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PROPOSAL FOR THE STATE OF LOUISIANA

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OFFICE OF THE LIEUTENANT GOVERNOR
DEPARTMENT OF CULTURE, RECREATION AND TOURISM
OFFICE OF TOURISM

Response to OLG/DCRT Marketing RFP
Component 3: Internet/Social/Digital Marketing
RFP-DCRT-OT-261000RFPOT081301

November 21, 2013

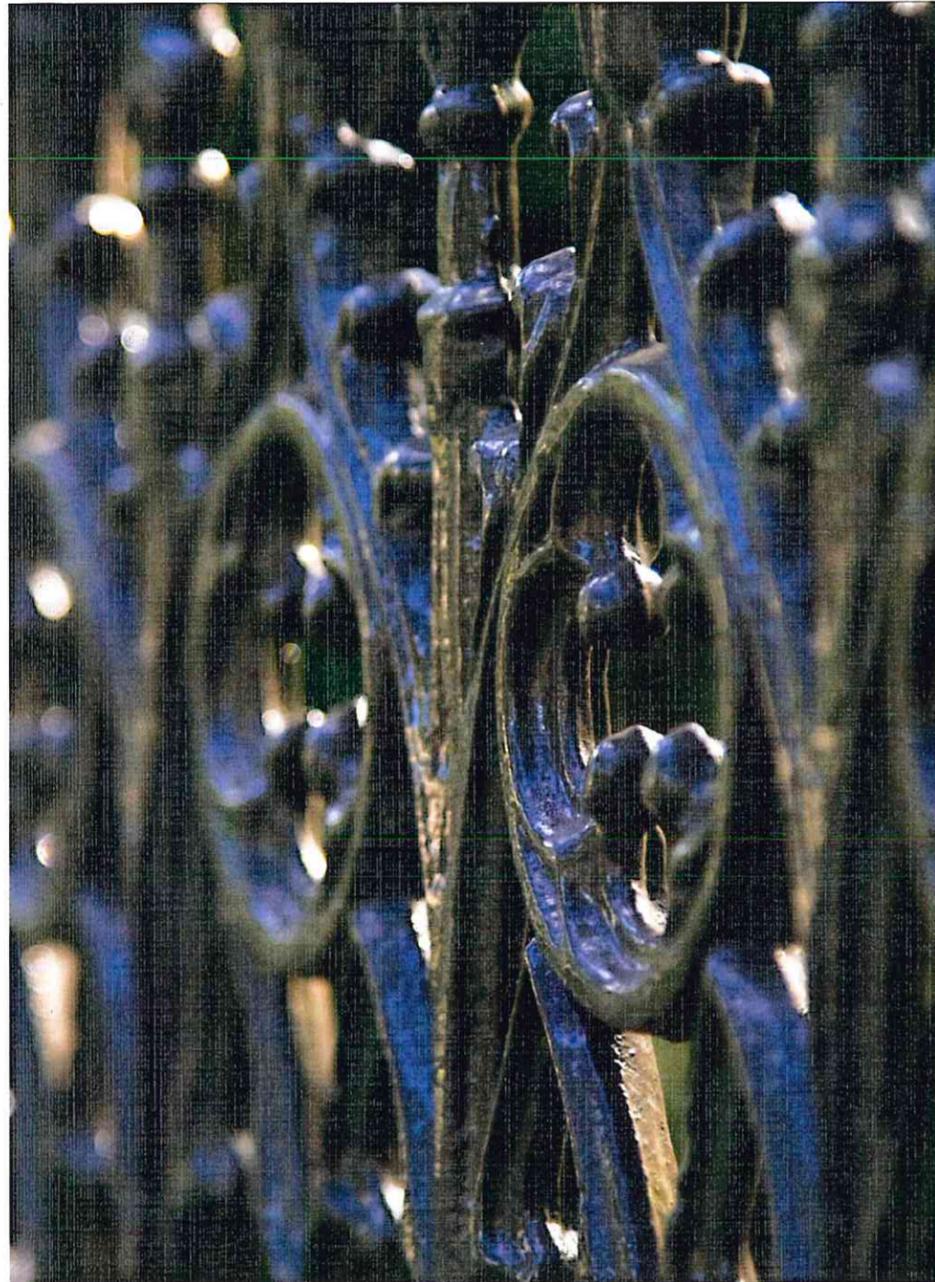
Miles Media Group, LLLP
1165 South Foster Drive, Baton Rouge, LA 70806

LOUISIANA
Pick your Passion®

miles
marketing destinations



Table of Contents



Attachment F: Certification Statement.....	Page 2
Introductory Letter.....	Page 3
Our Partnership Success Story.....	Page 4
Looking Ahead for Louisiana.....	Page 8
Proposal Summary.....	Page 15
Requirements for Proposal Consideration.....	Page 16
Determination of Responsibility.....	Page 17
Component #3: Internet/Social/Digital Marketing.....	Page 19
Creativity & Effectiveness.....	Page 20
Multicultural Marketing Experience.....	Page 31
Experience/Personnel and Production Resources.....	Page 33
Methodology.....	Page 43
Company Background and Financial Stability <i>(please note this section contains confidential information)</i>	Page 51
Attachment A.....	Page 53
Cost.....	Page 65
Attachment B.....	Page 66
References.....	Page 67

Attachment F

Attachment F CERTIFICATION STATEMENT

The undersigned hereby acknowledges she/he has read and understands all requirements and specifications of the Request for Proposals (RFP), including attachments.

OFFICIAL CONTACT. The State requests that the Proposer designate one person to receive all documents and the method in which the documents are best delivered. Identify the Contact name and fill in the information below: (Print Clearly)

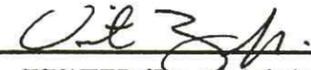
Date October 23, 2013 Official Contact Name: Vito Zuppardo
A. E-mail Address: vito.zuppardo@milespartnership.com
B. Facsimile Number with area code: (941) 907-0300
C. US Mail Address: 1165 South Foster Drive, Baton Rouge, LA 70806

Proposer certifies that the above information is true and grants permission to the State or Agencies to contact the above named person or otherwise verify the information provided.

By its submission of this proposal and authorized signature below, Proposer certifies that:

1. The information contained in its response to this RFP is accurate;
2. Proposer complies with each of the mandatory requirements listed in the RFP and will meet or exceed the functional and technical requirements specified therein;
3. Proposer accepts the procedures, evaluation criteria, mandatory contract terms and conditions, and all other administrative requirements set forth in this RFP.
4. Proposer's quote is valid for at least 90 days from the date of proposal's signature below;
5. Proposer understands that if selected as the successful Proposer, he/she will have 30 business days from the date of delivery of final contract in which to complete contract negotiations, if any, and execute the final contract document.
6. Proposer certifies, by signing and submitting a proposal for \$25,000 or more, that their company, any subcontractors, or principals are not suspended or debarred by the General Services Administration (GSA) in accordance with the requirements in OMB Circular A-133. (A list of parties who have been suspended or debarred can be viewed via the internet at <https://www.sam.gov>.)

Authorized Signature: 
Typed or Printed Name: David Burgess
Title: President - DMO Division
Company Name: Miles Media Group, LLLP
Address: 1165 South Foster Drive
City: Baton Rouge State: LA Zip: 70806


SIGNATURE of Proposer's Authorized Representative
10/23/13
DATE

Introductory Letter

Dear Members of the Proposal Review Committee:

The Louisiana Office of Tourism and the tourism stakeholders throughout the state have been my professional life over the past eight years. Responding to this RFP has allowed me to reflect on both the monumental challenges that the Louisiana tourism industry has faced over the years and also on how the Louisiana Department of Culture, Recreation and Tourism team with assistance from industry partners has responded to those challenges. Needless to say, this has been a rewarding journey over the years, and it would be my pleasure and privilege to continue following it.

The challenges facing us today are very different from what Jay Salyers worked through when Miles was first awarded the interactive contract in 2008; the Office of Tourism's interactive products were literally starting from scratch. There was virtually no content on the website, no newsletter program, no social media program, and some of the website's statistics were misleading at best. All of this was an unfortunate legacy of the previous vendor. And, likely because of these facts, Louisiana's CVBs and tourism industry partners had essentially no confidence in LouisianaTravel.com as a credible marketing source for the state.

All of those issues are now well behind us as we have built an excellent foundation that has yielded tremendous results. **Traffic on LouisianaTravel.com has increased by more than 400% since 2008**, and Louisiana Travel social media channels are now ranked consistently in the top 10 of all state DMOs throughout the United States.

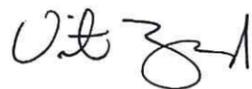
But we are far from finished.

Our focus has always been to maximize traffic to LouisianaTravel.com and to increase followers of the Louisiana Travel social media channels, and in the pages that follow, we present some exciting new ideas to do just that. Through these sites, **our ultimate goal is to continuously provide fresh content that inspires visitors** to come to Louisiana and experience all that this great state has to offer.

With our Baton Rouge-based Louisiana Account Team, backed by the support of a global agency that's dedicated to tourism, I'm confident that Miles is the partner that can deliver the next level of results for the Office of Tourism.

Thank you for this opportunity.

Sincerely,



Vito Zuppardo, Account Director
504.256.6395 / Vito.Zuppardo@MilesPartnership.com

MILES IN LOUISIANA

“ I visited New Orleans after graduating from high school. It was the first big city I had ever been to. I sipped espresso and ate beignets in the outside courtyard at Café du Monde, strolled down Bourbon Street, peeked inside Voodoo shops, had my palm read in the French Quarter and hopped on a ghostly trolley tour of the cemetery. I'd love to go back – the city holds a special place in my heart.”

—Melissa Gangemi,
Production Manager



“ My husband was born and raised in Louisiana, so we have visited many times. Driving through the forests and seeing the lakes throughout the state is such a unique beauty. There are many wonderful lakes to fish, trails to ride or hike and places to make great family memories.”

—Andrea Joiner,
Account Executive

OUR PARTNERSHIP SUCCESS STORY

Our story is one of partnership and collaboration, with continuous analysis, evolution and a focus on improving results for Louisiana's digital assets. In everything we do to promote LouisianaTravel.com and to inspire travel to Louisiana, we're passionate about delivering **outstanding service, great value and a significant return on investment** to you.

We have included a snapshot of some of the great results we've achieved, in addition to a timeline that demonstrates how, working closely with your team, **traffic on LouisianaTravel.com has increased by more than 400% since 2008**. At the same time, we've implemented industry firsts such as Get Smart Content features, which provide customized user experiences and options based on criteria such as location or previously visited sites to **improve user satisfaction and site metrics**.

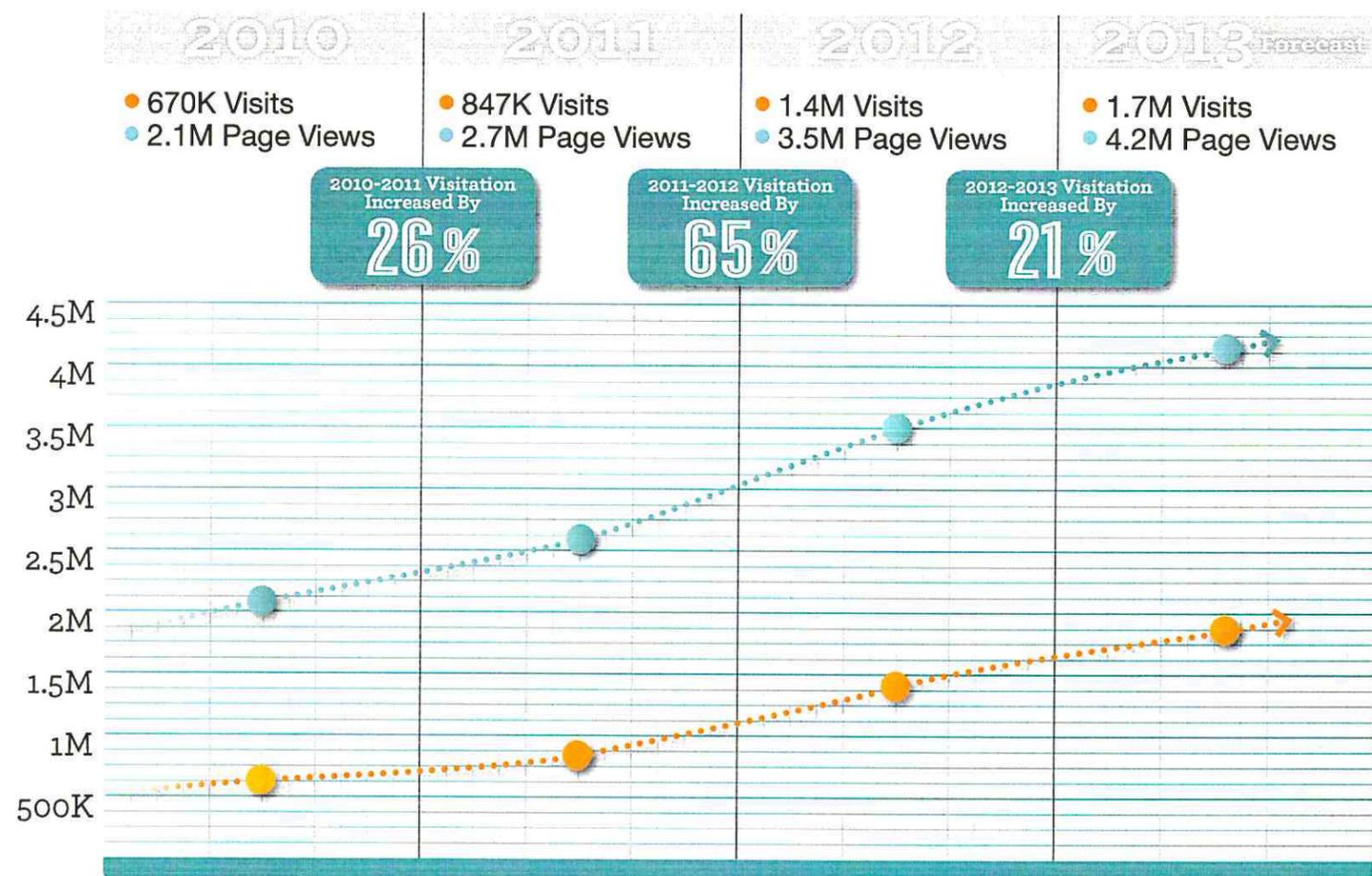
The Louisiana **social media channels have experienced tremendous growth** in the past year: Louisiana Travel's Facebook page has **increased followers by 424%** since June 2012 and collectively Louisiana is consistently ranked in the **top 10 of all state DMOs throughout the United States**.

The Louisiana newsletter program is also yielding fantastic results; **the subscriber list has now exceeded 200,000** with an average open rate of over 19% and a click-through rate of over 23%.

