

Schedule A: Statement of Work

# *DURHAM CONVENTION & VISITORS BUREAU*

WEBSITE DESIGN, DEVELOPMENT, SUPPORT & HOSTING FOR DURHAM-NC.COM

## AGENCY REPRESENTATIVE

DEREK MOGAR

DIRECTOR OF BUSINESS DEVELOPMENT

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## ABOUT TEMPEST

Tempest has strived on forming long-lasting relationships with clients that rely on us to provide cutting-edge, modern digital experiences that differentiate their brands in a crowded digital marketplace.

We embrace a customer-first and collaborative culture here at Tempest. Placing a heavy emphasis on effective communication, keeping you involved and putting the effectiveness of your online presence above all else. Each year we only build between 10-12 new destination websites, so every client is priority #1 when they work with us.

Durham CVB is looking for a partner to help the organization develop and promote its brand by creating a compelling online identity that better engages its visitors and creates a positive experience for all of Durham CVB's target audiences.

These project goals are complemented by Tempest's unique combination of highly personal client success teams, in-house marketing services, and a rich background in the travel and tourism industry. The project team you will engage with on a day-to-day basis before, during and after the project has experience collaborating with destination brands from all over the world. Crafting custom strategies and digital experiences that inspire.

## DISCOVERY

The discovery process kicks off with an onsite creative brief which brings key members of your Tempest project team to Durham, North Carolina. This allows the our team to immerse themselves in your brand and to establish a personal relationship with key staff and stakeholders.

Through one-on-one interviews and group discussions between Tempest and key personnel, we will identify what is and isn't working well in the current online experience and information architecture, learn more about key persona types, and identify the most important tasks and questions to work through with the online audience.

Tempest will synthesize the learnings from the creative brief and stakeholder interviews by refining traveler personas and identifying a list of all the needs that the website design and content management platform must address. Tempest will conduct a session with Durham CVB to share these findings and lead the team through creative exercises to collaboratively develop a point of view statement.

The point of view statement will capture who the user is and what they need; it will drive the rest of the design, prototyping, and testing process.

## INFORMATION ARCHITECTURE & CONTENT STRATEGY

Tempest will conduct a comprehensive content Inventory and analysis, and then use this information to define the sites different navigational, content and page structures that best engage your visitors.

Based on our findings, we will work with your team to recommend an updated Information Architecture that allows intuitive navigation and segments your site's visitors into different audiences.

Our process consists of analyzing three important factors to develop the blueprint for your website:

**Audience:**

Who is going to visit your site? The age of your visitors, their level of technical proficiency, and region of the US or world they inhabit all dictate how your site is structured.

**Content:**

How many different subject areas will your site cover? The number of information areas and how much content you have for each specific area heavily influences the structure and layout of your site.

**Navigation Structure:**

How will your audience find the content on your site once they have reached the home page? Based on your audience and content, we will design your navigation structure to maximize usability for your site visitors.

## RELATED CONTENT

Using the information architecture and content strategy as a foundation Tempest will begin to wireframe and prototype different approaches to creating a flexible framework that will dynamically relate content as well as empower publishers to manually relate content across the website.

## DESIGN & DEVELOPMENT

Tempest will deliver a modern, reliable design that is fully responsive across multi-devices. Rather than begin our process by focusing on the experience on one device, we instead start with the users needs and how they will interact with your website content.

The process begins with extensive brand research, a thorough client creative brief with those closest to the Durham CVB brand, a complete review of all creative materials and resources, a competitive set analysis and ends with the formation of our "interactive account plan" — essentially a report that documents our measurable goals and how we propose to achieve them from a visual and behavioral point of view.

From this, we can determine what will make your site a measurable success. This will give the Tempest team the ability to make sound decisions for critical components of the project such as what elements should be incorporated in the site, where they go, and why they are there. It is important to note that the choice of interface technology, design elements, UI behavior and overall site architecture say as much about the Durham CVB market position and brand as the actual look and feel of the new site.

