user experience—for our clients, their industry partners and, of course, target audiences. In short, we go deeper and take pride in the detailed work that is required to achieve and maintain success.

Key Strategies

THERE ARE TWO KEY STRATEGIES WE'LL UNDERTAKE TO DO JUST THAT FOR THE NEXT EVOLUTION OF VISITNEBRASKA.COM:

- 1.** Enhance your digital content strategy to further amplify the “Honestly, It’s Not for Everyone” brand
- 2.** Introduce the latest features and technologies to deliver on your brand promise in innovative new ways

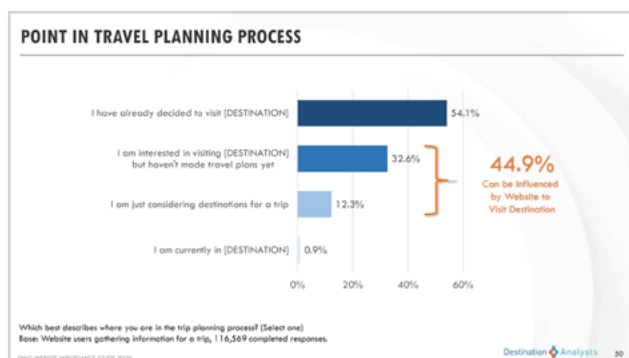
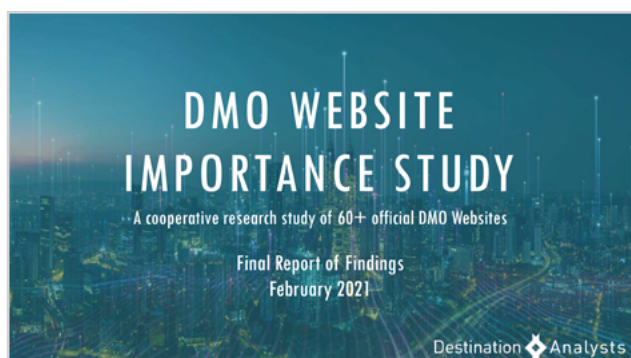
Enhance your digital content strategy

Recent conversion studies done in tandem with our independent research partners, notably Destination Analysts, show that roughly 45% of DMO website users are undecided on a destination selection. This tells us that it's important for your content to be inspirational for those who are undecided, as well as tactical for those in the trip-planning stages. (This goes back to our overarching omnichannel approach of ensuring we have content for the Awareness, Consideration and Activation stages of travel-planning.)

While the current website has a mix of these content types, we can do more. We feel it's important to devote more hours to content strategy and development for VisitNebraska.com to ensure the site continues to offer strong content for each phase of the travel-planning journey, brings that content to life in ways that reflect the brand, connects with consumers in engaging, interactive ways across devices, and enhances your destination's digital footprint through smart SEO strategies.

While our current scope of work allows us to ensure that all print guide content is added to the site and high-impact SEO opportunities are seized, we could be moving the needle further with additional hours. This investment would cover:

- » **A full website content audit to paint a 360-degree picture of content opportunities**
Beyond the quarterly content work we're currently able to complete for you, this audit would build a framework for a holistic content strategy that our Content Manager would develop and direct on an ongoing basis in collaboration with you and our internal SEO partner at Miles.
- » **Time to develop new content, and strengthen existing content, where opportunities exist**
With our current scope for ongoing content work, we are primarily only able to focus on adding print guide content to your site and making SEO enhancements to existing articles. With additional hours, we could significantly broaden and deepen the amount of content on VisitNebraska.com, key to improving user engagement metrics. In addition to new content creation, this process would cross over into auditing existing content for best practices, including consolidating duplicate content into definitive pieces, strategizing improvements for lower-performing but important content pieces, and strengthening partner-supplied content with SEO and user experience in mind.



A few examples of where this process might take us:

» **New diversity landing page**

As alluded to earlier in our response, we know the priority you place on sharing the diversity of Nebraska's people and experiences with potential visitors. To showcase that diversity, and ultimately to foster connections with a diverse array of visitors, we imagine building a landing page that kindles these connections—through landing page copy that begins weaving the story and reflects best practices for web content; new multimedia assets including photo galleries or essays and video, as well as textual and/or visual storytelling components that bring in voices from Nebraska's diverse communities; and related articles, supported by event and attraction listings, that connect visitors with diverse facets of the Nebraska experience. From the century-strong Cinco de Mayo Festival in Omaha to cultural institutions including the Great Plains Black History Museum and El Museo Latino, plus other experiences around the state, Nebraska presents a rich tradition we would draw from to create these new content assets.

» **Enhanced Native American landing page**

Also noted earlier in our response, we would reimagine this existing landing page to share a fuller story around Nebraska's Native American heritage and related visitor experiences. Beyond listings and related articles, we would craft deeper landing page copy; incorporate new multimedia assets including photo galleries or essays and video, as well as storytelling components that elevate voices from Nebraska's indigenous communities; and potentially feature a new mapped Native American road trip or byway for visitors to follow. New related articles would also be developed where content opportunities exist.

» **Storytelling “hub”**

As we lean into the potential of storytelling as a reflection of your brand and natural connection to visitors, we would develop a framework for encouraging the submission of user-generated content, including story prompts that align with key drivers and content opportunities for Nebraska. As stories are gathered, we would edit, curate and cross-promote the UGC throughout your site (and across other channels) to continue building and deepening your content inventory.

Introduce the latest features and technologies

Because your current site is built on components, we already have an extremely flexible framework that makes it easy for us to introduce new features and interactions that will enhance the visitor experience. We've envisioned a few:

- » **An FAQ feature, including a custom mark-up**

This would benefit VisitNebraska.com by providing an opportunity for you to control the message and answers that are served via the question-and-answer functions of search engines. The pages and areas of VisitNebraska.com where these components would be utilized would be determined by popular search questions; for example, around some of the state's signature experiences, from the sandhill crane migration to Carhenge. We could even infuse your brand into the way the FAQs are written. Rather than the question, "What is Nebraska known for?" for example, we might ask: "What is Nebraska known for (other than cornfields)?"