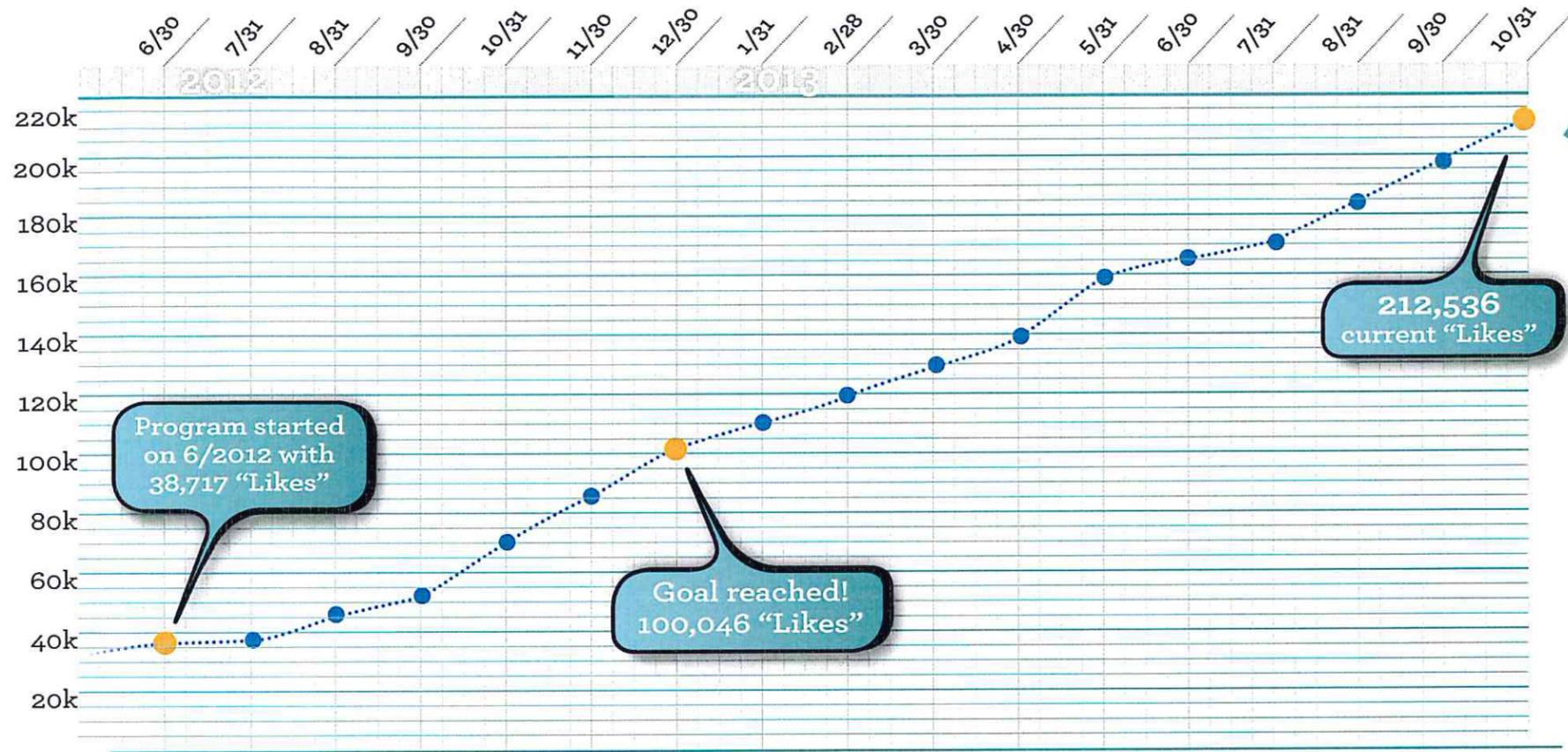
Together with the Office of Tourism we have created a cutting-edge, rich, engaging and inspiring travel website - and now is the time to continue our relationship to achieve even greater results.

On the pages following the timeline, our team presents some exciting new ideas for the next chapter in our partnership success story; ways to bring even more traffic to LouisianaTravel.com, grow your social media presence, promote Louisiana's "passions" and inspire more people to visit Louisiana.

LOUISIANATRAVEL.COM PERFORMANCE



FACEBOOK PAGE GROWTH

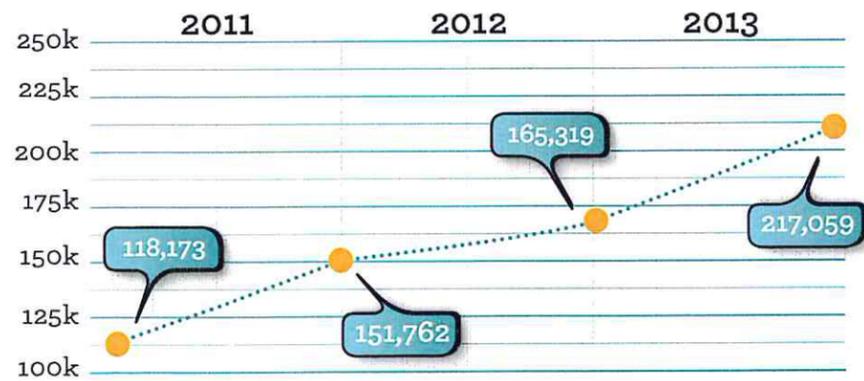


From August 2012 - June 2013, the Facebook ad campaign delivered:

- 60M+ impressions
- 145,762 clicks
- 659,013 actions
- 103,508 likes
- 243% CTR

Total spend \$33,598.42
(\$0.32 average cost per like)

e-NEWS GROWTH



Total increase of 83% in subscribers since 2011

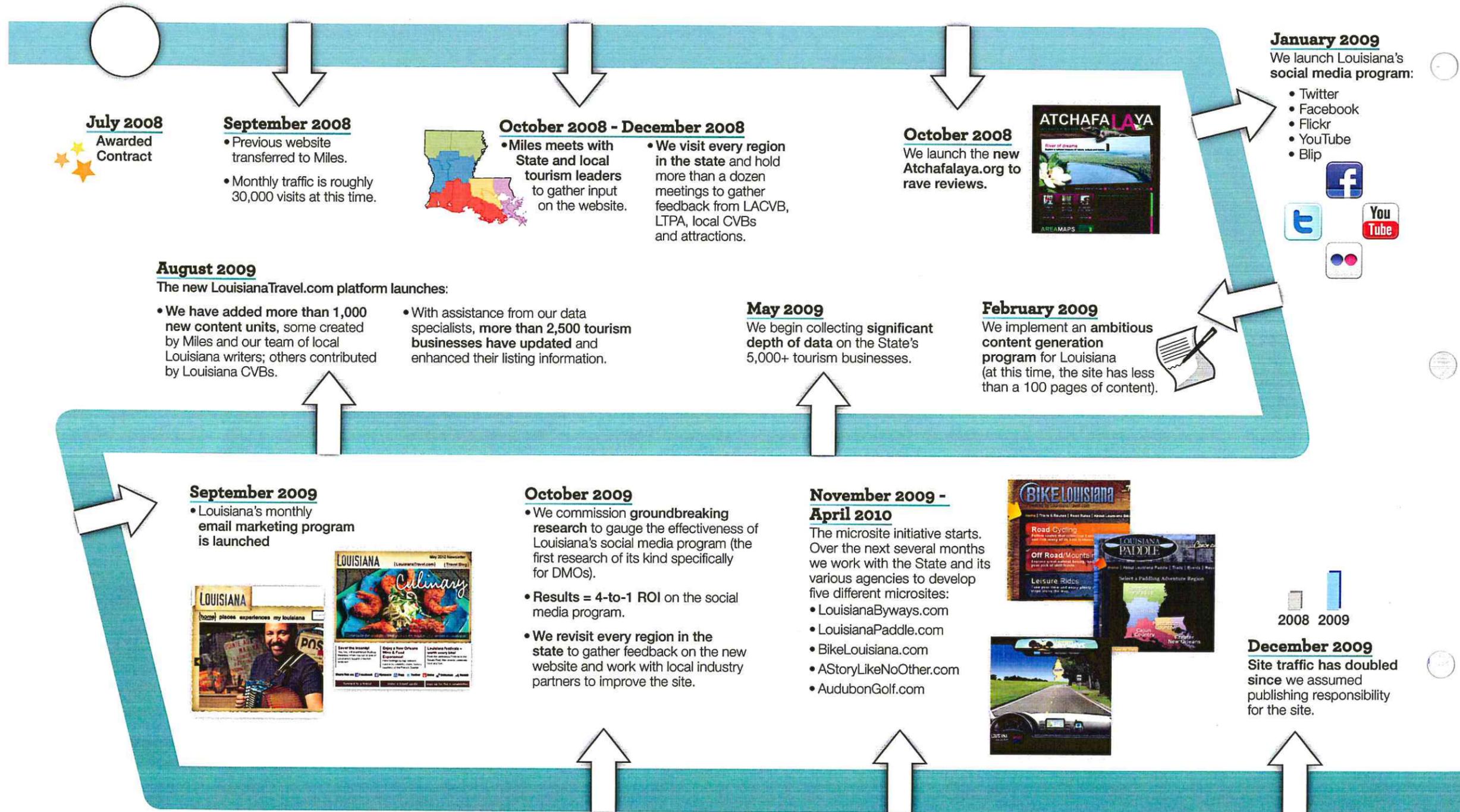
e-NEWS PERFORMANCE

2.04M
Delivered

19%
Open Rate

23%
Click Through on Open

LOUISIANAtrAVEL.com Our Partnership Success Story



November 2010

- Louisiana launches the **first state-wide DMO booking solution** in the country.
- All accommodations in Louisiana can be booked through LouisianaTravel.com with no commission charged to the property.

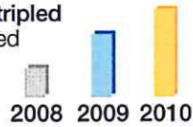
July 2010

The new website has been launched for 11 months and the results are staggering:

- Monthly traffic continues to be **almost double** year-over-year.
- **Page views increase** to almost 200,000 (from 130,000).
- Time on site has increased to over **7 minutes** (from 3.3 minutes).
- **Bounce rate** on the home page **drops to 37%** (from 40%).
- Trip Planner now features **customized recommendations**.
- We launch the State's first official travel **mobile site**.

March 2010

- **Site traffic has tripled** since we assumed publishing responsibility for the site.



- LouisianaTravel.com wins a **"Standard of Excellence"** award from the Web Marketing Association.



March 2011

- Louisiana Travel eNewsletter Program is awarded the **Best Travel Online Newsletter campaign** at the prestigious IAC (Internet Advertising Competition) awards.
- The emarketing program is also an **"Official Honoree"** at the Webby Awards.



February 2010

- We make **significant site upgrades** based on feedback received from both industry road-shows and analytics. Because the website is built on a flexible platform, we are able to make improvements quickly and cost-effectively.



- Louisiana's travel eNewsletter wins a **HSMIA Silver Adrian Award**.

October 2012

- Launch Culinary microsite.



January 2011

- Site enhancements result in a 6% higher number of SITs (signals of intent to travel). Site-wide bounce rate drops 5% while the **home page bounce rate drops an impressive 15%**.
- Louisiana's "next generation" **mobile site goes live** with enhanced features such as geo-awareness and a smoother user interface.



February 2011

- **Partner promotion rises!** In the first 90 days, the new booking solution drives 3,372 referrals (clicks) to industry partners. This is more referrals than seen in the entire year prior.

April 2011

The next generation of the site launches:

- Monthly traffic reaches the highest point ever at almost **80,000 visits**.
- Page views increase to almost **300,000**.
- Time on site increases to almost **8 minutes**.
- Site-wide bounce rate is the **lowest ever**.
- Traffic to the Passions pages increases by **35%**.



December 2012

- Launch Fishing microsite.
- Visits increased by **62% YoY** from 2011 to 2012.
- Over a million visitors for the year!
- Reached **100K Facebook followers**.



October 2013

- Reached **200K Facebook followers**.
- Tracking to **1.8M visitors** to LouisianaTravel.com for the year, an **80% increase** over 2012.



September 2013

- Reached **200K eNews subscribers**.
- The Fishing microsite wins a 2013 WebAward for **"Outstanding Website."**



December 2013

- Planned launch of LouisianaTravel.com's new upgraded responsive design.

May 2013

- Launch LouisianaBrewTrail.com microsite.
- LouisianaTravel.com reskin launch post usability study.



LOOKING AHEAD FOR LOUISIANA

Miles is passionate about Louisiana. Since our partnership with the Louisiana Office of Tourism began in 2008, we have immersed ourselves in the culture of Louisiana – creating relationships within the industry, leveraging partnerships to benefit the Office of Tourism and your stakeholders and inspiring travelers to discover Louisiana. We’ve traveled to the swamps and to the cities (and everywhere in between) to learn the authentic stories of Louisiana, and we’ve created innovative digital platforms on which to share those stories with potential visitors.

As we hope to have proven to you throughout the course of our relationship thus far, we strive to continuously bring you creative new ideas and proven technologies. While we’re busy preparing to launch a responsive-design LouisianaTravel.com on a new Drupal 7 platform in the coming months (making for both a better user experience and improved ease of use), we’re also looking ahead at what’s next.

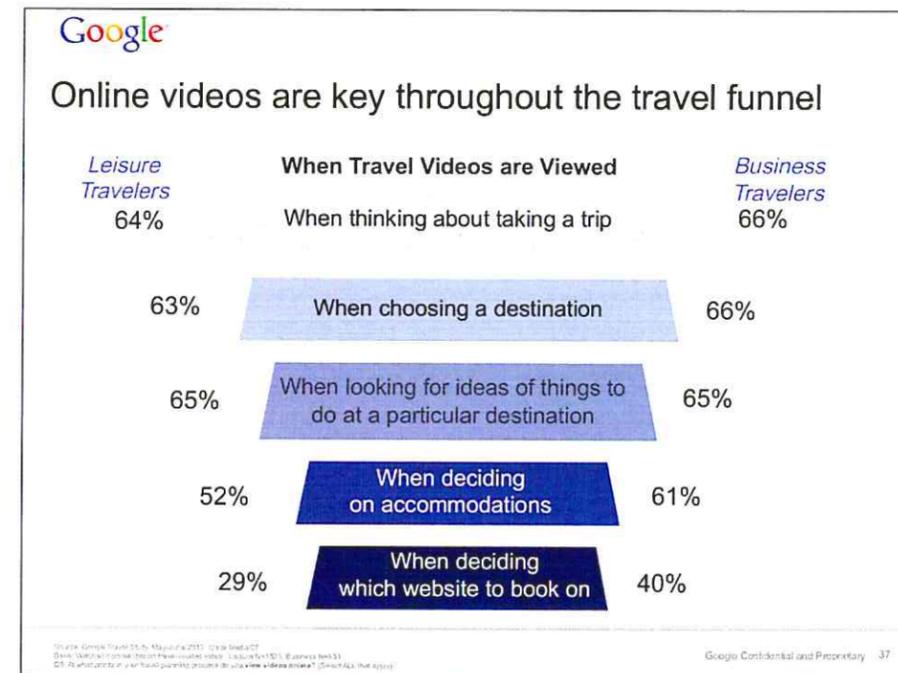
Miles will be able to maximize your budget dollars by spending a much greater proportion of the funds on innovative new programs specifically geared toward driving more traffic to the website, encouraging more consumer and industry engagement, building more connections through social media, creating more content and achieving your identified marketing goals. In the pages that follow, we present some big ideas for further enhancements to the Office of Tourism’s digital marketing efforts that we hope will excite you and inspire even more visitors to choose Louisiana.