The design process is driven by prototyping, testing, and iterating on flexible wireframes and sitemaps. The website is built in a fully responsive and modular fashion. This results in a reliable website experience that's tailored to each type of user need and device.

**Mood Boards**

The essential deliverable of the design process will be an approved comprehensive interactive design guide that serves as the reference for all digital creative elements. The creative for the site will be presented in the form of "mood boards" — large layouts with a collection of creative elements that define the design direction for the site. Typography, use of color and space, photography, image style, as well as unique artwork for the design come to life at this stage of the process and are presented in real scenarios using wireframe and sitemap elements.

Using mood boards in place of "fixed element" comps provides the client a realistic feel for how the design will translate into multiple user scenarios (mobile, tablet, desktop, oversized etc.) The approved interactive design guide will show creative scenarios of the approved design elements working together in harmony and establish a single site design that will work in multiple environments. It also provides essential design direction for new site features and page elements that are developed after launch during the life cycle of the website. This flexibility is critical to the long term success of the website.

## *CRAFT™ CONTENT MANAGEMENT SYSTEM*

In order to meet all of the project requirements and your objectives, Tempest recommends the Craft™ CMS to power the new website and provide content management capabilities.

Built in PHP on open source technology, Craft™ CMS comes with a professional community of over 10,000 developers committed to advancing the platform and enhancing its native capabilities. Additionally you're not locked into a proprietary CMS. You maintain ownership over the CMS, content and design.

**Flexible Content Types**

The CMS is able to accommodate custom field types such as articles, event listings, business listings, itineraries, etc.

**Frictionless Content Publishing Experience**

To accommodate advanced content publishing needs the CMS features an advanced workflow and editing features.

**Design Flexibility**

Craft™ CMS does something that no other CMS does... it stays completely out of the way. It doesn't impose any design constraints or force you to compromise the artistic integrity of your site. Where other CMS's have templated structures or mismanaged plugins, Craft gives you complete creative freedom to achieve your goals.

**Search Engine Friendly**

Craft™ CMS has the ability to optimize SEO/Meta Data/Open Graph and other tags natively through fields and is not dependant on third party plugins like other open-source CMS options.

A high-level CMS training will be conducted with your staff to ensure they are comfortable with and understand the CMS. A more in-depth training is held with the organization's web and content people.

Administrators can create, modify and delete site pages very easily through the CMS's core capabilities. Craft is permission-based, and gives the super admin the ability to control site content, users and publishing rights. Select users within the organization can be granted restricted access to certain components of the CMS.



A very powerful component to the CMS is something called 'layouts'. Page layouts are a robust combination of highly developed content widgets that can be displayed in a number of responsive formats. This library of widgets can range from social content, related content, seasonal highlights, events, blogs, and more. This feature enables flexibility and gives you as admins and us as the developers the ability to enhance site functionality with ease.

**Practical application:** Let's say you want to create a landing page for a festival you have coming up. Instead of having to go through a design and development process, you can easily create a new page and control the structure of the page through 'layouts'. Adding a header slideshow, nearby listings or other related content, hotel booking, and any other widgets available in the library. Click publish and it is LIVE.

## METRICS & REPORTING

Google Analytics will be implemented to track the performance of your site, allowing your organization to track the # of visits captured through organic search, time on site, bounce rate, and more.

Event tracking will be implemented on all external links, and new links added through the CMS will be automatically populated with tags, allowing the Durham CVB team to track clicks to third-party websites. Events will be labeled in a format that will allow simple analysis through the Google Analytics interface. Tempest will configure the new site's analytics implementation through your existing Google Analytics account, preserving historical data and preventing data loss.

## UX TESTING

Prior to launch of the new website, all site elements will be thoroughly tested to ensure optimal usability for target audiences and performance in all current website browsers.

The Durham CVB team will have access to a beta version of the website, and all applicable team members will have the opportunity to review the website to ensure proper functionality prior to launch.

## SECURITY & HOSTING

Tempest designs custom hosting environments leveraging SaaS and Cloud computing technologies to ensure optimal performance for our client websites. The foundation of our hosting technology stack is built on Amazon Web Services.