- » **Sourcing user-generated content (UGC)**

You've noticed the storytelling theme running through our proposed plan for Nebraska, and we can leverage UGC (with a little programming magic) to bring that theme to life on VisitNebraska.com. We would start by working with a third-party like Crowdriff or creating a custom solution in Drupal to build an interface through which users can share their uniquely Nebraska stories. On the front-end, when a place or experience is mentioned in an article and we have a user-submitted story that matches, we would prompt visitors with an opportunity to view the UGC using a simple icon. When a user clicks the icon, a lightbox opens to reveal the user-submitted story, providing unexpected but on-brand content in a surprising way. This tagging would be done using scripts, not as a manual process. In this way, once a story is approved by you in the CMS, it would automatically populate throughout your site's inspirational content, creating a sort of Easter egg that would appeal to your target market.

- » **Upgrades to scenic byways**

Based on the importance of road trips to Nebraska (and to travelers in general), it would be strategic to provide additional mapping capabilities within this section, and related areas, of the site. Beyond highlighting a select few points as our maps currently do, the enhanced capabilities we envision would give visitors an easy way to identify routes, get directions based on these routes and the stops they want to make, and engage with partners/businesses along the way. Specifically, this might look like inviting users to tell us which direction they're traveling from, rather than serving the same static map for every traveler. If the user selects "East" to indicate they're approaching Nebraska from the east, the map would populate stops in directional order for the user, starting with the easternmost point of interest. As the map dynamically generates the custom route, a list of stops would populate in tandem, following the same order. Our enhanced display would hyperlink to Google Maps, detailing step-by-step instructions that match the visitor's travel flow. For ease of planning, each scenic byway would be clearly labeled with its total distance, recommended duration and a snippet to entice and inform travelers about what they can expect along the way.

Please see a sample mockup of our website ideas on the next page.

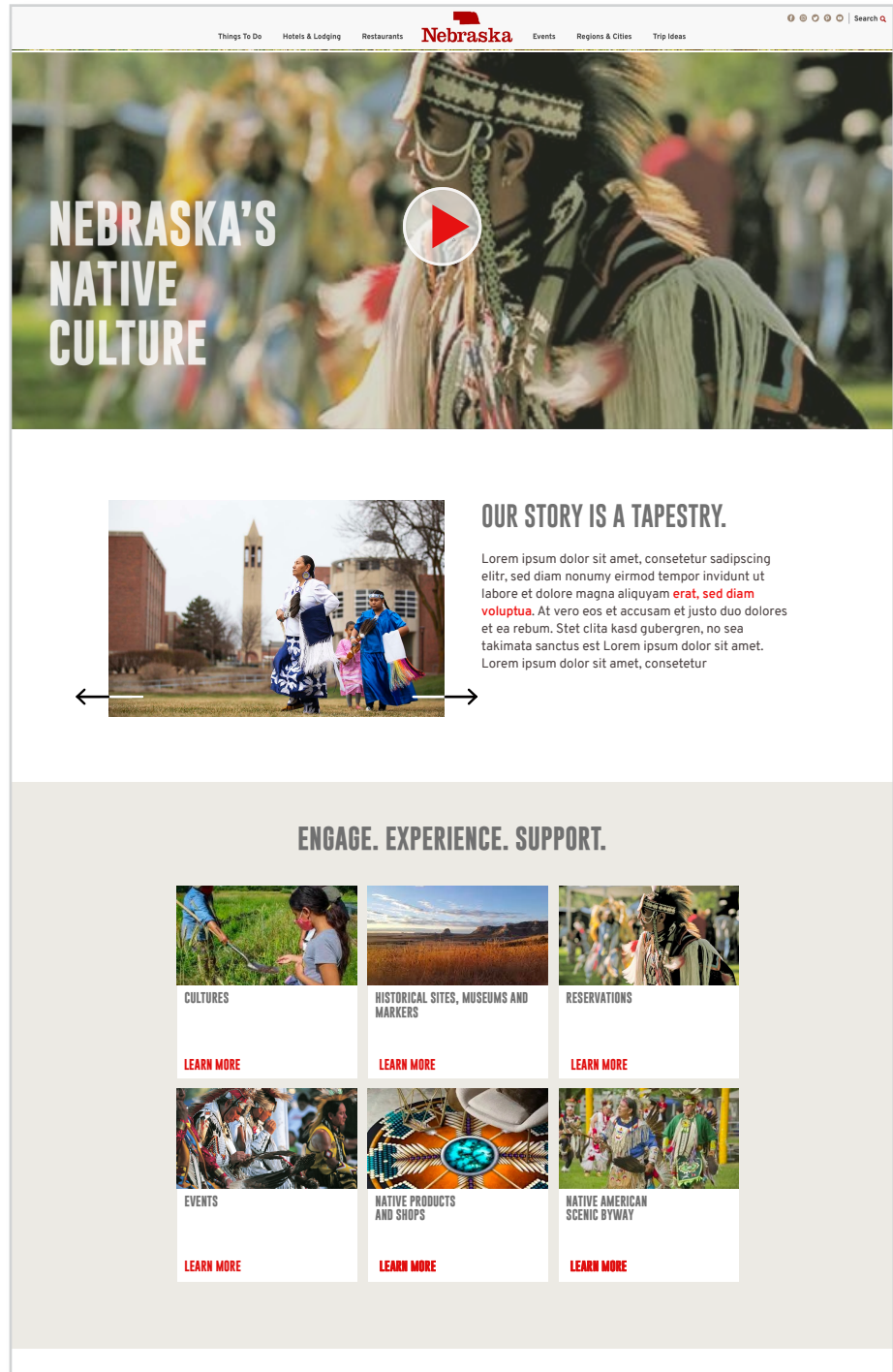


Your hero can "level up" from a static image to a video, immediately signaling to site visitors that this landing page has more to offer than ever.

Supplementing the new video hero, multimedia storytelling components like this photo gallery would showcase new assets and support our recommended storytelling initiative. As users scroll left to right to reveal additional images, the text at right reveals additional elements of Nebraska's Native American story.



As we follow along the user journey, these cards invite further exploration of facets of Nebraska's Native American story and how visitors can engage with and support Native communities within the state.