#OnlyLouisiana Inspirational Marketing

#OnlyLouisiana Videos

Video is a rapidly growing media channel for travelers. In fact, Google reports that more than 64% of leisure travelers viewed travel videos when thinking about taking a trip and 63% watched videos when choosing a travel destination. (In fact, a custom research report that we commissioned on Louisiana travelers found that they engaged with online videos during their trip planning process even more than the average traveler. See page 49 for more details.)

To help capture this audience and provide the inspiration they’re seeking, we will create new #OnlyLouisiana videos showcasing the best of Louisiana and the passions it inspires.





Instagram Video

Louisiana has sights and sounds that can be found nowhere else, and we want to create an equally unique video that showcases these facets to their best advantage – straight from the experiences of real Louisiana visitors. We know that user-generated (or crowd-sourced) content directly engages and inspires other travelers while easily integrating with current content on the site and social media channels. We will develop a series of campaigns on Instagram that build on the success of the #OnlyLouisiana hashtag. We will mount permanent tripods at scenic vistas around the state, allowing visitors to take photos and “selfies.” Signage on the tripod will ask Louisiana fans to tag photos of Louisiana attributes specific to the destination, for example: #sunrise, #sunset, #music, #nightlife, #festivals, #cuisine, #seafood, #outdoors, #fishing and more. At the end of the campaign, we will edit the photos together to create a two-minute #OnlyLouisiana video that will feature a day in Louisiana from sunrise to sunset. And, since we know how important music is to telling Louisiana’s story, we’ll partner with a Louisiana musician to provide the video score.



#OnlyLouisiana Video Contest

Everybody wins with a #OnlyLouisiana video contest. The contest will give Louisiana Travel social media fans a chance to show off their favorite aspects of the state (and potentially win a cash prize). This type of video curation will help grow the Office of Tourism’s video assets by inspiring our social media communities to create user-generated #OnlyLouisiana videos featuring the Bayou State from their perspective. The contest will be in two parts, with the first featuring 15 Instagram videos, and the second phase featuring more professionally finished YouTube videos with a maximum length of two minutes. The contest will feature public voting on Facebook and cash prizes for first and second place in each division.

“How to” Videos

From crawfish season to the Bayou Country Superfest, social media fans have been spreading their love of Louisiana with the #OnlyLouisiana hashtag, employed across Louisiana Travel’s Twitter, Facebook, Instagram, YouTube and Pinterest social media channels. To further engage these fans and to attract potential visitors looking for inspirational video content, we will create a series of #OnlyLouisiana “How To” videos.

These short, fun, vibrant videos will highlight only-Louisiana topics like “How to Eat Crawfish” (grasp, twist, snap, suck the heads, peel the tails) and “What’s a Crawfish Boil?” to topics like the “Must-dos of Jazz Fest,” “Insider’s Guide to Mardi Gras” and “Speak Cajun Like a Local” – the video possibilities are limitless. We envision incorporating some of Louisiana’s pop culture icons into the series, from John Besh explaining how to make a roux to Willie Robinson showing how to blow a duck call.

By cross-promoting content, social media channels and engaging elements like video, we create stronger website traffic and increase user engagement and social buzz across all LouisianaTravel.com media channels.

MILES IN LOUISIANA

“Not long after Hurricane Katrina hit, I made my first visit to New Orleans and happily ate my way through every culinary hotspot I could find. I savored beignets and café au lait at Café du Monde, sunk my teeth into an original muffuletta sandwich from Central Grocery and sampled fried green tomatoes, Cajun gumbo, pralines, spicy shrimp remoulade and more. Everything tasted amazing, although I had no means of comparison. As we listened to streetside jazz outside the Café Du Monde, an elderly man sitting next to me swore his piping hot, powdered sugar-covered beignets tasted even better than before the storm. When I asked why, he replied, “Because we almost lost them.” As he took his last bite, I gave thanks that such a special place was spared for future generations to enjoy.”

—Steven Keith,
Senior Content Editor

Louisiana Locals Insider Blog

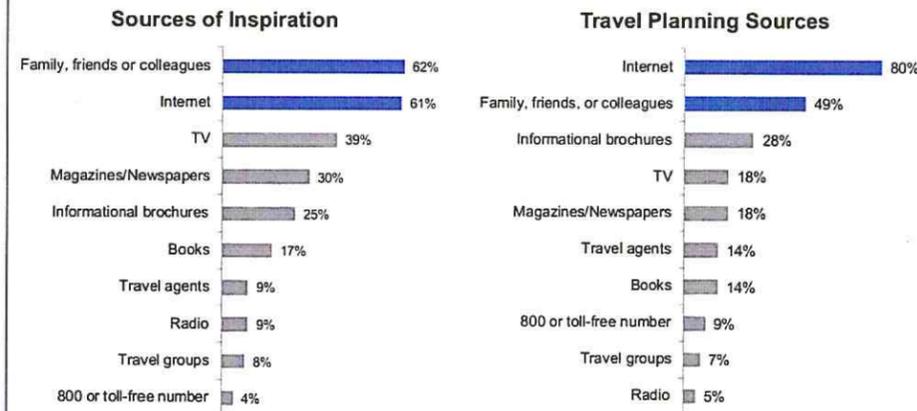
Welcome to the Louisiana Locals Insider blog! The latest Google research reveals a shift in travelers' Internet behavior: More than just a planning tool, the Internet is increasingly being used by travelers for *inspiration*. Key findings show that users turn to two main sources for travel inspiration: family, friends or colleagues (62%), and the Internet (61%).

The new Louisiana Locals Insider Blog will capitalize on this behavior by combining those two sources. We will use the insider knowledge of friendly, Louisiana regional experts who will blog about the unique flavors and cultures around the state. This easily accessible, engaging and specific regional content will inspire visitors by providing local, insider knowledge about events, restaurants, outdoor activities, culture, music, history and festivals.

The blog will be integrated into the current LouisianaTravel.com site, adding an avenue for additional content, SEO opportunities and improved user interaction by providing the local knowledge that visitors are looking for during the inspirational stages of vacation planning.



The internet is as essential for inspiring new travel as it is for planning travel



Source: Google Trends Study, March-June 2013. Base: Male/Female. Base: Personal Quota. Google Confidential and Proprietary. 11

Louisiana Road Trip App

In an effort to measure intent within our social networks, we will create a Louisiana Road Trip app for the Louisiana Travel Facebook page. Visitors can enter their travel date range, the farthest distance they're willing to travel and specific interests, and the app will serve up exciting trip ideas including potential cities to visit and festivals and events taking place during their chosen dates. For example, a visitor searching for the second week of October and "culinary" as in interest would be served content for the Louisiana Seafood Festival, Chackbay Gumbo Festival and International Gumbo Cookoff in New Iberia. The app will also highlight Hot Deals in the suggested destinations.

Celebrity Sweepstakes

Following the rising star of Louisiana's pop culture, we will work with DMO partners around the state to host quarterly Facebook promotions capitalizing on the popularity of Louisiana's television and film industry. We propose working with local DMOs to create unique experiences based on television shows, such as a celebrity chef experience at La Petite Grocery with Chef Justin Devillier of Bravo's *Top Chef* or a duck hunting trip with the Robertsons of A&E's *Duck Dynasty*. All sweepstakes will be supported with marketing campaigns in social media networks.

LOUISIANATRAVEL.COM GETS (MORE) PERSONAL

In order to ensure that these new ideas are successful, we will constantly evaluate the user experience within the LouisianaTravel.com website and microsites.

The ongoing responsive design and upgrade to Drupal 7 initiatives will ensure the best user experience across all devices. These will also provide new and updated inspirational content to LouisianaTravel.com while meeting SEO best practices and ensuring optimized content.

Content will continue to be fed to users through a tag-based content structure that allows us to aggregate content based on the visitors' interests. This highly personalized user experience continues via Get Smart Content, allowing us to instantly inspire visitors on the homepage of LouisianaTravel.com and throughout their site experience.

Personalized Content

With the overwhelming amount of information on the Internet, it's especially important for content to be personalized and to resonate with each visitor at a specific point in his or her planning process. We can achieve this by expanding on the recommendation functionality the site already offers.

First-time visitors to LouisianaTravel.com enter the site as strangers — we don't yet know if they're planning their first trip to Louisiana or have visited several times — but new technology allows us to gain information about users as they explore the site so we can ensure they leave as friends.

New users will be served popular #OnlyLouisiana videos and trip ideas to inspire them to start thinking of Louisiana experiences for their trip. As the visitor explores LouisianaTravel.com, we learn what interests them by tracking which landing pages, articles, videos and listings they view or save. Our recommendations section will automatically update to suggest more relevant content and areas/cities that offer the experiences that resonate with this visitor's specific interests.

For example, perhaps our visitor viewed the Tours landing page and read an article on plantations. Our recommendations section will start to show videos, articles and listings on plantations, culture, history and historic districts and sites. In addition, it would suggest areas/cities like Baton Rouge Area, Natchitoches and the Greater River Road Area.

Continuing to track our visitor's interaction with the site, we might discover that most of the content they're viewing is tagged for the Baton Rouge area. At this point we will no longer suggest area or city landing pages; instead, the site will automatically start offering culinary, event and places to stay information in the Baton Rouge area. This content will be served along with related inspirational videos and trip ideas. In addition, we'll introduce the Baton Rouge-area Louisiana Locals Insider blogger and encourage our visitor to ask them questions.

Pick Your Passion: Louisiana Trip Planner

A trip is rarely planned during one session in front of a computer. In order to keep visitors motivated to return to their trip planning, we want to incorporate a planning tool within the site.

The new planning tool will allow visitors to create mini-itineraries, must-see lists, top lodging picks and more as they browse the information on LouisianaTravel.com. To make it extremely easy and to improve the chance of users taking advantage of this tool, we will allow visitors to save their trip information for up to 40 days without creating a log in. To hold the information longer, a visitor will then be required to create a user account. Incorporating Facebook or Google+ logins as additional login options will make the process seamless.

The Louisiana Trip Planner accounts can be accessed before, during and after their trip. And with the new responsive website design, visitors can easily continue planning and saving their trip on multiple devices in different locations.

Mobile-Specific Recommendations

Mobile traffic is expected to soon surpass desktop traffic, making mobile users one of the most important audiences for LouisianaTravel.com. In contrast to the desktop experience, we can utilize a visitor's geo location data on mobile to adjust their personalized recommendations accordingly.

For example, if a visitor outside the state of Louisiana accesses the website via a mobile device, we can infer that the user is still in the planning stages and would likely be interested in mobile apps and guides that could aid in their planning. The site would then recommend inspirational content, encourage them to save their trip information and suggest mobile apps that can help guide their planning.

Recommendations for an in-market user will focus on proximity and helping the visitor get around by promoting in-market content and apps such as Culinary Trails. Upon accessing the site via a mobile device, visitors will be given the chance to access their trip itinerary or find nearby places.

If a user selects My Louisiana Trip Planner and logs in, they will then have access to the information they have saved including a map view of their points of interest. In addition, the site will recommend similar nearby experiences to the attractions the visitor has already saved. This map will also offer the ability for a visitor to access directions to any of these locations, and the Find Nearby Places button will take the visitor to a map showing attractions within a predetermined number of miles near the visitor. A visitor can get directions to a selected location, save it to the trip planner or change categories, depending on their preferences.

ONGOING MARKETING EFFORTS

Drupal 7 Platform and Responsive Design

LouisianaTravel.com is currently undergoing an upgrade to the Drupal 7 platform along with a new responsive design structure and site navigation to make priority-positioned inspirational content first and foremost, with secondary planning aspects of the site such as listings and map navigation still easily accessible to the user. Visitors to the site will be able to seamlessly navigate all areas of the website regardless of the type of device they're using, ensuring the best possible user experience across all platforms.

The Drupal 7 upgrade has also presented a chance for us to thoroughly assess all content within the website to improve search engine optimization, quality and a consistent brand voice. Content maintenance offers continual opportunities for site optimization, resulting in increased traffic and higher performing search results. In addition to the ideas above, we will continue the following initiatives:

Keyword research and SEO optimization. We will continue to target and proactively take advantage of specific opportunities in content generation and optimization that will grow organic search traffic with the following tools:

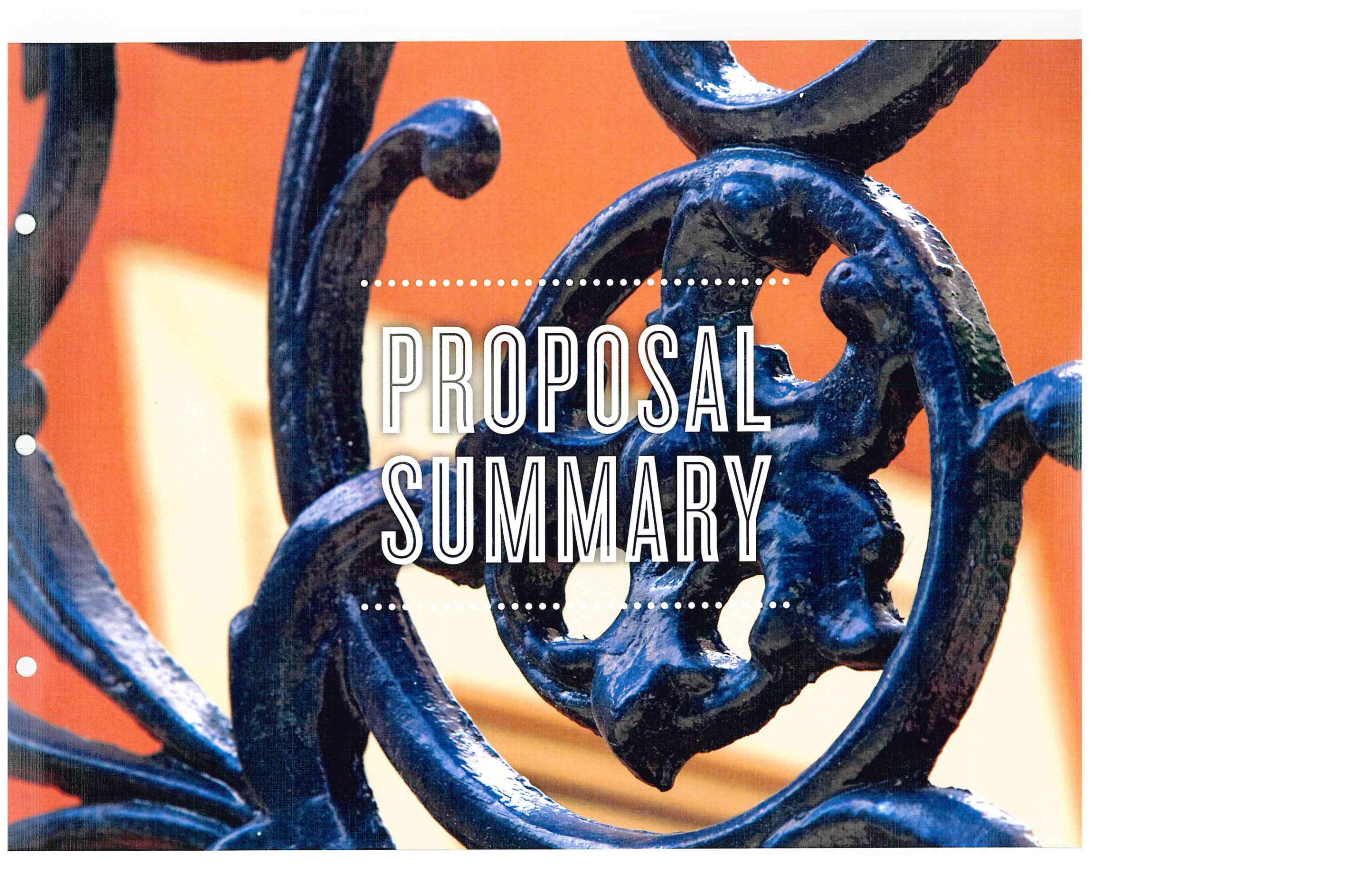
BrightEdge. Continue the use of this state-of-the-art SEO solution. BrightEdge aids us in targeting SEO opportunities within existing content pieces while discovering new SEO opportunities through new content ideas and optimization of meta information.