Our team of AWS experts will analyze your historical website traffic, as well as forecasted traffic after site launch, to engineer a custom solution unique to your needs.

Our hosting technology stack is built on AWS (Amazon Web Services) and consists of:

**Amazon Elastic Compute Cloud (EC2):** Scalable Virtual Servers

**Amazon Simple Storage (S3):** Scalable Content Storage

**Amazon CloudFront CDN:** Content Delivery Network

**Amazon CloudWatch:** Cloud Monitoring

Partnering with Amazon provides Tempest clients best in class performance, reliability, security, and scalability on a global platform. Tempest clients benefit from the same hosting technology as industry giants Netflix, Expedia, AirBnB, and Zillow..

Tempest Security policies require 2048 bit private SSH access keys to ensure our environments are locked down. For redundancy, in addition to Amazon CloudWatch, Tempest leverages enterprise-level monitoring services to track uptime, response time, SSL expiration, and virus scanning.

## ADA COMPLIANCE

Tempest adheres to all modern web standards and accessibility guidelines set forth for XHTML and CSS under ADA Compliance Section 508 and Web Content Accessibility Guidelines (WCAG) 2.0.

Throughout the web development process developers, designers and project managers utilize the techniques and best practices to ensure web accessibility ADA Section 508 compliance. Tempest has experience designing and developing websites for organizations requiring strict ADA compliance.

Tempest utilizes a website accessibility checklist available provided by the U.S. Department of Health & Human Services and the U.S. Department of Justice. The checklist allows the Tempest team to assess each web project and ensure ADA compliance. Prior to the launch of any website, Tempest checks each website with a web validator to ensure all checklist items are covered.

All content and code on the new website will be fully compatible on WCAG 2.0 A standard. Page templates and copy will be compliant to provide an optimized browsing experience on the most popular web browsers, and the most recent three browser versions at time of launch:

Chrome, Safari, Firefox , Internet Explorer/Edge

## SITE SUPPORT

We recognize that subtle post-launch changes and minor updates not discovered during testing may be critical for the long term success of the website.

As such, Tempest provides a 30 day post-launch support period during which reasonable site update requests or the occasional undiscovered site bug or glitch are addressed and resolved at no cost to our clients. They are addressed accordingly..

If a bug is found 30 days after launch by the client, and identified by our development team as a bug, our team will resolve the issue free of charge as long as the client is in contract with Tempest.

## TECHNICAL SUPPORT

Tempest web support is available from 9:00 am to 8:00 pm EST. Communication with our clients is fielded through phone, email and Google Hangouts.

Our web team can also be reached after hours to address critical issues as they arise. Standard technical support questions are typically resolved in under 24 hours from initial request, while critical issues are escalated for immediate resolution.

Tempest offers a variety of ongoing support and retainer services to assist in keeping the website fresh and introducing new enhancements. Our marketing support, technical and strategy teams can be retained as needed at a set hourly rate.

## SIMPLEVIEW INTEGRATION

Tempest has experience integrating with a number of industry-used customer relationship management systems. We've deployed several successful websites using data from the Simpleview CRM.

The next Durham CVB website will include a seamless integration with the organizations Simpleview CRM. This includes local listings, the event calendar, deals, contacts and other submission forms, analytics and external links to the partner extranet. The data will be pulled into the Craft's directory capability to offer a secondary backup function, ensuring that your data will always be available on the website.

## LOCAL LISTINGS

Listings on the website will be displayed in an engaging, visually-pleasing format that allows visitors to easily discover content. We will utilize the Simpleview API's to push content to the site.

Over the last 6 years we have collaborated with DMO's from all across the US and Canada to fine-tune the way our websites highlight your local attractions, hotels, restaurants and more. In addition to basic business information your listings should be attractively laid out and they should contain useful features that allow people to discover more. This can include images, amenity information, booking, reviews, deals, and much more.