Our recommended Native American Scenic Byway provides ready-made roadtrips for visitors in a more customized, robust format than the site's current byway maps. Note how users can select the direction they're traveling from to present stops in order, supported by helpful, quick-hit stats on the roadtrip and a list of stops that would link out to partner profile pages.

DISCOVER NEBRASKA'S NATIVE AMERICAN SCENIC BYWAY

WHICH DIRECTION ARE YOU TRAVELING FROM? North South East **WEST**

3-DAY ROADTRIP
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8h 44mins
525 miles

- 1 Museum Of The Fur Trade (Chadron) →
- 2 Spirit In The Wind (Stuart) →
- 3 Poncha Tribal Museum/ Educational Trail & Earthlodge (Niobrara) →
- 4 Susan LaFlesche Picotte Center (Walthill) →
- 5 Genoa Indian School Interpretive Center (Genoa) →

SHARING OUR STORIES

Experience a Poncha pow wow through the eyes of one local family.

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Storyteller Name, Location

NATIVE ARTISTS

MEANINGFUL MARKERS

SACRED LANDS

TRIP IDEAS

DISCOVER THE BEAUTY & CULTURE OF PONCHA COUNTRY

READ MORE

BRIDGES TO BUTTES SCENIC BYWAY

READ MORE

WHERE TO LEARN ABOUT NATIVE AMERICAN CULTURE AND HERITAGE

READ MORE



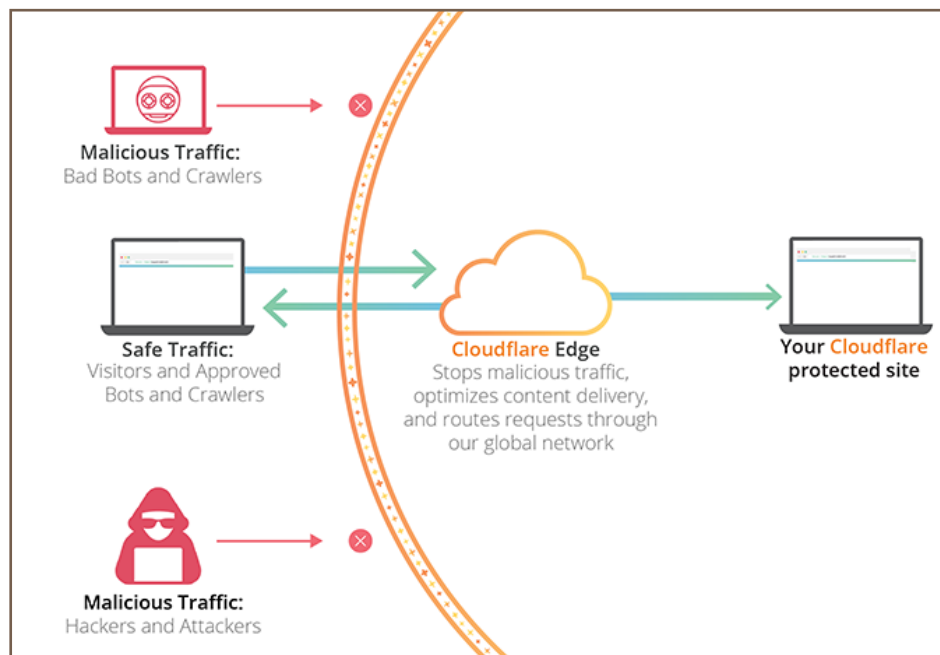
The final multimedia storytelling component on the page is a multi-video player that features any number of videos captured through our recommended storytelling initiative. Compelling sub-headlines and snippet copy previewing what each video is about will serve site visitors and SEO.

A STRONG TECHNOLOGY FOUNDATION NOW AND IN THE FUTURE

Miles uses a best-in-class technology stack for VisitNebraska.com consisting of an **Acquia Cloud Next** hosting environment, **Cloudflare CDN** and **Drupal Content Management System**.

Our hosting with Acquia also includes dedicated firewalls for Miles clients only, configured for high-availability redundancy (HA redundancy). Miles also implements Acquia Cloud Edge and Acquia Edge Protect (aka Cloudflare) to further enhance the delivery speed of your website and protect against DDOS attacks, malicious bots and known Drupal vulnerability hacking attempts. Our code base utilizes pre-built modules with a customization layer developed specifically for you.

We know the NTC is familiar with the Drupal CMS, as we've used it to power your existing VisitNebraska.com. Our installation of the Drupal CMS is intuitive to use and easy to customize, so whether you need to update a landing page, create new content or add or remove components on a page, actions are easily accomplished. Our development team provides your staff with control over pertinent areas of the site. Your staff (ours, too) are easily able to make updates to the website because each page has a record in the CMS that can be edited by anyone with password-protected access and minimal web experience. Users can be assigned multiple roles, depending on the type of work they will need to complete in the CMS, and we provide full user manuals and training.



Currently, all business listings displayed on VisitNebraska.com are provided through the **Miles Extranet**. This software platform is managed by a dedicated team of application developers and built using agile methodologies. It is a constantly evolving system, focused on meeting the needs and requirements of industry partners looking to participate in NTC programs.

In addition to the ability to manage listings, events and deals, the current version of the Miles Extranet is built on the open-source Laravel framework and has a comprehensive development roadmap focused on important feature enhancements and improved user workflows. Taking into account client and industry feedback since the Extranet launched in fall 2016, the Miles team has performed extensive upgrades to continue the growth and evolution of the platform. As this is a platform rather than a custom-built system, the NTC gets the benefit of ongoing system improvements requested by other Miles clients as well as your team.

The Miles Extranet provides modern API capabilities so information can be served to many applications. The main purpose of the API is to supply business listing, event and deal information to VisitNebraska.com—however, the same API feed can also be directed and/or integrated with marketing automation platforms and a CRM, as well as data sharing with local destinations. Updates made to business listings, events and/or deals, and once approved in the Extranet approval queue, are pushed to the Drupal CMS in real time, and custom tracking from Google Analytics on the Drupal CMS are exposed to listings, events and deals to report performance to individual industry partners. NTC staff users have access to filterable reports for exporting and reporting purposes, as well as tools to manage the fields available—amenities, categories, etc.—within their administrative interface, and industry partners have full access to upload media assets, such as photos, PDF brochures and video links, to accompany their business and event calendar listings and deals.