Get Smart Content. Miles pioneered the use of this technology for destination clients. We will continue to monitor, implement and refine the use of Get Smart Content within LouisianaTravel.com to provide a highly personalized user experience based on their location, interests, previous site exploration behaviors and more.



Our current website initiatives have allowed for a total re-assessment of content that currently lives within the site. By continually assessing, improving and generating new content, LouisianaTravel.com will never be a static site. Instead, it will appeal to users with exciting, experiential and informative articles, fun videos and engaging imagery that will ultimately intrigue and inspire visitors to choose Louisiana.

Together, Miles and the Office of Tourism have built a strong digital foundation. We know there are hundreds of reasons travelers choose Louisiana — members of your Miles team share their favorite Louisiana-inspired passions in the Personnel section starting on page 33 — and we hope that we've given the Office of Tourism an equal number of reasons to once again choose Miles as your digital marketing partner.



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PROPOSAL SUMMARY

.....



“ My best memory is duck hunting in north Louisiana. Sitting still in the duck blind, waiting for the sun to come up, watching a duck land softly on the glass-like water then hearing the blast of a shotgun rip through the quiet morning... of course, I missed the duck.”

—Jay Salyers,
Senior Vice President,
Western Division

PROPOSAL SUMMARY

Proposer's Name:

Miles Media Group, LLLP

Chief Executive Officer:

Roger W. Miles

Account Manager:

Vito Zuppardo

**Chief Information Officer
or Information Technology Director:**

David Derr

**Official representative of the proposer to whom any further
or additional correspondence with regard to this RFP may be directed:**

Vito Zuppardo

Address:

Miles Media Group, LLLP
1165 South Foster Drive
Baton Rouge, LA 70806

E-mail address and website:

Vito.Zuppardo@MilesPartnership.com/www.MilesPartnership.com

Phone number:

504-256-6395

Fax number:

941-907-0300

Tax I.D. number:

02-0761406

REQUIREMENTS FOR PROPOSAL CONSIDERATION

- ▶ **The proposer must be able to physically attend meetings in Baton Rouge within 24 hours' notice.**

Miles maintains an office in Baton Rouge and will be able to physically attend meetings within 24 hours' notice, as needed. Vito Zuppardo and Theresa Overby both live in the Baton Rouge metro area and place a high priority on face-to-face interaction and personalized customer service. Vito and Theresa are in regular contact with the Office of Tourism team and Louisiana tourism industry partners, so access to our team will not be an issue.

- ▶ **The proposer must certify that it is a business that has been in operation for at least two years.**

Miles has focused solely on destination publishing for 59 years. Today, we work with 65 destinations, including 15 official state tourism offices, with annual sales exceeding all other destination publishers.

- ▶ **The proposer shall provide a written statement in which it certifies that it is an equal opportunity employer, that it does not discriminate in its employment practices or delivery of services, and that it will make every effort, when economically feasible, to subcontract with Veteran and Hudson Initiative small businesses (<https://smallbiz.louisianaforward.com/index2.asp>), or socially or economically disadvantaged persons and businesses.**

Miles' official Equal Employment Opportunity statement:

"Miles provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. Miles complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Miles expressly prohibits any form of unlawful employee harassment based on race, color, religion, gender, sexual orientation, national origin, age, disability, or veteran status. Improper interference with the ability of Miles' employees to perform their expected job duties is absolutely not tolerated."

While we have only a small number of subcontractors, we award such business without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, amnesty, or status as a covered veteran. We will make every effort to subcontract with socially or economically disadvantaged persons and businesses, and small businesses.

- ▶ **If a proposer seeks to collaborate with other business entities or individuals in a proposal, the proposer must submit the written agreements that describe that collaboration, including the nature of the relationship (e.g., contractor/sub-contractor, partnership, joint venture) and an explanation of the division of duties, billing and payment arrangements, lines of communication, information technology, hosted services and account management. The State will require the appointment of a single point of contact for any such collaboration.**

We are a full-service web publishing company that provides 99% of services included in this proposal through our own staff. Our sole subcontractor for this scope of work is Rackspace Managed Hosting, which provides a hosting environment for our websites with the highest security and reliability available. We have one point of contact at Rackspace, Steven Smothers, our account manager who handles all customer service, billing, etc., directly with our Account Manager, Vito Zuppardo.

Determination of Responsibility

Miles understands that, before entering into a contract, the State will be required to certify that it has determined the selected contractor to be responsible, according to the following factors as they relate to the purpose and scope of the RFP:

- ▶ **Has adequate financial resources for performance, or has the ability to obtain such resources as required during performance.**

With an expected \$42 million in annual revenue for the Fiscal Year 2013, Miles has adequate financial resources to fulfill the contract if we're awarded the project.

- ▶ **Has the necessary experience, organization, technical qualifications, skills, and facilities, or has the ability to obtain them (including probable subcontractor arrangements and access to the identified data sources, if applicable).**

Miles works with 65 destinations, including 15 state tourism offices, providing customized, integrated electronic and print marketing solutions, with annual revenue exceeding all other destination publishers. The only subcontractor Miles would utilize for this project is Rackspace Managed Hosting, with whom we have a longstanding arrangement.

Please refer to our "Miles by the Numbers" sidebar (at right) for more details on our experience and qualifications.

- ▶ **Is able to comply with the proposed or required time of delivery or performance schedule.**

Miles has a proven history of delivering print and electronic products on time and on budget. We develop detailed schedules and meet or exceed our clients' expectations when it comes to product quality and deadlines.

- ▶ **Has a satisfactory record of integrity, judgment, and performance.**

We believe that your past experience with our team will identify us as a company of integrity, judgment and performance. In addition, we welcome you to contact any of our other clients to learn more about their experience working with Miles.

- ▶ **Is otherwise qualified and eligible to receive an award under applicable laws and regulations.**

Miles is qualified and eligible to be awarded this contract.

MILES BY THE NUMBERS

100%
destination
marketing

150+
million
page views annually

59 years
in tourism
publishing

30
mobile solutions

65
destinations

33
email marketing
programs
for destinations

16 years
of web publishing
experience

60
million
email messages
annually

12 years
of email marketing
experience

70
print guides
produced
each year

45
destination
websites

MILES IN LOUISIANA

“ Years ago, I flew with friends from Dallas to New Orleans in a four-seater plane for a weekend in the Vieux Carre. We came in low over Lake Pontchartrain and took a cab to a tiny hole in the wall the driver recommended, where we ate amazing oyster po' boys. I loved all the jazz spilling out into the streets as we walked the entire old city.”

—Sara Dickerson, Website Content Administrator



“ What struck me most about Louisiana was the warmth and friendliness of its people. They were all very welcoming and eager to share the area's culture with me. It made for a very memorable trip.”

—Rachel Ward,
Content Manager



CREATIVITY &
EFFECTIVENESS

CREATIVITY & EFFECTIVENESS

“ Last year, we were filming a video about boudin that took us to The Sausage Link in Sulphur. We hit it off with the owner, Kevin Downs, who invited us to a crawfish boil at his home later that evening (when a Cajun asks you over for a crawfish boil, you say YES). As we sat around with Kevin’s family and friends, it felt as if we had known each other for decades. To me, this experience exemplifies the kind of warm hospitality that makes Louisiana such a wonderful destination to explore!”

—Emilie DeLong,
Video & Print Production Manager

COMPONENT 3

INTERNET/SOCIAL/ DIGITAL MARKETING

CREATIVITY & EFFECTIVENESS

Our best case study for this proposal is LouisianaTravel.com. However, you know your site as well as we do. Instead of talking about what we've done for Louisiana, we'd like to share some other examples of websites with supportive internet/social/digital marketing programs that we've produced for other clients within the last five years.

Case Study #1: www.CapitalRegionUSA.org

Background & Objectives

Capital Region USA (CRUSA) is one of Miles' most robust and complex clients. As the regional destination marketing organization promoting Washington, DC, Maryland and Virginia internationally, CRUSA is a partnership involving Destination DC, the Virginia Tourism Corporation, the Maryland Office of Tourism Development and the Metropolitan Washington Airports Authority. CRUSA targets leisure travelers in eight markets — the UK, Germany, France, Brazil, Mexico, Korea, Japan and China — so all products are fully translated.

In previous years, CRUSA had separate vendors for its print and online marketing efforts, hindering product and sales integration. But in 2011, CRUSA selected Miles as its integrated services vendor, paving the way for an innovative marketing program where web, SEM, email and print were all in sync and performing successfully. Beyond product performance, the CRUSA integrated program is noted for its strong sales and industry engagement.

CRUSA's core goal is to encourage more overseas travelers to stay longer and spend more money in the region. Prior to contracting with Miles, CRUSA felt that its marketing efforts were falling behind and in need of new strategies and innovation to better reach its target audiences.

In support of this goal, the Miles team's main objectives were two-fold:

- ▶ Develop a results-driven integrated program to deliver CRUSA's message to the target audiences in the most compelling, cost-effective way possible
- ▶ Create new strategic marketing opportunities to foster industry buy-in and support

Research & Methodology

The Miles team began this process by visiting the region several times, consulting related research from Scott Johnson of Travel Market Insights (CRUSA's research vendor) and the U.S. Department of Commerce Survey of International Air Travelers, and soliciting industry feedback from partner CVBs and CRUSA's in-country reps.

With an immense scope of work before us (including a fully translated 8-language website) and a limited budget, we divided our work into two stages, to take place over roughly three years.

Stage 1:

- ▶ Develop the CRUSA brand and apply it across the board to unify the entire suite of products
- ▶ Create a full roster of cooperative marketing opportunities and packages, driven by powerful exposure/reach, results and advertising value
- ▶ Optimize CRUSA's owned assets:
 - Refresh the website with targeted enhancements to generate immediate results (optimizing navigational pathways, updating functionality and adding social share features on key pages)
 - Redesign the e-newsletter to create more interest and advertising/sponsorship opportunities
 - Reimagine the print travel guide with a new format, new brand and all-new content

Stage 2

- ▶ Redesign and rebuild the website using Drupal as the content management system in order to leverage Drupal's considerable support for internationalization
- ▶ Expand integrated sales offerings to include Brand USA
- ▶ Develop a tailored program for hoteliers, maintaining pricing but increasing reach through greater onsite performance
- ▶ Design a performance-driven SEM program to target English-, German- and Portuguese-speaking travelers
- ▶ Create professionally translated content for all products; plan for this content to be reviewed by CRUSA's in-market representatives for authenticity and accuracy

Resulting Creative Concept

Miles' first order of business was undertaking a brand development initiative to capture the essence of the destination through visual elements, which could then be adapted for the various programs. To reflect CRUSA's energy, diversity and rich history, we combined colors, fonts and graphical components to communicate these brand attributes while working toward the following program goals:

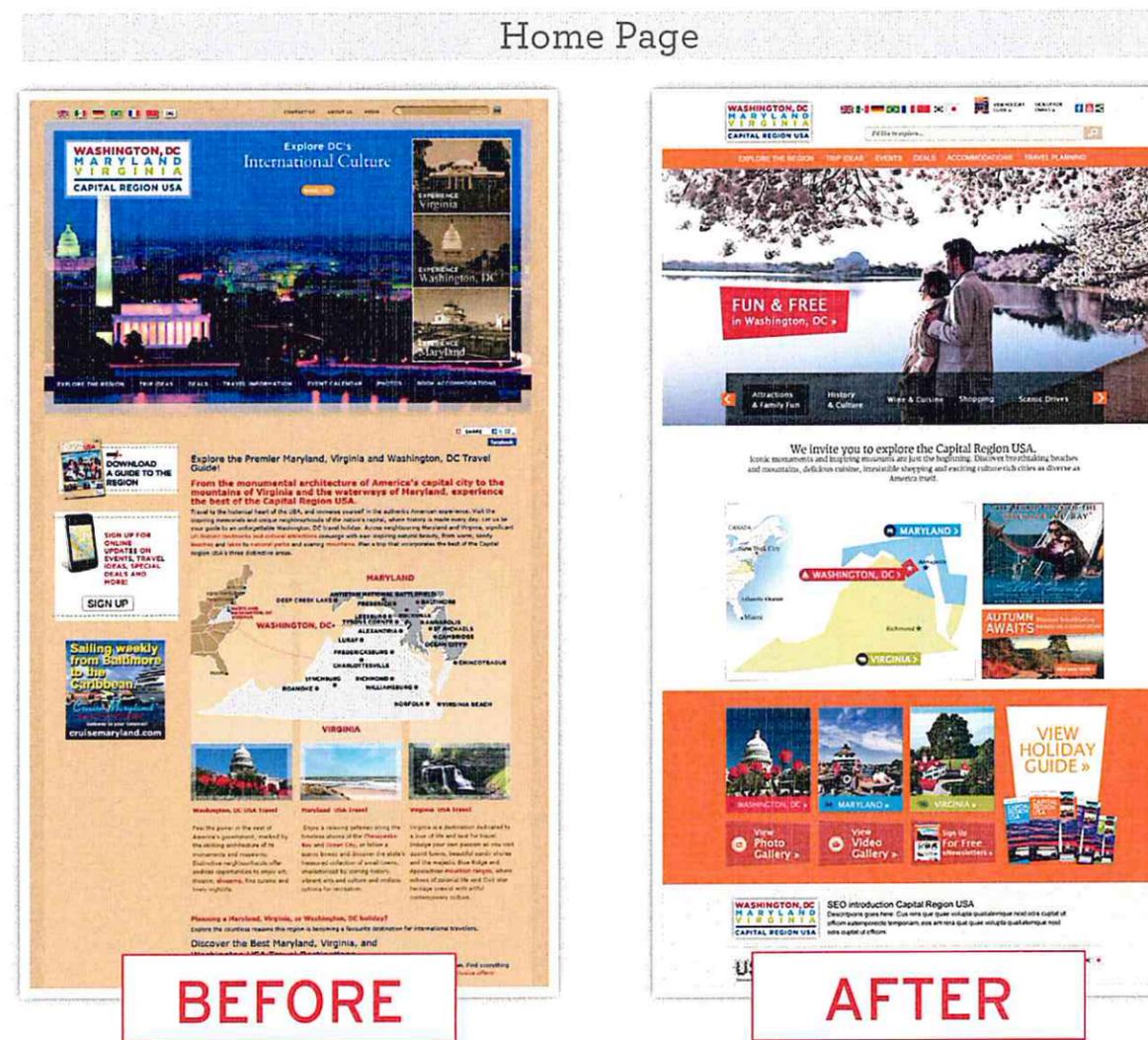
- ▶ Representing the CRUSA regions (DC, Maryland and Virginia) individually by illuminating a unique element from each, while emphasizing the cohesive CRUSA brand
- ▶ Connecting the city/urban segment with nature/outdoors as well as with history/culture
- ▶ Appealing aesthetically to the international audience with clean spaces, sharp angles and modern fonts

We infused our branding efforts into every facet of CRUSA's marketing program.