During the content strategy portion of this project our team will work with you to identify key tagging and categorization techniques to provide users with the best possible content experience. Through these methods users will have the ability to sort listings based on area of town, category type (cuisine, lodging type, etc.), and/or preferences/amenities (time of year, family-friendly, etc.).

You will also have the ability to have featured listings by weighing them in the CRM. Featured listings will show above others on category pages and can be listed more prominently on the homepage or other sections of the website.

## EVENT CALENDAR

Your events will be featured on a dedicated event page and through content widgets featured around the site. Your event content will be pulled in via the Simpleview CRM and their API's.

During the content strategy phases of this project we will review current event content to come up with the ideal user-experience that allows people to engage with your local events and festivals. On the dedicated event page users will be able to filter listings by their preferences, time of year, location, and more.

Upcoming events will also be highlighted on an Event Calendar widget, which can be placed at will throughout the website using simple drag-and-drop functionality. This feature will allow Durham CVB staff to feature upcoming events on selected pages of the site, providing additional exposure for events taking place in the Durham, North Carolina area.

The event calendar can will also include the ability for your sites visitors to add calendars to either Outlook, Google or an RSS feed. In addition people can submit events through a 'Submit Your Event' form on the website. Once submitted they will be sent to your Simpleview CRM for review prior to being published live on the site.

## MEETINGS, GROUP TOURS, SPORTS, MEDIA & PARTNERS

Meetings, Group Tours, Sports, Media and Partners will have specific sections within the new site that highlights those areas of business around Durham, North Carolina. These sections will be highly accessible around the site.

Some of the features to be included on these pages include directories integrated with the Simpleview CRM, galleries, related blog content, staff contacts, social feeds, and forms integrates with iDSS. Once built these pages will be managed through the same CMS allowing your staff to easily edit content, customize the page layout, and everything needed to keep these sections fresh.

## SOCIAL MEDIA

Social is one of the best ways to establish trust between your brand and target audiences. It is for that reason that social media plays a crucial role in both the content and engagement strategies of any website that we build.

Through Craft you have the ability to easily toggle social sharing on and off for any page of the site. The native sharing feature will allow people to share content across social channels. You can also customize Facebook Open Graph and Twitter Cards to control how content is delivered to those channels.

Your site can also feature a social media stream that will pull in Durham CVB's owned accounts and content into the page. Once created, the widget can be utilized on any page, landing page or microsite of your new website through Craft's page layouts feature.

### User-Generated Content

We are firm proponents of social content integrated into destination websites. The Craft CMS also has a strategic integration with Crowdriff, allowing you to very easily add boards to any page in your website. By linking your account you can aggregate content in the Crowdriff platform and then through Craft you can control which page those boards show up on.



## SEARCH ENGINE OPTIMIZATION

Tempest makes search engine visibility one of its top priorities when building your website. The Craft™ CMS also provides an excellent platform to execute and manage ongoing SEO activities.

In addition to basic built-in SEO page construction like unique meta-title, meta description, meta keywords, and search friendly URL's, Craft also offers the use of XML sitemaps, page-specific canonical URL's, micro data, schema, and Google authorship tags.

The flexibility of Craft's CMS and SEO-friendly page construction combined with a dedicated content strategy, offers our clients a distinct advantage for SEO campaigns. The integration of on-site SEO with social media feeds and related content allows for maximum site usability and optimal performance in search engine results.

Tempest will audit all relevant content pages and URLs from the old domain and ensure they are properly redirected, using a "301 Redirect," to the appropriate pages on the new site. This will preserve all existing link equity after the migration to the new site, maintain all previous keyword search engine rankings, and ensure a smooth user experience for site visitors following links on third party websites after launch.

## RELATED CONTENT

One of the biggest strengths of the Craft CMS platform is the ability to relate content throughout your website. Related content can be event, blog, listing, advertising or other media.

Progressive DMO's are using related content to get away from the traditional database-driven travel websites. Making authentic and fresh content the main driver for engagement and then using related content to pull in the still important local listings, events and more. Whether you are using content or listings as the main focus, this functionality will add more depth and intrigue to the way people discover content and navigate the website.