ONGOING WEBSITE DEVELOPMENT AND MAINTENANCE

At Miles, we've continually evolved our website design and development process based on insights gained by staying on top of larger digital trends.

Our approach to developing a digital strategy for Nebraska ensures your digital platforms are flexible and future-focused to allow for continued optimization. We know that a website is never "done." It should be a living thing, constantly evolving to satisfy consumers' ever-changing expectations and desires—whether it's new technology features, content plans or platform upgrades. By continually evolving the site after its initial launch, we can ensure that we're meeting your site and business goals, as well as your consumers' expectations.

The same goes for maintenance—we spend a handful of hours each month perusing pages of your website, looking for any features which may not be working as intended and fixing them, updating broken links and the like.

Technical Support and Maintenance

We know that quick response to maintenance and technical issues is important. Because of this, we have a dedicated Response team to provide the NTC with a direct conduit for making minor changes and additions to your website. These are real people, not ticketing systems or automated forms.

Requests for site maintenance are sent directly to Response@MilesPartnership.com, and within four business hours, the team will either have the task completed or provide an estimate for completion. As an alternative, your account team is always ready and able to communicate these requests to Response.

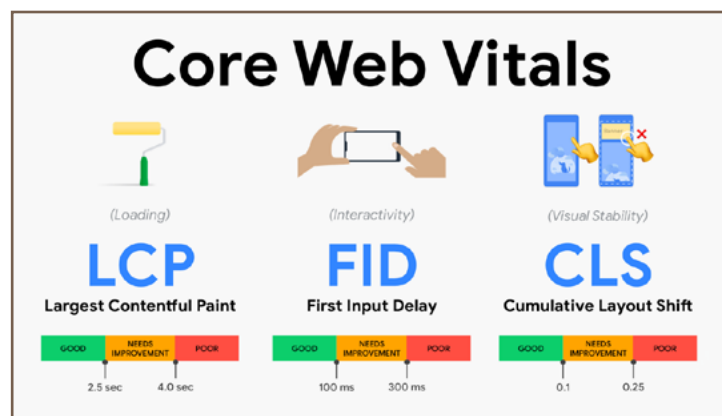
Search Engine Optimization

Search engine optimization is a delicate balance of art and science—and a little bit of engineering. The art is in developing content that is inspirational while also offering tactical advice to your target audience. The science involves constructing hypotheses based on historical performance, setting up experiments, deriving insights and ultimately improving performance. The engineering takes everything we already know about how search engines work and constructing websites that fit that paradigm.

Discovery is a key facet of Miles' work, so we conduct keyword research and identify existing SEO "wins" for your organization that need to be maintained, while also identifying high-value and high-volume keywords for which your site has relevant content, providing opportunities for content refinement to improve search ranking. This also enables us to identify gaps in your content so they can be filled to grow your share of voice in search and make gains versus competing destinations.

Our ongoing SEO services follow best practices and use the best available technology when migrating, maintaining or developing websites. Our enterprise solution, Semrush, provides on-demand analytics, tools and insights to inform our strategy, optimize your site, discover opportunity and measure impact.

To ensure VisitNebraska.com continues to connect with audiences and increase travel to the destination, we will continue measuring site performance so we can track conversions and focus efforts on the site's ongoing evolution.



Core Web Vitals

Part of this evolution includes responding to search engine changes. For example, in May 2021 Google shifted from factoring loading speed when evaluating a webpage with its search algorithm to evaluating websites using a series of three metrics it refers to as “Core Web Vitals.”

These metrics focus on the user experience of the speed of the site and create a more consistent way of defining load times. These new ranking signals roll up into a larger category of UX signals that Google already uses to evaluate websites—also including site security, mobile friendliness and presence of intrusive interstitials.

We will continue to work with the NTC to ensure compliance and optimum performance against these refined core metrics. We recommend that our team conduct a performance audit of your website in relation to the new ranking algorithms so that we can identify any issue items that need to be addressed within the CMS and those that need to be addressed by a development work plan.

We will provide continued monitoring of the site to ensure the changes and updates implemented are effectively addressing the Core Vitals metrics and that no new issues arise. The NTC will receive access to a dashboard that will provide daily insights on contracted page performance, historical data comparisons at the domain level to track the progress and status of the development optimizations.

Hosting

Miles' hosting takes advantage of Acquia's next-generation hosting platform, Acquia Cloud Next—an enterprise-grade, Kubernetes-native Drupal hosting platform. The Acquia Cloud Next infrastructure leverages powerful cloud-based technologies to maximize application performance, security and resiliency, especially during periods of high load. Powered by Kubernetes and enhanced with Acquia's unique optimizations for Drupal, Acquia Cloud Next leverages ultra-secure container-based isolation and advanced data management technologies to ensure that your applications accommodate almost limitless scale.

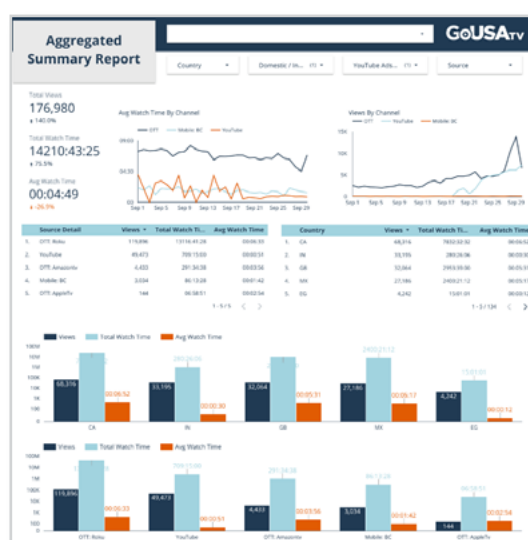
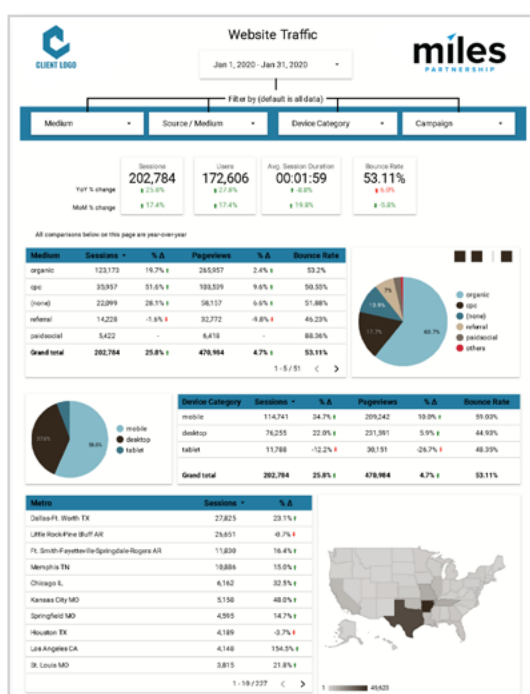
SETTING YOU UP FOR SUCCESS: MEASUREMENT AND REPORTING