WEBSITE

For the full rebuild of CRUSA's 8-language website, CapitalRegionUSA.org, we executed a number of steps designed to increase site activity and engagement metrics. These included creating a strong content and marketing plan to guide site changes; transitioning to a dynamic, flexible, tag-based platform using Drupal, which would make the site's body of content easily organized and highly accessible for users; and reworking the site architecture and navigation to facilitate easy exploration. We redesigned the site to be brand-aligned and rich with

immersive photography — large-format slideshows were built into the homepage, landing pages and article pages. Content-rich landing pages were organized by location as well as interest, and new content across all languages including photo tours and interactive maps. New functionality features advanced mapping options and expanded social media integration, with prominent calls to action throughout the site to boost email sign-ups, guide orders and other signals of intent to travel. SEO enhancements help drive organic traffic to the site.



Case Study #1 continued

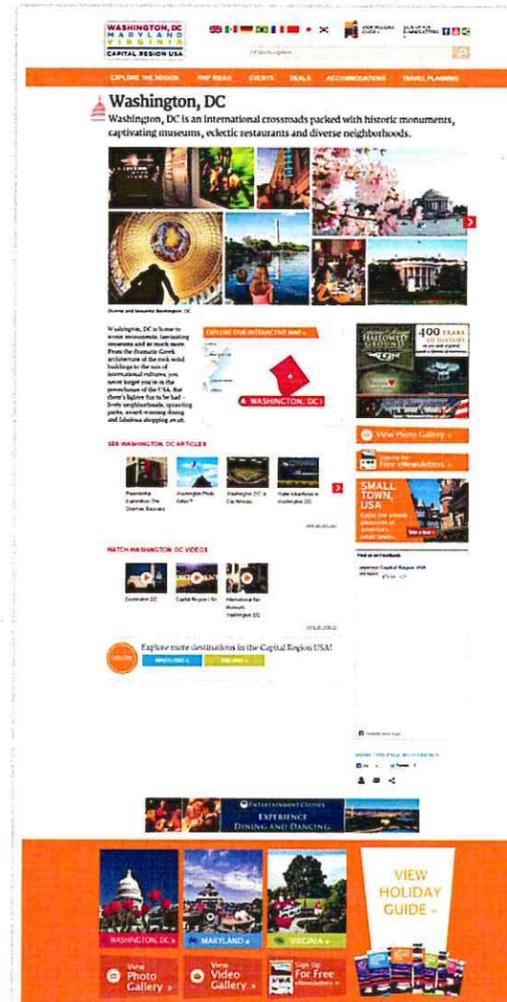
Technology was a key factor in addressing the complex goals of this project. Features of the new website built on Drupal's modular framework included:

- Associating the translations of each piece of content, so that users and administrators could jump directly to a translation from any page
- Sharing language-neutral content like photography across multiple languages automatically

Landing Page



BEFORE



AFTER

- Translation programmed directly into site templates, for inline replacement of each phrase, to simplify the code base
- A translated tagging structure allowing menus of content optimized by topic, location and language
- SEO, SEM and analytics segmentation by language for more precise marketing efforts

SEM PROGRAM

To increase click-through rates and lower Capital Region USA's cost-per-click, the Miles team designed SEM landing pages in multiple languages focused around each market's key interests, from shopping to general travel tips. We worked with translators to professionally translate and localize all SEM ad copy.



Case Study #1 continued

E-NEWSLETTER PROGRAM

To increase open and click-through rates, drive more traffic to the CRUSA website and boost the number of email subscribers, the Miles team published a robust, themed e-newsletter six times each year in five languages: English, French, German, Portuguese and Spanish. We created a visually appealing design emphasizing bold color and photography, and developed content sponsorship opportunities to support partners' marketing goals and create compelling content for the CRUSA e-newsletters (sponsored content is also a major content generator for CapitalRegionUSA.org). Tiered advertising opportunities range from standard text ads to photo-rich premium ad banner space.



TRAVEL GUIDES

To create a series of "best of class" print guides that would better engage users, the Miles team rebranded the print guides to create synergy with CRUSA's digital products and designed highly visual, engaging spreads highlighting photography and fun-to-read content, such as blurb-style stories and lists. In addition, we created fully translated content, professionally localized by a translation vendor and reviewed by CRUSA's international reps to ensure authenticity and accuracy.



Results

Year-over-year onsite performance stats are strong — below is a sampling of our results thus far. (Note: Results are based on Stage 1 of our overall strategy; results from Stage 2 will be ready in 2014.)

CapitalRegionUSA.org

- 70% increase in visitation
- 77% increase in unique monthly visitors
- 116% increase in time on site (up to 5:02 per visit)
- 31% increase in page views
- 129% increase in guide downloads
- 85% increase in deals clicks
- 24% increase in e-newsletter sign-ups
- 13% decrease in bounce rate

SEM Program

- Since its inception in October 2012 and through April 2013, the SEM program has seen a click-through rate of .15%, with an average cost-per-click of \$.74. For the same timeframe the previous year, the click-through rate was .07% and the average cost-per-click was \$1.03.

E-newsletter Program

- 38% increase in email open rate
- 80% increase in email click-throughs
- Referrals to CRUSA partners through the email program resulted in a 49% increase in clicks
- The e-newsletter won a Silver ADDY award in 2013

Travel Guides

- Miles committed to an aggressive revenue goal of \$170,000. In the end, the high quality of the product enabled us to exceed our revenue goal by 15.6%.

How Success Was Measured

Metrics supporting our results are web analytics detailing cost-per-conversion based on cost-per-click, click-throughs, bounce rate, conversion rate and overall engagement rate for paid traffic.

After infusing our branding efforts into every facet of CRUSA's marketing program, every product we developed around the new branding realized results. As examples, we saw higher open rates for messages deployed as part of the client's email marketing campaigns and increased sales in the print guide.

We tracked guidebook downloads and email sign-ups as conversion events on the website, specific "signals of intent to travel," and from the impressive increases in both those metrics outlined above we can infer we are not only increasing user engagement but driving more international visitors to choose the Capital Region for their next vacation.

We also set out to increase performance of the client's budget by developing a more focused media plan that provided industry partners with the ability to leverage CRUSA's search engine marketing efforts. By testing and improving landing pages and refining keyword buys and geographic areas where we were buying, Miles significantly reduced CRUSA's cost-per-click and cost-per-conversion — demonstrating how we apply smart management and powerful creative to deliver more to our clients for less.

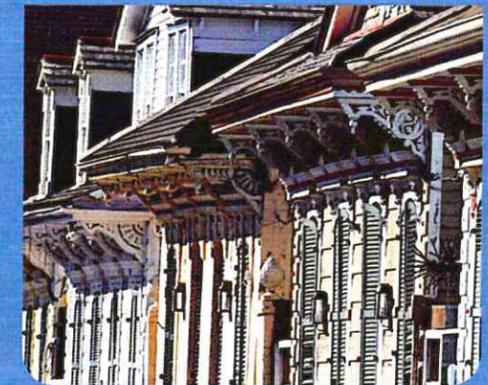
The program has seen a tremendous increase in industry engagement, and Miles has helped generate great results for those participating partners since we took over the program:

- 210% increase in partner referrals
- 49% increase in clicks to partners from email
- 73% increase in partner participation

MILES IN LOUISIANA

“I've always loved the historical vibe and eclectic energy of New Orleans, whether it's the French Quarter, the Garden District or even the Central Business District. I remember watching a wedding party march to their reception to the tunes of brass musicians, discovering jazz musician Jamil Sharif playing in a French Quarter bar (I still have his CD) and enjoying Tower of Power play at the House of Blues.”

—Roselle Cronan, Editor



Case Study #2: www.Colorado.com

Background & Objectives

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

Based on the challenges outlined above, our primary objective was to build a completely new site that would be personalized for each user. This required us to focus on more robust content, interactive features, social media and planning tools. And all of these enhancements also needed to be organized in a logical site structure, with more intuitive navigation paths that would lead visitors to visit the CTO's tourism partners' websites. By accomplishing all of the above, we hoped to increase referrals by 15% and lower our bounce rate by 10%.

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

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

Miles also handles the production and distribution of the CTO's monthly consumer newsletter program. Performance had previously been less than stellar, with open rates at 7.28% for in-state deployments and 1.46% for out-of-state deployments. We were tasked by the CTO to find new ways



to increase engagement with both audiences, with the goal of increasing click-through rates to Colorado.com by 5% for both newsletter audiences.

Research and Methodology

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

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

In building the new site, we:

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

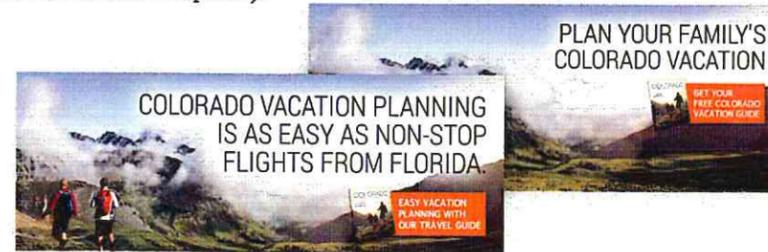
Once we started building the new website, we stayed in constant communication with the industry. With the CTO taking the lead, we made sure that the industry understood which decisions were being made and why.

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

Resulting Creative Concept

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

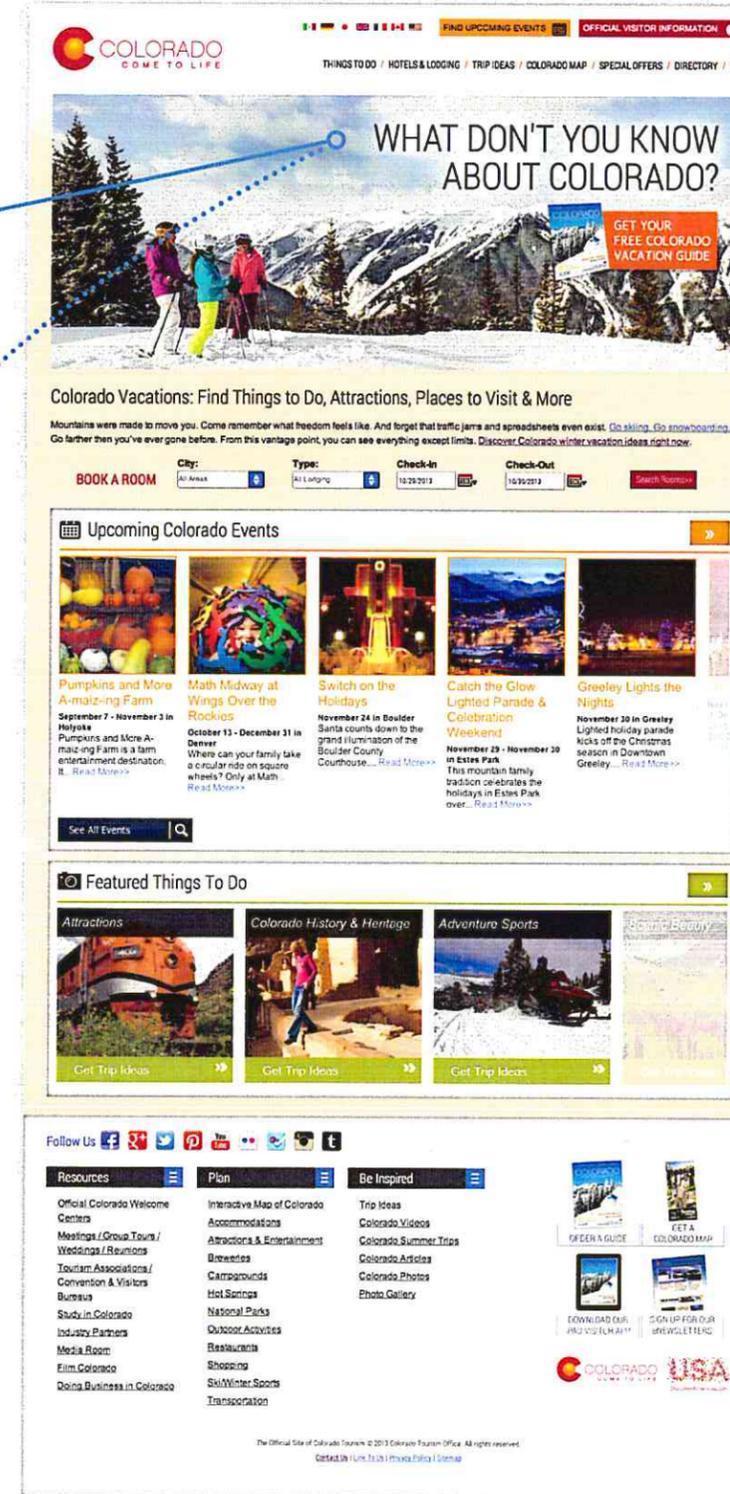
We incorporated Get Smart Content into the homepage in a number of ways, including targeting messages to locals ("What don't you know about your home state? Find out by ordering the vacation guide"), specific DMOs ("There are direct flights from Miami to Colorado every day. Plan your trip to Colorado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



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

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

Desktop



Tablet



Mobile



Case Study #2 continued

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

Results

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

- ▶ Referrals to partner websites increased a staggering 44%, eclipsing our goal of 15%.
- ▶ The website's overall bounce rate dropped 21.32%, more than double our goal of 10%. The largest drops in bounce rate are from mobile and tablet users (30.35% and 23.06% respectively).
- ▶ Page load times decreased by 30%.
- ▶ Mobile visits to the website increased 216% and tablet visits to the website increased 191%.
- ▶ Mobile and tablet users now make up more than 38% of overall traffic, up from 25% the year prior.
- ▶ Newsletter click-through rates to Colorado.com exceeded the 5% goal, averaging a 15.66% higher click-through rate for in-state subscribers and 7.19% higher for out-of-state.

How Success Was Measured

We use Google Analytics to measure the site's metrics in terms of click-throughs, bounce rate, conversion rate and overall engagement.

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

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

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

Case Study #3: www.SonomaCounty.com

The Sonoma County Tourism (SCT) team felt trapped by their outdated website, which suffered from a higher-than-average bounce rate, a lack of dynamic content, underperforming SEO, a blog that was disconnected from the rest of their online presence, and a total lack of mobile user engagement. In order to remain competitive with other destinations around Northern California, they wanted to undertake a comprehensive website redesign — and they wanted the new site to be responsive.