## SMART SEARCH

The site will feature smart search capability that allows visitors to search listings, blogs, events, deals and more content sourced from your website. Upon searching results will auto populate.

The main site search will return results from all content areas. The Durham CVB team will have the ability to weigh which content is displayed in the main site search, prioritizing local listings, site content, pages, events and more. Users will also have the ability to sort and filter listings specifically within their content verticals based on amenities, location, price or category.

## FILTERING CAPABILITIES

Filtering is key for users to be able to navigate the site quickly and find the specific information they are looking for without having to dig through layers and layers of content.

Local listings, events, blogs and the integrated site search are areas that we can include filtering. Events for example can allow visitors to filter by event type, location/region, date or custom fields determined by you. During the content strategy phase we will work with you to identify key improvements to your content that will allow for better filtering experience.

## *HTML5 VIDEO*

HTML5 video can be featured around highlighted areas in the new site. For this feature we utilize a YouTube streaming widget that improve speed and performance of your videos.

HTML5 video can easily be repurposed for the new responsive layout while maintaining the sites integrity and performance. These videos can be managed and changed using Craft's video manager, or we can link to your existing YouTube account and utilize a custom auto player.

## *PHOTO & VIDEO GALLERIES*

High-quality visual and video content can be displayed very easily throughout the website and on a dedicated page via the asset manager tool within in the Craft™ CMS platform

In addition the new website will feature a photo and video gallery section that allows the sites visitors to browse through images, video and other multimedia uploaded by the Durham CVB staff. This section can be protected by password or by requiring users to enter in information to access the page's contents.

## *FORMS, NEWSLETTERS & VISITOR GUIDES*

Craft's native form builder functionality will allow you to create, control and maintain custom forms on the website. This can also include surveys and sweepstakes.

Tempest will setup all initial contact forms, visitor guide requests, and newsletter sign-ups and integrate them with the appropriate third parties. This ensures all data being collected is distributed to the appropriate sources. In addition to the initial setup, we will train your staff on how to create and publish custom forms, surveys and more to the new Durham CVB website.

## *MY "DURHAM" TRIP*

The new site will feature an enhanced itinerary builder that allows your visitors to enter what they are interested in. The site will then personalize content towards them and their selections.

During the content strategy phase of the website build we will work with you to identify ways in which your content can be tagged and organized on the backend. From that point forward your visitors will be able to enter things like what they are interested in, who they are traveling with, when they are traveling, etc. Listings and events within the website will also feature a traditional itinerary builder function that allows people to add items to their trip.

## *MAPS & DIRECTIONS*

All accommodations, attractions, restaurants, and other local listings will have maps that allow visitors to locate the business and get directions to their location(s).

Using the Google Maps API your local listings will feature a branded map that will locate the business. It will also allow them to expand into a more interactive map that allows them to discover additional activities, restaurants and hotels. An interactive map will also allow visitors to select categories, pinch/zoom and engage with your local business listings

## *WEATHER WIDGET*

The new website will feature an engaging weather widget, allowing users to quickly access current local weather information as well as a detailed weather forecast for their dates of travel.

The weather widget will link to a dedicated website content page featuring comprehensive weather information for trip planning purposes, including average temperature and other applicable statistics.

## *SITE TRANSLATIONS*

The Durham CVB website will be fully integrated with the Advanced Google Translate API. This is an enhanced version of the regular Google Translate tool that you are used to seeing on destination sites.

By using the Advanced Google Translate option we are able to design the translation option into the overall look and feel of the website. We are also able to select which languages we would like to make available to people. Additionally, this service will recognize the browser language and is able to automatically serve up translations to those visitors.

## *DESTINATION BLOG*

The CMS features a native blogging tool that'll allow you to create and publish posts that can be featured on your website. All current blog content will be migrated over from your previous website.

Additionally, blog content can also be displayed through related content and can be featured on the homepage, events, listings and other pages within the site using Craft's drag-and-drop functionality. During the content strategy phase of this project we will work with you on tagging techniques that'll deliver the highest quality content experience to your visitors.