We understand that the structure of the NTC's digital marketing platforms directly and indirectly shapes the strategies and goals you're able to accomplish as an organization. That's why every decision we make is tied back to measurable key performance indicators (KPIs).

Our team's deep understanding of your organization and goals allows us to create actionable website and digital content goals as a team. To ensure that VisitNebraska.com connects with key audiences and increases travel to (and spending in) the state, we'll work with you to continue updating goals and KPIs to measure site performance so we can track conversions and ensure ongoing evolution of the site. We're currently using Google Data Studio to monitor and report on organic search metrics, and we also regularly review Google Analytics to gauge overall site performance.

While dashboards are an excellent tool for monitoring performance, we also conduct more in-depth reviews to help bring to the surface any insights that may be missed in a dashboard. We find that these insights typically have the largest impact in evolving marketing efforts and the products and services we work on together.

We aren't the agency that launches a pretty site and then looks to the next project. Instead, we work methodically on optimizing engaging content, technologies and user experience—for our clients, their partners and, of course, our target consumers. In short, we go deeper and take pride in the detailed work that's required to achieve and maintain success for years to come.



C. OUTLINE A PLAN ON HOW YOU WILL DESIGN, PUBLISH, PRINT AND FULFILL THE TRAVEL GUIDE, AND HOW YOU WILL FURTHER DEVELOP THE GUIDE TO HOUSE INSPIRATIONAL AND INFORMATIONAL CONTENT TO CONTINUE TO REPRESENT THE ENTIRE STATE.

As we mentioned earlier in our proposal, Miles' approach to publishing print travel guides—proven by years of delivering visitors to our clients' destinations—has always emphasized inspiration first, then action. We first seek to inspire potential visitors by providing content that connects with them on an emotional level. A vacation guide should harness the strengths of print—the tactile feel, the beauty of large images, the creativity in design, interesting and engaging content—to inspire and engage travelers at the beginning of their trip-planning process and act as a true expression of Nebraska's brand.

Our team understands that a cohesive branding message and high-quality products are the result of teamwork. We believe that collaboration is the key to creating informative, compelling and beautiful tourism products that support your marketing efforts.

Miles creates highly effective custom products and solutions for our clients because we know visitors: how they think, what they need, what motivates them. Using the latest research and experience gained from our broad client base, we develop successful products that target specific travelers—when, where and how they want to receive the content they contain.

We proudly create and deliver the highest quality print products to destinations, and then leverage those publications in digital formats to extend reach to new audiences. Add to that the true passion for travel and the collaborative nature of our team, and you get the Miles philosophy:

- » **QUALITY** evident in our award-winning products
- » **AUTHENTICITY** evident in our hyper-local approach to content creation
- » **INNOVATION** evident in our focus on research, trends and best practices, which we readily share to develop informed strategies that position you ahead of the industry
- » **ACCOUNTABILITY** evident in the measurable results we deliver, including improved industry participation and increased visitation

ONE OF OUR FAVORITE SUCCESS STORIES IS OUR WORK WITH THE NTC ON YOUR ANNUAL TRAVEL GUIDE.

After the NTC launched its new “Honestly, it’s not for everyone” brand in the fall of 2018, we saw the 2019 travel guide as our first chance to execute through editorial what that meant to visitors. In the 2019 guide and the years following, we focused on going beyond just providing information to changing perceptions.

To do that, we select imagery that stands out and frames the editorial in a fun, yet unapologetic, tone that matches Nebraska’s new positioning strategy. After launching the 2019 guide—which was recognized with a **2019 Silver HSMAI Adrian Award**—the state **set an all-time lodging tax revenue record**: June was the largest month ever, surpassing the old monthly record by \$150,888 in 1% tax or a little **over \$15 million in lodging revenue**. Since lodging spend is only about 20% of visitor spending, this meant June visitor spending was around **\$75 million higher than ever before**.

We are dedicated to being a long-term, strategic partner with Nebraska. Below, we share some key ways we want to collaborate with the NTC to continue evolving your travel guide in 2022, 2023 and beyond.

Here’s what’s next...

TAKING THE NEBRASKA TRAVEL GUIDE ON THE ROAD



By now you’ve heard—and read—about our approach to content being a marriage of science and art. As noted in our Insights and Observations, current visitor trends support the development of road trip-oriented content. From our experience working with you, we know how integral road trips are to your brand and product set. Visually, road trips can be made engaging through creative display. But as travelers, we endorse road trip content because, beyond the art and the science, it’s intuitively what we want. Road trips put an easy-to-follow itinerary right in our readers’ hands—while highlighting all the good things to do in that increasingly important “visitor ecosystem” also touched on in our Insights and Observations.

Fundamentally, we believe road trips that showcase the diversity and singularity of Nebraska’s visitor ecosystem help shift the perception that there’s nothing to do, or not enough to do, in the state, driving visitation and extended stays.

To this end, we recommend road trips themed according to your major drivers—agritourism, family, culinary and outdoors—that are slightly broader in scope than any one of those major drivers by itself. In other words: Yes, families will gravitate to water parks, hands-on museums and the like, but they still need to eat and find family-friendly accommodations. Following this approach, we would curate well-rounded road trips inspired by each theme. Visually, a large-format image and simple map would introduce each road trip, inspiring and orienting the reader in one bold stroke.