In fall 2012, a content and development team from Miles traveled to Sonoma County to meet with their tourism team, discuss site needs and witness the unveiling of their new destination branding, which would play a crucial role in the aesthetics of the site. Following those meetings, the team from Miles developed the following strategy for their new site:

- ▶ A content-centric, mobile-first, responsive design website built on the Drupal platform.

- ▶ A site design and palette based on a new logo and brand guidelines that the destination unveiled at the beginning of the process.
- ▶ A user-friendly CMS that housed editing and admin tools in one location to ensure that SCT staff could simply and easily create and edit content, manage bloggers and perform routine site maintenance.

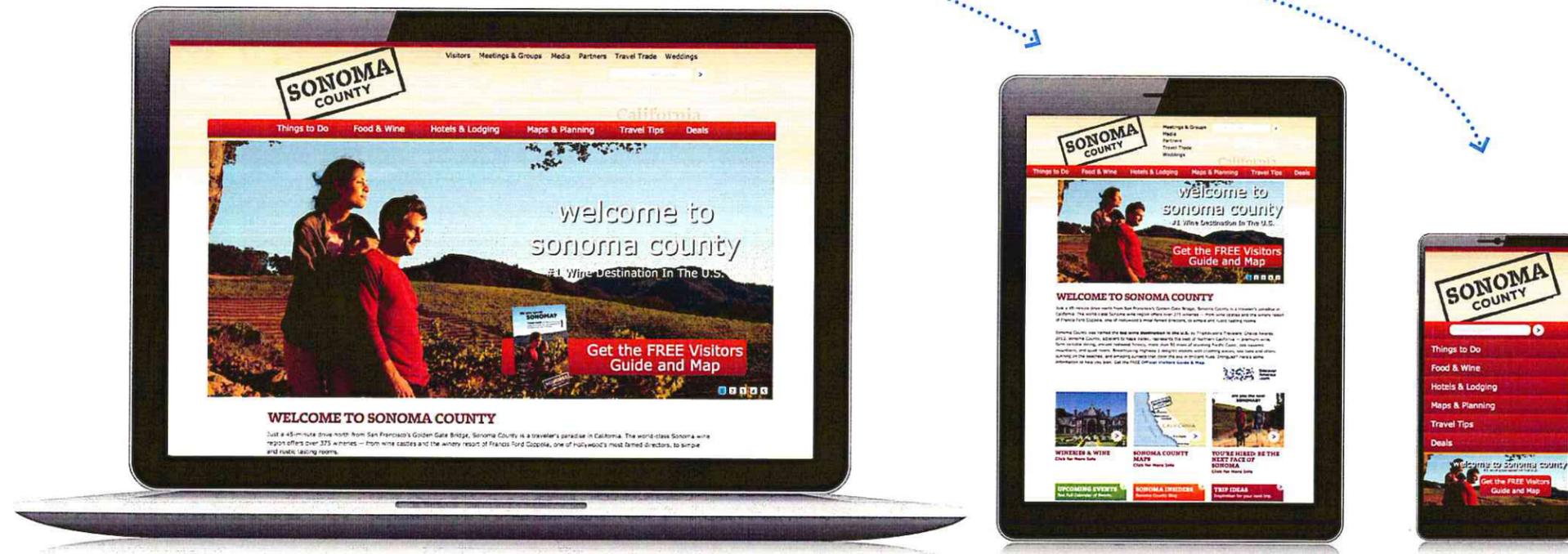
The new responsive-design SonomaCounty.com showcases the spirit of the destination with large, vivid photography featured prominently throughout every page, and it captures the voices of local Sonoma Insiders who offer personal advice through blogs and articles on how visitors can experience the wine county lifestyle. The design and content mirror the accessibility and diversity of Sonoma County.

Results

Completed on schedule, the new SonomaCounty.com site almost immediately surpassed all the metrics for success. Since its launch in February 2013:

- ▶ Visits are up 99% year over year, and unique visitors are up 94%.
- ▶ Page views are up 82% year over year.
- ▶ Average visit duration is up 39% year over year.
- ▶ Traffic continues to climb since January 2013, breaking previous monthly trends. Year-to-date traffic is up 50% compared to YTD 2012. There are increases in traffic and engagement, as well as a decrease in overall bounce rate YTD at 12%.

In 2013, SonomaCounty.com received a Gold Magellan Award from *Travel Weekly* and Web Marketing Association WebAward for Outstanding Website.



Case Study #4: www.Washington.org

Washington.org is Miles' first responsive destination website – a website that's as flexible as the destination's large, diverse audience. At Miles, we believe that technology should serve the user, and as a large urban destination, Washington, D.C., had advanced technology needs. For example, the meetings sales staff used iPads frequently during walkthroughs and sales meetings, and they needed a fast website that could sell the destination on that device.

In addition, we evaluated the traffic and usage of mobile and tablet devices on the client's current website. While Destination DC didn't have a mobile website, the desktop site received 10% of its overall traffic from mobile devices in 2011. We also looked to national travel and the client's market research and again saw the opportunity to provide robust content to website visitors in the dreaming and pre-booking research phase of the trip-planning cycle.

Content is the star of the new Washington.org. Miles worked with Destination DC to create exciting content templates including:

- ▶ **Focus On:** This map-centric content includes lists of related places, such as "Museums on the National Mall."
- ▶ **Guide To:** Inspired by print, the "Guide To" is an online magazine of bite-size, practical information.
- ▶ **Itinerary:** The previous website hosted numerous itineraries that were too long and cumbersome for web viewing. The new template uses Javascript, which allows visitors to cycle easily through the itinerary days.
- ▶ **Photo Tour:** Visitors want to see this great city. The new Photo Tour content unit provides an easy walk-through of Washington, D.C.'s sights.

Washington.org also features an all-new custom trip planner: The DC Wishbook is a scrapbook-inspired online feature where users save and share information found on the client's website. More importantly, the [DC Wishbook](#) allows visitors to sign in using Facebook, a capability that allows a user's information to instantly display on multiple devices – and provide Destination DC with additional audience information.

Results

In its first six months after launch, **traffic to Washington.org from tablets increased 120% and traffic from mobile devices increased 41%**. In 2013, Washington.org received an Internet Advertising Competition (IAC) Award for Outstanding Travel Website and a Travel Standard of Excellence WebAward from the Web Marketing Association.



Case Study #5: www.ComeTourGeorgia.com

Miles is the interactive agency of record for the Georgia Department of Economic Development (GDEcD), which includes the offices of Tourism, Global Commerce and Film, Music and Digital Entertainment. As part of the strategic plan for 2013, the GDEcD needed assistance in defining ROI for film tourism in Georgia and looked to Miles to help them develop a new film and music microsite that would drive tourism to Georgia by showcasing film locations and music venues across the state.

The project started with research. Content on film and music was the most popular content on Georgia's commerce website, Georgia.org, despite the site being tailored for media production and industry incentives. There was an opportunity to transform these information-browsing consumers into Georgia travelers — we just had to identify this audience's specific needs.

ComeTourGeorgia.com's consumer focus was built around these core goals: engage with a fresh user experience; deliver relevancy with location-based and previously viewed content; inspire visitors from dreaming to planning; offer intuitive navigation and easy search; and last, be unexpected and surprise users with fun and interactive units. **The result is a vibrant, exciting site that's youthful and a leader in the industry.**

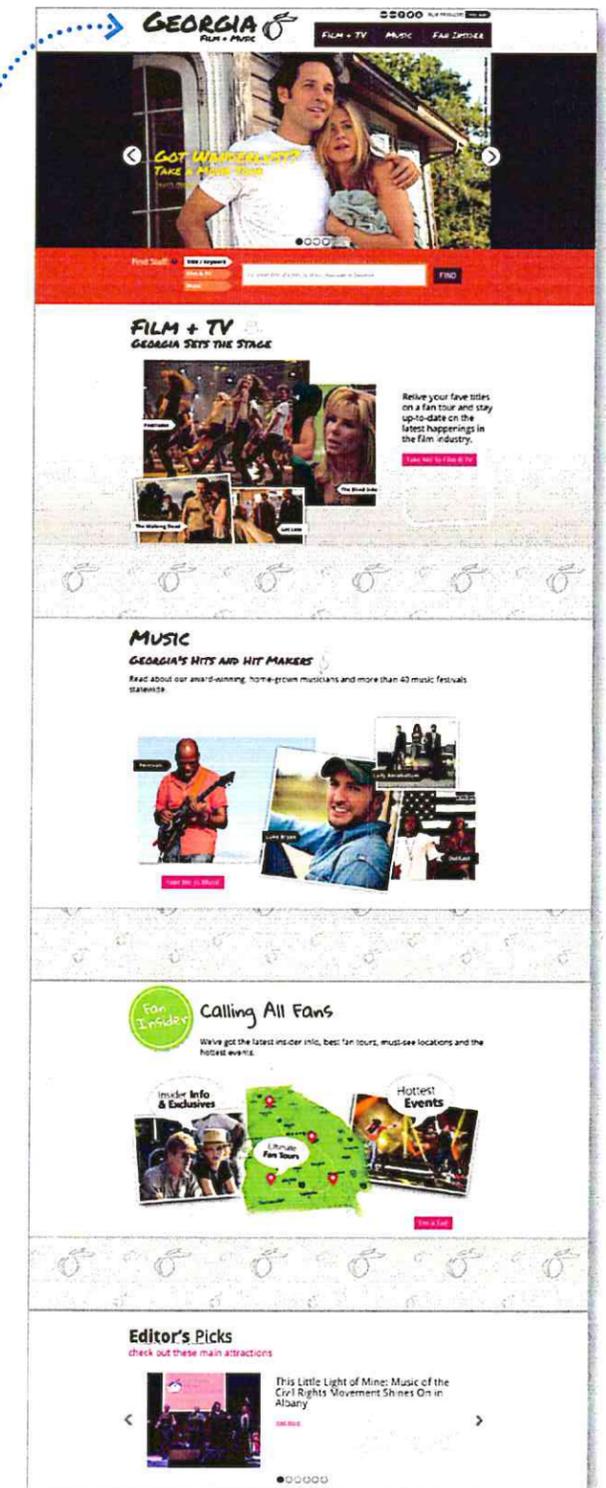
The home page is organized in parallax-style horizontal slices, directing the user through the core messages of the site as they scroll vertically, which includes up-to-date film and music promotions, film and television, music, fan tours, attractions/points of interest, rich media, events and social media stories. The use of technologies gives the page a cool, dimensional effect, and the whimsical details, such as the social exploration wheel, use animations to entice visitors to spend more time exploring.

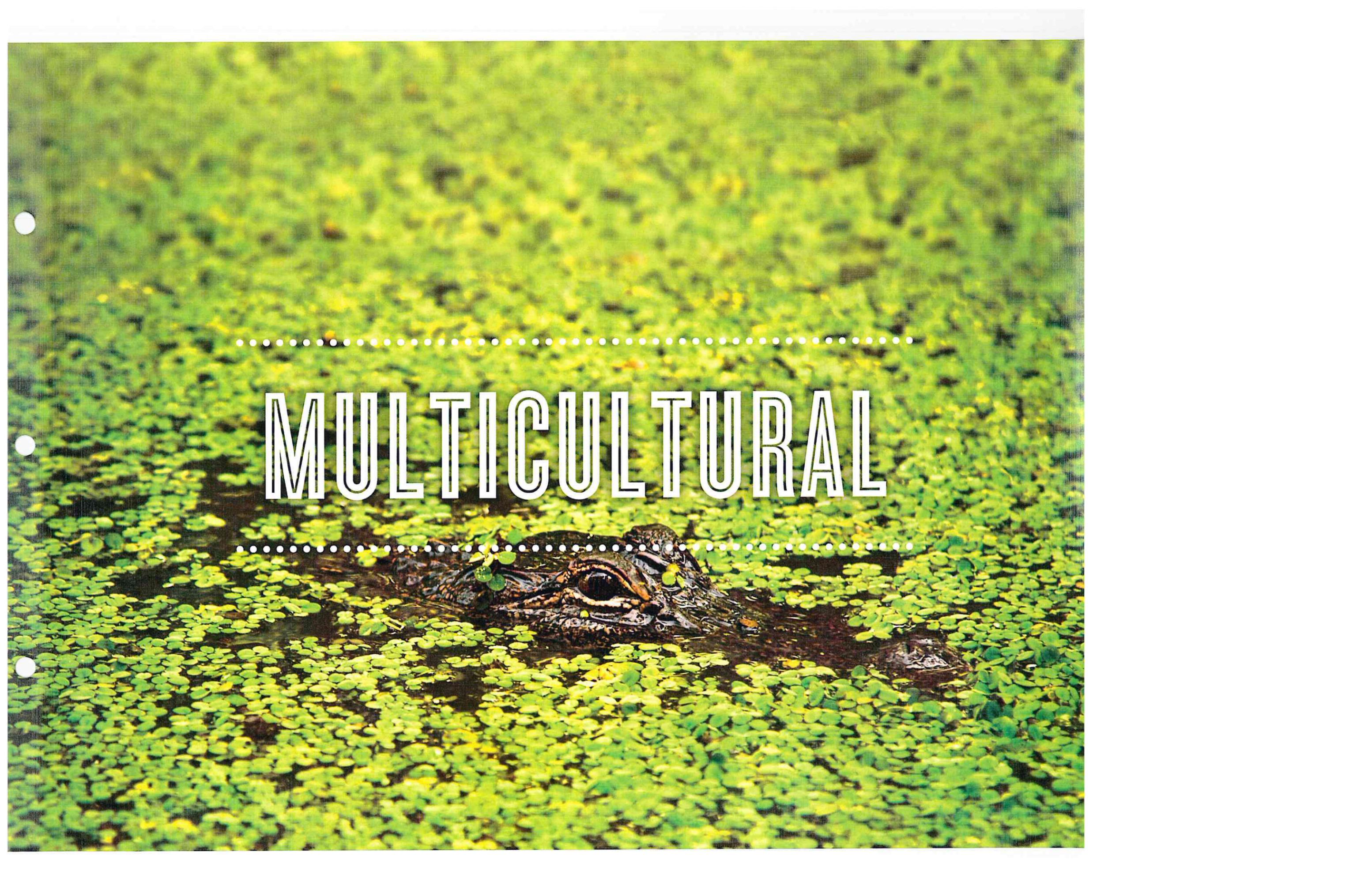


The look of the site is fresh and modern, from the new film and music logo that was hand-drawn by a Miles artist to the bold web fonts (the font is Permanent Marker). The navigation also speaks to the consumer, including the three main pathways — one tailored specifically to fans — and the intuitive “Find Stuff” area that allows visitors to perform keyword searches or explore the site's robust tagging. The content is centered on audience relevance, particularly the Film & Music Fan Tours, which transform the consumer's interest in a particular film or television show into an actionable traveling tour that connects consumers directly with partners and real places.

Results

ComeTourGeorgia.com launched in April 2013, and in its first six months has seen a **141% increase in site visits, a 131% increase in page views and a 126% increase in unique visitors**. The site has made a big splash on the entertainment scene, with referral traffic coming from such major media sites as MyLifetime.com, AMCTV.com, Oprah.com, VH1.com and BravoTV.com, as well as from TV shows such as Family Feud and movies like Anchorman 2.