## *REVIEWS & RATINGS*

Utilizing the TripAdvisor platform and their API's we are able to pull in recent user reviews and ratings into your local restaurants, hotel and attraction listings on your site.

This feature will pull in recent positive reviews and ratings as they show up on TripAdvisor. The API allows us to design those into listings so they are consistent with the user-experience and design of the website. If you've purchased the advanced API that is available to destinations that own their TripAdvisor page, we are also able to extend the ability to write reviews and ratings from your listings.

## *DEALS & DISCOUNTS*

Your website will feature a dedicated deals page that allows people to search and filter through your various discounts that you or your partner's have created in the Simpleview CRM.

The deals page will be styled visually to fit your brand. Your visitors will also be able to discover deals under their designated local listing and/or event. Similar to listings and events this feature integrates with the Simpleview CRM through their API's. Nothing will change with how you currently manage these features, we may recommend some tagging improves to improve the search and filtering capabilities.

## *NATIVE ADVERTISING*

Tempest offers a full-service advertising network for clients looking to monetize their website. The program is free to implement on client websites and operates under a revenue share model.

Utilizing Google's DoubleClick technology we are able to provide best in class ad placement and value back to those partners participating. During both the design and content phases of the project we will collaborate with you to determine ad placements and a rate card that is suitable for your local partners. The goal of the ad program is to drive value for partners and secure additional revenue for the destination.

For this engagement Tempest can either take over Durham CVB's existing ad program, providing strategic native advertising, ad operations, and ad sales for the new site. Or they can work with Destination Travel Network to implement native ads on the new site.



## COST SUMMARY

Line Items	Cost
CREATIVE & DESIGN	\$35,000.00
Planning, Creative Strategy, Creative Brief, Information Architecture, Design & UX	INCLUDED
DESIGN 'CUT-UP', WEBSITE DEVELOPMENT, HTML5 & RESPONSIVE DESIGN	\$25,000.00
CONTENT STRATEGY, SITEMAP, CONTENT MIGRATION	\$15,000.00
CONTENT MANAGEMENT SYSTEM	\$10,000.00
Craft™ CMS, Licensing Fees, Design Setup, Content Setup & Training	INCLUDED
ENHANCED SITE UTILITIES & MODULES	\$30,000.00
Simpleview Integration, Local Listings, Event Calendar, Meetings/Group Tours/Sports/Media/Partners, Social Media, Search Engine Optimization, Related Content, Search, Filtering, Video, Galleries, Forms/Newsletter/Visitor Guide, My 'Durham' Trip, Maps/Directions, Weather, Translations, Blog, Reviews/Ratings, Deals, Advertising	INCLUDED
TOTAL COST OF OWNERSHIP (one-time):	\$115,000.00
SITE HOSTING (annually):	\$3,600.00
SITE SUPPORT - 96 HOURS (annually):	\$12,000.00

## *FEE SCHEDULE*

### Project Milestones

Project Deposit - **\$57,500.00**

Design Direction Approved - **\$28,750.00**

'GO LIVE' Launch - **\$28,750.00**

Annual Hosting is due on the 'GO LIVE' date and each Anniversary moving forward - **\$3,600.00**

Annual Site Support is due on the 'GO LIVE' date and each Anniversary moving forward - **\$12,000.00**

**TOTAL COST OF PROJECT: \$115,000.00 and \$15,600/annually**



## LET'S GET STARTED

This document outlines the project scope of work (including the deliverables from both the Client and the Agency) to be completed by Tempest.

Please sign in the appropriate location below, and return the signed proposal to us by fax or mail.

Durham Convention & Visitors Bureau  
212 W Main St #101  
Durham, NC 27701

Tempest  
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*E'Yonne Coleman-Cook*

Printed Name

**Matt Kurke**

Printed Name

*Chief Operating Officer*

Title / Position

**CFO**

Title / Position

*E'Yonne Coleman-Cook*

Signature

*[Signature]*

Signature

*6-22-18*

Date

**6/28/2018**

Date