[Check out our sample mockup of a new family section on the following pages.](#)

A FAMILY ROADTRIP

ARE WE THERE YET?



GET TANKED, ERICSON

PHOTO CREDIT

DAY ONE

HISTORICAL HIGHLIGHTS: Theagre sapicipsam autaeat ad quo veliqui tectur acescitatistipicipsai tectur aceui tectur a est ad quo veliqui tectur acescita

5 HOUR ROADTRIP / 85 MILES

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OVERNIGHT HERE: **Location name highlight here** utaest ad quo veliqui tectur acescitatist Ex ex est, tsdase More ideas? visitnebraska.com/places-stay



SCOTTS BLUFF NATIONAL MONUMENT



DOUBLE R GUEST RANCH

A FAMILY ROADTRIP

DAY TWO

PIONEERS & PARKS: Theagre sapicipsam autaeat ad quo veliqui tectur acescitatistipicipsai tectur aceui tectur acem autaeat ad quo veliqui tectur

5 HOUR ROADTRIP / 85 MILES

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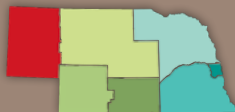
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OVERNIGHT HERE: **Location name highlight here** utaest ad quo veliqui tectur acescitatist Ex ex est, tsdase More ideas? visitnebraska.com/places-stay



THE ARCHWAY

SEE OUR STATE...



+ NORTHWEST

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+ SANDHILLS

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+ SOUTHWEST

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+ SOUTH CENTRAL

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+ NORTHEAST

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+ SOUTHEAST

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+ METRO

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DAY THREE

SCIENTIFIC SPLENDORS: Theagre sapicipsam autaeat ad quo veliqui tectur acescitatistpicipsauit tectur aceui tectur acem autaeat ad quo veliqui tectur

5 HOUR ROADTRIP / 85 MILES

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OVERNIGHT HERE:

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STRATEGIC AIR COMMAND & AEROSPACE MUSEUM



OMAHA'S HENRY DOORLY ZOO & AQUARIUM

Q

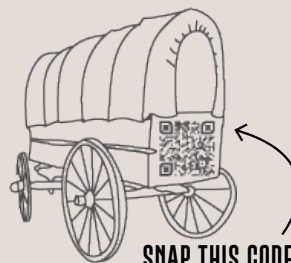
We asked locals to share the Nebraska experiences they love most. Now go turn this insider info into your next Nebraska vacation!

WHAT'S YOUR FAVORITE NEBRASKA FAMILY ROADTRIP MEMORY?

Location name goes here is a favorite in central Nebraska. Beautiful grounds and great events. -Kristina Foth

WHAT'S THE STATE'S BEST KID-FRIENDLY ATTRACTION?

Location name goes here it's mostly primitive, but about two years ago, they put in 19 electric campsites. It's awesome! -Gwen Haddox Groenjes



SNAP THIS CODE FOR A BONUS ROADTRIP !

DAY ONE



HISTORICAL HIGHLIGHTS: Theagre sapicipsam autaeat ad quo veliqui tectur acescitapisticipsaui tectur aceui tectur a est ad quo veliqui tectur acescita

5 HOUR ROADTRIP / 85 MILES

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More ideas? visitnebraska.com/places-stay



SCOTTS BLUFF NATIONAL MONUMENT



THE ARCHWAY



DOUBLE R GUEST RANCH

DAY TWO



PIONEERS & PARKS: Theagre sapicipsam autaeat ad quo veliqui tectur acescitapisticipsaui tectur aceui tectur acem autaeat ad quo veliqui tectur

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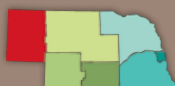
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More ideas? visitnebraska.com/places-stay

5 HOUR ROADTRIP / 85 MILES

SEE OUR STATE...



+ NORTHWEST

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+ SANDHILLS

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+ SOUTHWEST

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+ SOUTH CENTRAL

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+ NORTHEAST

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+ SOUTHEAST

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+ METRO

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To emphasize our statewide offerings, we would supplement the road trip feature with a See Our State list component, ensuring that for every driver, visitors are reminded that a statewide scope of related activities awaits them beyond the featured road trip.



DAY THREE



SCIENTIFIC SPLENDORS: Theagre sapicipsam autaeat ad quo veliqui tectur acescitatistpicipsau tectur aceui tectur acem autaeat ad quo veliqui tectur

5 HOUR ROADTRIP / 85 MILES

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OMAHA'S HENRY DOORLY ZOO & AQUARIUM

Q

We asked locals to share the Nebraska experiences they love most. Now go turn this insider info into your next Nebraska vacation!

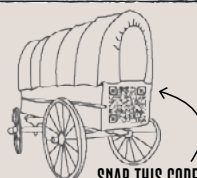
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WHAT'S YOUR FAVORITE NEBRASKA FAMILY ROADTRIP MEMORY?

Location name goes here is a favorite in central Nebraska. Beautiful grounds and great events. -Kristina Foth

WHAT'S THE STATE'S BEST KID-FRIENDLY ATTRACTION?

Location name goes here it's mostly primitive, but about two years ago, they put in 19 electric campsites. It's awesome! -Gwen Haddox Groenjes



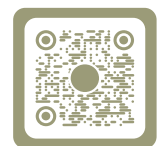
SNAP THIS CODE FOR A BONUS ROADTRIP !

56 « Find out more at VisitNebraska.com

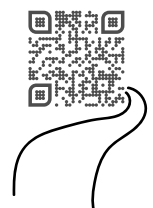
To fit within the footprint of the guide, these road trips may be only three days long. To support integration among your channels and add to the content library of VisitNebraska.com, we would curate "bonus day" content available only on your website. A visual teaser would draw attention to this bonus content, beckoning users to find additional inspiration online.



Want more Nebraska?



Want more Nebraska?





Finally, we would incorporate a social component to weave our storytelling initiative into the print guide. While this may continue to take the form of socially sourced anecdotes for 2023 while the full storytelling initiative gets off the ground, the goal would be to quote relevant, shared stories in this section and cross-promote with VisitNebraska.com, where readers can find additional stories or even submit their own.