A photograph of a frog in a pond, surrounded by a dense layer of green lily pads. The frog is in the center, with its head and front legs visible. The water is dark, and the lily pads are bright green. The word "MULTICULTURAL" is written in large, white, outlined letters across the middle of the image, flanked by two horizontal dotted lines.

MULTICULTURAL

“ The State Capitol in Baton Rouge is a very impressive structure. On my visit, I befriended a security guard, who took me on a personal guided tour of the facility, offering colorful insights. Most memorable was the story of Huey Long’s assassination, complete with bullet hole and news articles. My newfound friend brought to life this colorful and controversial figure in Louisiana history, both his life and his untimely end.”

—Chris Adams,
Director of Research and
Online Marketing

MULTICULTURAL MARKETING EXPERIENCE

Case Study

www.VISITFLORIDA.com/es

To the right, please find an example of an internet marketing program that Miles has executed within the past five years which demonstrates our ability to successfully reach multicultural domestic audiences.

Visit Florida Multicultural Marketing Online Marketing Programs with a Focus on the Spanish-Speaking Domestic Audience

www.VISITFLORIDA.com/es
(Please note that we no longer manage this website)

The screenshot shows the Spanish version of the Visit Florida website. At the top, it features the 'VISITFLORIDA.COM' logo and a circular seal for 'THE OFFICIAL SOURCE FOR TRAVEL PLANNING'. The main heading is 'Bienvenido a Florida', followed by a welcome message in Spanish. Below this is a large image of a resort lobby with a 'Compras' (Shopping) overlay. To the right, there is a sidebar titled 'Expertos en Florida' (Experts in Florida) listing various topics and experts like 'Familia', 'Playas y aventura', 'Golf', etc. Below the main image, there are sections for 'Recibe boletines electrónicos' (Receive electronic newsletters) and 'Categorías relacionadas' (Related categories) with a list of topics like 'hotels & places to stay', 'dining', 'outdoors', etc. At the bottom, there are featured articles under 'Familia', 'Compras y Entretenimiento', 'Playas', and 'Cultura y Patrimonio', including an article about SeaWorld Orlando. Social media links for Facebook and Twitter are also visible.

Objectives

For several years now, VISIT FLORIDA has invested in creating content to market to international visitors. This included creating content and launching websites in several languages (German, French, Portuguese for Brazil, Spanish) to meet the needs of international travelers. These sites are not simply a translation of the domestic leisure site, but created with the international traveler in mind. In 2010, VISIT FLORIDA invested in redesigning these sites, including the Spanish language site.

Previously, the Spanish language site was designed to target international travelers, but it would sometimes be used as a landing page for domestic campaigns for Spanish-speaking audiences. This wasn't an optimal solution as it provided content on getting passports, currency exchanges and "traveling to the U.S." information.

However, since the initial launch of the international Spanish language site, technology has evolved and we're now able to geo-target content. As a result, we proposed that during the redesign of the international sites that VISIT FLORIDA have two versions of the Spanish landing page. The web address would be the same, but if the user arrived at the Spanish language site content and had a U.S.-based IP address, he or she would see a different version of the landing page.

This plan allowed for VISIT FLORIDA to have a new call to action for domestic Spanish language advertising, SEM campaigns and other marketing efforts to Spanish-speaking audiences in the U.S.

Results

Since the launch of the new Spanish landing page for domestic audiences in early 2010, the metrics have proven that creating a targeted version of the page was the right idea:

- ▶ Bounce rate to the Spanish page for domestic IP addresses dropped 50%
- ▶ Time on site is over 4:25 minutes
- ▶ Increase in organic traffic to the site from domestic IP addresses

How Success Was Measured

By cutting the bounce rate by 50%, we dramatically improved the number of potential visitors who were retained on the site, meaning that we had an opportunity to engage them in content about Florida and influence more travel decisions.

In addition, because we have seen an increase in domestic traffic from organic searches, it's clear that when users are searching Florida terms in Google, Bing and other sites, the VISIT FLORIDA Spanish site is coming up in the results and these consumers are then being delivered content they find to be relevant and appropriate.

Team Members

All are current Miles employees.

Account Director: Doug Luciani

Project Manager: Melissa Worden

Senior Editor: Rebecca Reynolds

Editor: Monica Hare

Lead Developer: Aaron Ellinwood

Developer: Wes Bryant

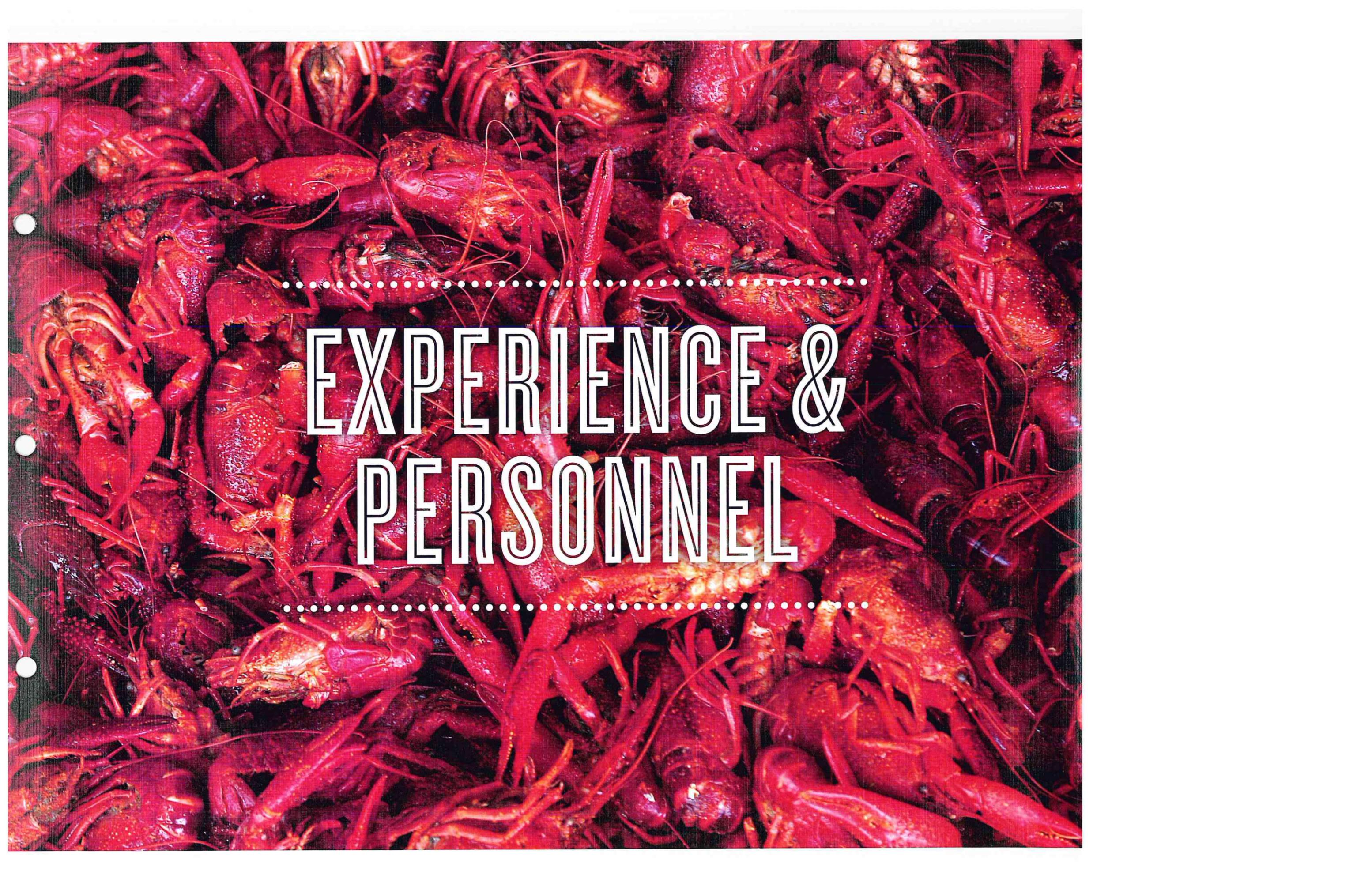
Art Director: Greg Insko

MILES IN LOUISIANA

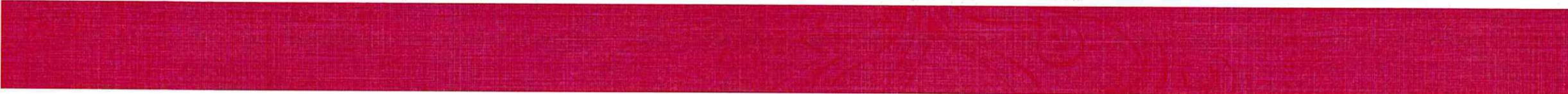
“ I experienced my first crawfish boil in Louisiana. I was really upset about the crawfish boiling until I ate one. They're delicious!”

—Carrie Koenig,
VP of Sales and Marketing





EXPERIENCE &
PERSONNEL



**“ I visited Nottoway
Plantation, the largest
antebellum home remaining
in Louisiana. It was gorgeous
and very peaceful – a complete
180° from nearby New Orleans.
There’s so much history there
– it really connects you to
our country’s past, and to
Louisiana’s.”**

*–Vanessa Day,
Content Manager*

EXPERIENCE & PERSONNEL

Experience/Personnel and Production Resources

Provide a list of team members who would work on the account and indicate which team members would be solely dedicated to the account. Also note which, if any, members work on other tourism industry accounts.

Your current Louisiana Account Team will remain your core team, comprised of an award-winning group of destination marketers who are already intimately familiar with the workings of LouisianaTravel.com and the Office of Tourism staff. We are passionate about promoting tourism in Louisiana, and our team is 100% dedicated to creating industry-leading products for Louisiana.

In 2012, Jay Salyers made a commitment to Louisiana Tourism to provide experienced, day-to-day management of the account based in Louisiana and hired Vito Zuppardo, a Louisiana native, as the new Account Director. Vito had many years of tourism marketing experience working on the Louisiana Office of Tourism account prior to coming to Miles, and his experience along with his industry knowledge and contacts made the transition seamless.

In addition to Vito, Miles added Theresa Overby as Content Director for Louisiana. She's an acclaimed social media expert and a strong addition to the Louisiana dedicated team. At Miles, Theresa's sole focus is updating and evolving Louisiana's digital products' content and overall social media presence.

Your Louisiana Account Team

Jay Salyers, Senior Vice President, Western Division/Account Principal



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

WORK HISTORY: 9 years with Miles; 3 additional years of tourism marketing experience including working as internet marketing manager for Resorts of Sanibel and Captiva Resorts.

RESPONSIBILITIES: Jay's specialty is in developing product plans that match our clients' needs and strategic objectives. He's responsible for maintaining positive, productive relationships with Miles' clients, as well as

their overall satisfaction with our products and services. Jay has bottom-line responsibility for every aspect of his projects, including our internal resources that handle the day-to-day work, and the agreement with the client.

OTHER TOURISM ACCOUNT EXPERIENCE: As primary responsibility and contact for the account, Jay managed the product set for:

- ▶ New Jersey Division of Travel & Tourism website, mobile website and social media program
- ▶ Colorado Tourism website, email marketing program, iPad app and vacation guide
- ▶ Pennsylvania Department of Community & Economic Development website, mobile website, database management, numerous print guides and fulfillment program

PICK YOUR PASSION: Jay's passion is traveling around the Bayou State, and he's visited every region at least once. One of his favorite stops? The Turtle Bar at Houmas House Plantation and Gardens, which has one of the top bourbon and Scotch selections in the country.

Vito Zuppardo, Account Director



EDUCATION: B.S. in Marketing, Louisiana State University

WORK HISTORY: 1 year with Miles; 16 years of related experience in marketing, advertising, budget management and customer service including 13 years in the Louisiana tourism industry.

RESPONSIBILITIES: Vito oversees and directs all digital projects for the Louisiana Office of Tourism, including LouisianaTravel.com, the monthly e-newsletter program and all social media channels. He will continue to serve

as the Account Director for your account and will assist the account team and support team with all initiatives. Vito's sole focus is the Louisiana account.

OTHER TOURISM ACCOUNT EXPERIENCE:

Vito is 100% dedicated to the Louisiana account. He has a long history with the Louisiana tourism industry and, prior to joining Miles, worked with the following state and local organizations:

- ▶ Louisiana Department of Culture, Recreation & Tourism, Office of the Lieutenant Governor
- ▶ Louisiana Travel Promotion Association
- ▶ New Orleans Convention & Visitors Bureau
- ▶ St. Tammany North Shore Convention & Visitors Bureau
- ▶ Ruston Lincoln Tourism Bureau

PICK YOUR PASSION: It's the year of music in Louisiana, which is perfect for Vito, whose favorite Louisiana song is "Callin' Baton Rouge" by Garth Brooks. "That song always reminds me of Saturday nights in Tiger Stadium," he says. "Geaux, Tigers!"

Theresa Overby, Content Director



EDUCATION: B.A. in English with an emphasis in Communications, University of Arkansas at Little Rock; CDME graduate

WORK HISTORY: 1 year with Miles; 10 years total in tourism.

RESPONSIBILITIES: Theresa oversees content

marketing and social media strategy for Louisiana. She has been immersed in social media in tourism since 2007, helping destinations better connect with potential visitors. She frequently speaks at tourism industry events including the Social Media Tourism Symposium, Louisiana Tourism Summit and Chicago Southlands CVB Summit and regularly conducts CVB workshops. Under Theresa's direction, Louisiana Travel jumped from No. 23 to the top 10 in the "How Social is Your State DMO" rankings in the past year.

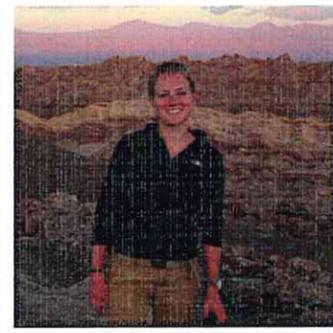
OTHER TOURISM ACCOUNT EXPERIENCE:

Theresa is 100% dedicated to the Louisiana account.

Prior to joining Miles, Theresa spent five years as Director of Communications for Visit Baton Rouge.

PICK YOUR PASSION: You can't keep Theresa inside for long — she loves the outdoors. "As a runner, I pack my shoes and log miles every time I travel around the state. It's such a great way to take in Louisiana's natural beauty," she says. "My favorite routes include the Mandeville lakefront for the Gulf Coast Half Marathon and running the LSU Lakes and stopping to visit Mike the Tiger on regular training runs."

Shelly Benson, Editor/Project Manager



EDUCATION: B.S. in Journalism, University of Colorado

WORK HISTORY: 1 year with Miles; 4 years of marketing experience in content creation, copy editing, SEO/SEM strategies and social media within the hospitality industry.

RESPONSIBILITIES: As editor and project manager, Shelly is responsible for the LouisianaTravel.com online content, SEO management and optimization and the Louisiana enewsletter marketing campaign. She assists with updating Louisiana's social media channels to create inspirational content that complements the Office of Tourism's overall marketing strategies.