The Scenic Byways and Regional sections of the guide provide additional room to play up those only-in-Nebraska stories, whether by seeking out a fresh round of “Small-Town Superlatives,” quoting from our proposed storytelling hub initiative, cross-promoting the Nebraska Passport App or leaning into another of Nebraska’s unique angles.

While we will always push our designs to create a print guide as unique as your brand, a picture is worth a thousand words. We would love the opportunity to work with you to create shot lists and assist on-site with any photo shoots to help grow your photo library.

We believe that, together, we can continue to produce award-winning travel guides that advance the state’s brand image and provide traveling consumers with the inspiration and information they need to plan an unforgettable trip to Nebraska.

We have the proven experience to bring our big ideas for the Nebraska travel guide to life, and share highlights of our editorial, design and production expertise in the following pages.

EDITORIAL & DESIGN CAPABILITIES

At Miles, destination content is our passion. As with past issues of the Nebraska travel guide, we'll continue to focus on quality content and copywriting: compelling stories written by expert writers with intimate knowledge of the destination, paired with sidebars and callouts showcasing quick facts and fun features.

Content Expertise

For every print guide we publish, our editorial approach is founded on working with your team to create a content plan grounded in research. We then assign one of our top-notch writers to help create that content, which you will be able to review, revise and approve before it is published. Our approach marries your local, on-the-ground knowledge combined with the expertise of content strategists who are 100%-focused on creating the best guide for you.

Quality & Accuracy

Part of our focus on content is making sure each product's content is accurate, as we know accuracy is essential to building trust with readers and supporting your brand. All of the content we publish across your channels will be checked by a qualified, detail-oriented content manager or fact-checker for accuracy, spelling and grammar before it appears in the final product.

Rights to All Content

As always, if we produce content for you, it is owned by you—to use any way you wish—and our contracts with freelance writers ensure your rights to reuse their content in other media as well. In fact, utilizing this content in other programs would be the best way to ensure your investment in the guide's content is returned by allowing visitors to receive the information in the exact format they prefer. You can review and approve the wording of the freelance contract, should you desire.

Design Expertise

Our design team is made up of creative thinkers with many years of graphic design knowledge and practical experience creating award-winning publications—including the Nebraska travel guide. They will bring unique ideas to your print guide by using the knowledge gained from our experience working with destinations across the country and reviewing products from competitive markets to make sure we're always two steps ahead.

Exceptional Product Quality

We understand that readers make a direct (if unconscious) connection between the production quality of travel products and the perceived quality of the destination itself. We also know that both big-picture creativity and attention to the smallest details must occur to create the highest quality work. We have multiple quality checkpoints to make sure this happens with design, layouts and content every step of the way.

Photography Approach

Simply put, great images and videos sell destinations. The strength of the Nebraska brand relies, in part, on top-quality, emotional photography. With years of experience in sourcing photography that brings destination brands to life, we will only use and source images that capture the essence of the state—photos that convey friendliness, demonstrate diversity, look authentic and capture people in motion experiencing the variety of things to see and do in the destination. We take a fresh approach to gathering new photography by utilizing social channels for authentic images shared by followers, reusing digital content in print guides, repurposing photos from video shoots and more.

Photography is one of the most powerful ways to communicate your brand values, and ensuring your photography feels authentic and inspirational is key. Our design team has extensive experience in organizing and art-directing shoots, managing more than 50 photo shoots each year for our clients. Our goal is to use imagery in the guide that excites and inspires readers to learn more about Nebraska. To accomplish this, we will check every image to make sure it has superior clarity, contrast, color saturation and separation. Images that don't meet our high standards are rejected.

Print Production Expertise

Just as the quality of our products reflects on our organization, the quality of your products reflects on your brand. To ensure that we help build the value of your brand and maintain Miles' commitment to publishing high-quality products, we have adopted these documented standards.

Our workflow process for print publications is as follows:

1. We begin by meeting with you to discuss our proposal and your thoughts in response to it. During this meeting, we present the research behind our proposal's recommendations and take a deeper dive into your website's Google analytics to more fully develop concepts with you. Typically, we brainstorm about design and content and how our recommendations fit into your overall marketing plan.
2. After meeting with you, we create concepts that reflect your product needs and desires. We provide you with a final production schedule, as well as page layouts, coverage outlines, story ideas and editorial flow. We welcome your feedback on, and seek your approval of, writers (if applicable) as well as design and editorial concepts at this time, and we don't continue with next steps until we know you're on board.

3. Those next steps include concepting stories, gathering photos and/or conducting photo shoots and designing pages.
4. We will provide full-color proofs of all pages to you. After corrections have been made, you will have an opportunity to review every page of the publication again before printing.
5. We will provide a print-quality proof of the cover and any other pages you would like to see prior to the guide being released for print.



Prepress & Quality Control

We conduct extensive checks at two critical points in the printing process: First, to review the initial build of templates and master pages at the start of the process; and second, to ensure that all of our quality standards for design are met mid-production.

All of the publications we create are built using the most up-to-date version of Adobe InDesign, and we limit the use of fonts to PostScript Type 1 fonts because platemaking is most compatible with PostScript information contained in Type 1 fonts. Images are converted to .eps files to ensure there is no image compression, and all ads and maps are initially pre-flighted and saved as PDFx_1a files before being placed in a guide. Agency-supplied .pdf ads are supplied via our upload site, where more than 100 file attributes (including image resolution, color and fonts) are automatically checked by pre-flight software. If the ad contains any errors, the advertiser/agency is notified of the issues via the website, which gives them instructions on how to correct the errors.

When the design of the publication is complete and all pages are approved by the client, the final stage of file processing is an automated pre-flight through the PDFx system, which also checks the elements of the full pages to make sure they're all technically sound, outputting our press-ready PDFx_1a files and sending them directly to the printer.

Printing & Paper Management

Our expertise in print techniques, paper options and quality-control measures means that we can offer you choices and recommendations to enhance product quality while controlling costs. We will bring you suggestions for cost-effective paper selections that respect your quality standards.

Account Management

Our goal is to deliver products that exceed your expectations in every way, particularly in the areas of quality content and innovative content-delivery methods. We want you to feel very comfortable with us, with the process and with your product choices related to content, design and layout. Because of this, we encourage your input during product development. At Miles, we work with every client to customize a workflow process that meets their specific needs. Our Account Directors and Project Managers have access to numerous project-management software tools that help them monitor and manage all aspects of a project.

What's most important to us, however, is ensuring that all scheduling information is presented to each client in a way that works for them. Internally, we use Wrike scheduling software. This program allows our Account Directors and Project Managers to schedule our projects in great detail, down to individual tasks by employee. All project information can then be rolled up into a schedule to be shared with our clients. Wrike gives us the ability to budget accurately and allows us to locate areas where we can create efficiencies to reduce overall production time. It also allows us to foresee upcoming schedule challenges, so we can quickly adjust where necessary.

MEASUREMENT & REPORTING

As important as creating a rich library of content to live across all of your channels is ensuring that content reaches your intended audiences and creates a strong ROI for you and your industry partners. To do that, you need a strong set of measurement tools to provide insights into past performance and inform recommendations that help inspire new plans of action to evolve existing programs and create new ones.

Data, research and measurement are at the core of Miles' marketing philosophy, from project inception to content planning, prioritization of features and performance optimization for ongoing development. Specific to measuring the success of print guides, Miles has sponsored conversion and ROI studies for a number of state travel guides to understand how the printed guide fits into the visitor travel-planning process and decision-making; evaluate the guide's content and examine users' content preferences; study visitors' travel-planning behaviors both prior to their trip and while in-market; develop a profile of those who used the official travel guide; and estimate the economic impact. We'd welcome the opportunity to do the same with Nebraska.

Please see our detailed approach to measurement and reporting for the NTC on page 91.

Working with your team, we will create a measurement framework for all of your products so that, together, we are focused on a common goal and delivering the best products possible.

D. OUTLINE AN ADVERTISING SALES/SERVICE MODEL OUTLINING HOW YOU PROPOSE TO STAFF AND SELL ADVERTISING ON VISITNEBRASKA.COM, THE TRAVEL GUIDE, AND E-NEWSLETTERS INCLUDING IDEAS ON PACKAGING TO CREATE INCREMENTAL SALES

Miles has a proven record of helping destinations market travel and helping industry partners market their businesses.

We generate more than \$33 million in travel advertising annually to offset our clients' program costs. That success is the result of advertising professionals who understand their local areas and build strong connections with the partners involved in the local tourism community.

Our advertising professionals focus on building relationships, understanding advertisers' businesses and strategies and helping industry partners achieve their goals through advertising in your owned channels. For these, we set ad prices competitive with market and industry standards and focus on optimizing performance. We are committed to providing above-and-beyond customer service and support to both the NTC and your industry partners.

As part of that commitment, our Creative Team will produce four-color, professionally designed ads for all advertisers at no additional cost. Miles will handle all coordination of ad placements with approved grant recipients as well as work to secure participation in remaining inventory across your owned channels to non-grant participants. We'll work personally with each advertiser to generate effective creative to drive business. Ads are produced in a timely manner according to deadlines and are proofed and changed until we receive written approval from the advertiser that they are good to go.

What's more, we see our advertising services as a benefit that goes well beyond your owned channels. Our consultative destination specialists serve as an extension of your office—communicating your programs and successes and helping partners develop marketing plans and strategies, creating and fostering trusted relationships on your behalf.

Together, we provide an opportunity for local businesses to capitalize on the success and strength of the NTC's voice, brand and media buying power for their specific attractions, accommodations and experiences.

You're in Control

We're so proud of all of the work we do for our clients but make no mistake: This is your guide. Throughout the sales process, we'll meet with you for input and approval. At the outset of the process, we'll meet with your team to establish business rules that will define the eligibility of and criteria for advertisers and the nature and content of the advertising. We will also review the expectations of grant recipients and identify ways to expand opportunities for partners to reach the qualified audience NTC is building.

Promoting Your Effort

Miles will develop a customized full-color media kit and rate card, prospect list, sales presentation and proofing and closing schedule. This media kit will be created in accordance with your brand manual and will also be adapted in an online version, allowing quick and easy access to the information for advertisers and agencies. We'll give you the opportunity to review and approve all materials prior to release.

Advertising Account Management

Our Advertising Account Management Team has extensive experience working directly with advertisers and grant recipients to ensure that all their needs are met—including materials collection, ad creative optimization, quality assurance and ad proofing. Advertising Account Managers also provide the sales team an additional pair of eyes, keeping the sales team updated on any performance changes and successes to share with advertisers, and helping deliver ongoing customer service so partners remain engaged throughout their campaign.

Accounting

Miles will be responsible for the billing and collection of all revenue from your guide and other digital ad sales, making it hassle-free for you!

E. PROVIDE A BRIEF OVERVIEW OF EXPERIENCE OF INTERFACING WITH E-COMMERCE FUNCTIONALITY AND COORDINATION OF MERCHANDISE INVENTORY

If integrating commerce on VisitNebraska.com becomes a priority for you, know that we facilitate the promotion of retail options on many of clients' websites. In most cases, we create components on the site and links in navigation that encourage visitors to move to shopping sections. These sections may be a subdomain or outbound link.

Many of our clients promote retail options through their websites. Here's an example of using a third-party provider for managing merchandise and payments with our North Dakota Tourism client: <https://shoplegendarynd.com/>.

We took a slightly different approach with Cape May: <https://www.cmlf.com/store>. For this integration with Shopify, we set up the custom field of the embed scripts and created a custom view to produce a more seamless experience for visitors.

The Drupal CMS, which currently powers VisitNebraska.com, is ideal for commerce websites and retail sections.

The Drupal Commerce module allows for third-party integrations and a variety of payment gateways. Decoupled Drupal architecture allows us to integrate with other enterprise systems, such as CRM and ERP, to pull information as needed and when required. We can use access controls, pricing structures, SEO tools, secure platforms, multilingual capabilities and shopping cart modules for customers to complete transactions.

***THANK YOU FOR THE
OPPORTUNITY TO EARN
YOUR BUSINESS***



miles
PARTNERSHIP