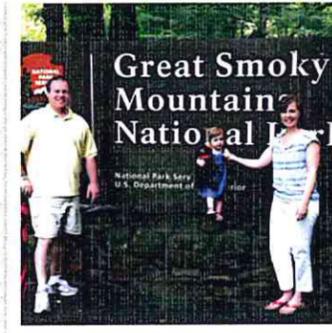
OTHER TOURISM ACCOUNT EXPERIENCE:

Shelly currently dedicates 100% of her time to Louisiana.

Previous projects include editing and managing products for Chicago, New Orleans and Wyoming.

PICK YOUR PASSION: Shelly is a certified "foodie" who loves to experience culinary traditions from around the world — however, she hasn't come across many that can compare to those found in Louisiana. Since sampling her first bowl of gumbo in New Orleans in 2009, she's been on a quest to satisfy that craving.

Mary Beth Heaton, Editor



EDUCATION: B.A. in Journalism, summa cum laude, University of Georgia

WORK HISTORY: 3 years with Miles; 9 years of related publishing and writing experience. Prior to joining Miles, she produced "What's Cooking?," a monthly enewsletter for

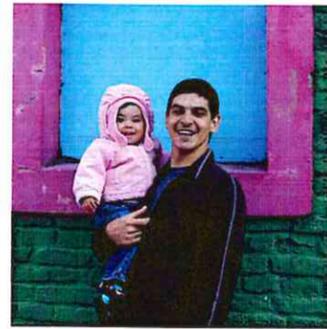
the Louisiana Culinary Trails program, and also was project manager and editor for the Louisiana Culinary Trails guide, produced in 2010. Mary Beth has written about the people and places of Louisiana for SB Magazine (a local lifestyle publication), Southern Accents and Encore Louisiana.

RESPONSIBILITIES: Mary Beth's primary focus at Miles is telling the story of Louisiana, developing content strategies for the Official Louisiana Tour Guide and assisting with LouisianaTravel.com.

OTHER TOURISM ACCOUNT EXPERIENCE: Mary Beth also works with the New Orleans Convention and Visitors Bureau on their Official Visitors Guide, Meeting Planners Guide and Group Travel Planner. She also assisted in the launch of Georgia's new film and music tourism site, ComeTourGeorgia.com.

PICK YOUR PASSION: "It's a no-brainer that Louisiana's cuisine is my passion," says Mary Beth. "A lot of people think that you have to travel to south Louisiana to find great dishes, but after living in Shreveport for five years, I can tell you that north Louisianans know their way around a kitchen, too. From catfish at Jan's River Restaurant and crawfish at Crawfish Hole No. 2 to the tenderloin po'boy at Cush's and pie at Strawn's — the food of north Louisiana is definitely a treat to my taste buds."

Hernán Sosa, Art Director



EDUCATION: A.A. in Visual Communications from The Colorado Institute of Art

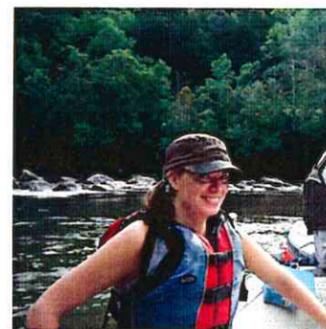
WORK HISTORY: 6 years with Miles; 5 additional years of publishing and marketing experience.

RESPONSIBILITIES: Hernán oversees and implements all art-related aspects for Louisiana's web, social media and print products, providing creative direction and design recommendations to maintain branding consistently and continuously improve the user-experience.

OTHER TOURISM ACCOUNT EXPERIENCE: Hernán also works with the New Orleans Convention and Visitors Bureau on their official publications and eNews design. He has also worked on a variety of tourism marketing projects for other accounts such as Chicago, Dallas, Austin, San Francisco and Seattle.

PICK YOUR PASSION: Hernán is a true culturephile: "Whether it's the warm smell of shrimp gumbo, the amazing architectural detail of a building, a melancholy jazz melody or the fast and vibrant rhythm of zydeco's accordion and rubboard, Louisiana always offers a new and unique experience."

Jennifer Duncan, Interactive Producer



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

WORK HISTORY: 7 years with Miles; 7 additional years' publishing experience.

RESPONSIBILITIES: Jennifer is responsible for creating interactive

designs for our clients' email marketing and web projects. Her understanding of user interface and experience in graphic design makes her uniquely suited to creating exciting and fresh designs that are engaging, effective and visually appealing.

OTHER TOURISM ACCOUNT EXPERIENCE: Jennifer focuses the majority of her time on the Louisiana website, especially now as we transition it to responsive design. Other accounts she has worked on include New Jersey, Colorado and Sonoma County.

PICK YOUR PASSION: Jennifer has a passion for culture. "Several of my favorite TV shows are filmed in Louisiana," she says. "Whenever a beautiful plantation is shown on screen, I love to tell everyone around me exactly which Louisiana plantation it is. I'm not only reminded by all of the Louisiana plantations I have been able to experience so far, but it also gives me more to add to my 'must see' list for the future."

April Rose, Lead Web Developer



EDUCATION: A.S. degree, Colorado Mountain College

WORK HISTORY: 1 year with Miles; 14 additional years of related web development experience.

RESPONSIBILITIES: April is experienced in HTML, CSS, PHP, Drupal,

JavaScript, Apache, Linux, MySQL, and the Google API. She specializes in Drupal website development because she likes the diversity, security and usability that Drupal offers. One of April's primary roles at Miles is building custom Drupal modules to meet the unique needs of each client.

OTHER TOURISM ACCOUNT EXPERIENCE: April is 100% focused on the development of Louisiana's website and microsites. Other accounts she has worked on include Pennsylvania, Palm Springs, North Dakota and Colorado.

PICK YOUR PASSION: As much as she loves learning about the latest technologies, April has a soft spot for historic charm and is looking forward to one day visiting Natchitoches.

Nadine Rebrovic, *Advertising/Data Manager*



EDUCATION: B.S. in Business Administration – Marketing, University of Denver

WORK HISTORY: 6 months with Miles; 4 years of related experience in the leisure and tourism industry working for Vail Resorts and Specialty Sports Venture.

RESPONSIBILITIES: Nadine is responsible for ensuring that all ads are accounted for and entered into their appropriate systems. She manages advertising contracts to provide accurate ad trafficking, and regularly communicates with advertisers to collect artwork and send proofs.

OTHER TOURISM ACCOUNT EXPERIENCE: Nadine is new to Miles and the Louisiana Account Team. Her primary focus is Louisiana and the Office of Tourism, but she also assists with the New Orleans, Austin, Chicago and Fort Worth accounts.

PICK YOUR PASSION: “Food! From gumbo to beignets and Creole to Cajun, the food in Louisiana is drastically different than the rest of the country, and that’s what I love about it.”

Ed Francavilla, *Web Developer*



EDUCATION: A.A. in Business Administration, Manatee Community College, Bradenton, FL

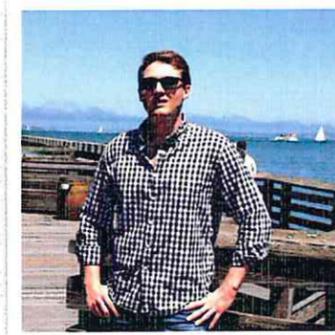
WORK HISTORY: 6 years with Miles; 8 additional years of related experience. Areas of expertise include Drupal, PHP, Ajax, JavaScript, HTML, CSS, Apache, Linux and MySQL.

RESPONSIBILITIES: Ed is responsible for website development and programming, which includes product enhancements, bug fixing and troubleshooting issues. He has worked on LouisianaTravel.com since Miles was first awarded the contract and was responsible for the front-end and back-end programming of the main website. He has since contributed to a number of the Louisiana Travel microsites as well.

OTHER TOURISM ACCOUNT EXPERIENCE: Ed has assisted with a number of our website development projects for destinations including New Jersey, Anchorage, Palm Springs, San Antonio, Memphis, Charlotte, Sonoma County, North Dakota, Pennsylvania and Washington, D.C.

PICK YOUR PASSION: When he’s not in front of the computer screen, Ed loves to explore the outdoors. At the top of his to-do list? Kayaking along the coast of the Bayou State!

Gray Lawry, *Director of Media & Analytics*



EDUCATION: B.S. in Hotel & Restaurant Management/ Hospitality with Business Minor, University of South Florida. Gray is Google AdWords Certified and has experience with Google Analytics, Double Click for Publishers, OpenX and Drupal, among other platforms.

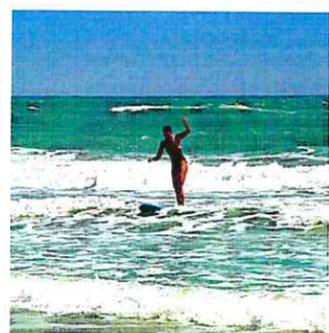
WORK HISTORY: 2 years with Miles; 3 years of prior experience. Prior to his time at Miles, Gray worked at AtLarge Inc., a boutique agency in Sarasota, Florida, for two years. In his capacity as a digital strategist, he was a key team member on the Sarasota CVB account, among others.

RESPONSIBILITIES: Gray combines creativity with technical knowledge to develop strategic marketing programs and measurement strategies for our clients. He has a proven track record of delivering business solutions gleaned from a solid understanding of technology, data and evolving business needs to meet big-picture goals as well as key performance indicators. For the Louisiana Office of Tourism, Gray selects, configures and administers reporting platforms to create a custom dashboard for your staff to easily review the analytics for all of your digital efforts in one location.

OTHER TOURISM ACCOUNT EXPERIENCE: Gray most recently oversaw the analytics consulting and configuration for Destination DC and the Pennsylvania Tourism Office.

PICK YOUR PASSION: Gray’s passion is a mix of history and family fun. “Without Louisiana, I might not exist,” he says. Let him explain: “My father went to college at Tulane and was living in New Orleans after graduation, and it was there that he met my mother more than 35 years ago. We have many wonderful friends in Louisiana who have allowed us to make unforgettable family memories over the years.”

Monica Hare, *Digital Analyst*



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

WORK HISTORY: 3 years with Miles; 14 additional years of journalism experience in writing, editing, page design and web production.

RESPONSIBILITIES: As a digital analyst, Monica works with platforms including Adobe SiteCatalyst, Google Analytics and Quantcast to review, research and report on site performance. She also identifies opportunities for growth and improvement for Miles clients. Monica is proficient in search engine optimization, following the latest trends and best practices as well as utilizing such SEO tools as BrightEdge and SEO Moz to improve search traffic and capitalize on SEO opportunities.

OTHER TOURISM ACCOUNT EXPERIENCE: Monica most recently implemented analytics tracking and reporting for the St. Petersburg/Clearwater Area CVB and our Georgia clients.

PICK YOUR PASSION: Monica is a history buff, and Louisiana — especially New Orleans — features some of her most favorite fascinating, quirky and gorgeous historical places to explore.

Yoshi Giarrantana, *SEM Manager*



EDUCATION: B.S. in Advertising with a minor in Public Health, University of North Florida. Attending the Florida Institute of Technology, pursuing a Master's in Information Technology.

WORK HISTORY: 1 year with Miles;

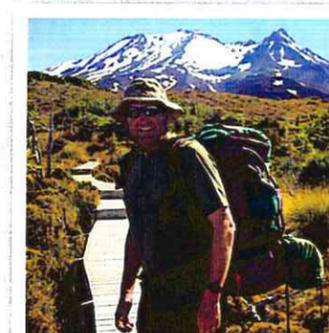
2 additional years of advertising experience in copy editing, social media and search engine marketing.

RESPONSIBILITIES: As Miles' SEM Manager, Yoshi works with our account teams to implement effective search engine marketing campaigns. She provides account recommendations for projects as well as landing page and search engine optimization guidance.

OTHER TOURISM ACCOUNT EXPERIENCE: Yoshi most recently worked on the development of paid search advertising for West Palm Beach, Pennsylvania and Albuquerque.

PICK YOUR PASSION: Yoshi has what she calls "the ultimate sweet tooth" and loves beignets from Café Du Monde. "I was introduced to beignets on a volunteer trip to New Orleans after Hurricane Katrina," she explains. She also appreciates good music as much as good food — Trombone Shorty is one of her favorite musicians.

Chris Adams, *Director of Research and Online Marketing*



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

WORK HISTORY: 8 years with Miles; 15 additional years of

publishing experience in the U.S., New Zealand, Australia and U.K. tourism and media industries.

RESPONSIBILITIES: Chris is responsible for keeping our team and our clients informed about trends and research in travel. He provides strategic recommendations based on research, and his depth of understanding of online marketing.

OTHER TOURISM ACCOUNT EXPERIENCE: Chris oversees our international online benchmarking programs including more than 60 destinations across the U.S., Canada, New Zealand and Australia. These online performance measurement programs are run internationally with industry organizations in both Canada and New Zealand, and along with our U.S. clients offers Miles unparalleled insights into performance metrics across web sites and social media platforms.

PICK YOUR PASSION: Chris Adams has spent several years of his life exploring the world, visiting more than 40 countries from Finland to Thailand, Zanzibar to the Antarctic. "For any world traveler, Louisiana stands apart as a very special U.S. destination," says Chris. "It's an amalgamation of homegrown and international cultures and languages; a state separated by its eclectic passions and independent spirit, where a unique, American but worldly experience awaits."

Elena Prostova, Creative Director



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

WORK HISTORY: 12 years with Miles; 11 additional years of related experience. Prior to working at Miles, Elena worked as a creative director for four years

at Larisa Projects, a full-service advertising agency in Kazan, Russia. She directed a creative staff of art directors, designers and copywriters, which provided creative and production functions for a broad base of clients. Her responsibilities included creative strategy planning, managing budgetary constraints and concept and creative execution for newspaper, magazine, direct mail, outdoor and broadcast advertising.

RESPONSIBILITIES: Elena is responsible for evolving the products and services Miles provides to clients from both a creative and a technological perspective. She keeps an eye on developing trends, from mobile technologies to digital publishing, to bring the best of our thinking to our clients, ensuring continuous innovation.

OTHER TOURISM ACCOUNT EXPERIENCE: Elena is responsible for the development, evolution and interpretation of clients' brands and overall marketing and advertising elements that reflect the look, feel, voice and values of the brand. Other accounts that Elena has serviced include The Modern Honolulu, Visit Delaware and VISIT FLORIDA.

PICK YOUR PASSION: As the mother of two young children, Elena appreciates Louisiana's family-friendly attractions as much as the artwork in its museums and galleries.

David Derr, Information Technology Director



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

WORK HISTORY: 6 years with Miles; 7 additional years of related experience in web development and mobile applications. Areas of expertise include PHP, MySQL, JavaScript/ jQuery, HTML, CSS, Apache, Linux, MSSQL and Mac OSX.

RESPONSIBILITIES: David is responsible for the integration of design, architecture and technology in our electronic products. He ensures that each product meets our clients' expectations as well as Miles' own standards of excellence. As the information technology director, David is responsible for evaluating new technologies for future product development and contributing expertise in web usability, navigation, architecture, design and functionality.

OTHER TOURISM ACCOUNT EXPERIENCE: David has been involved in all of our websites.

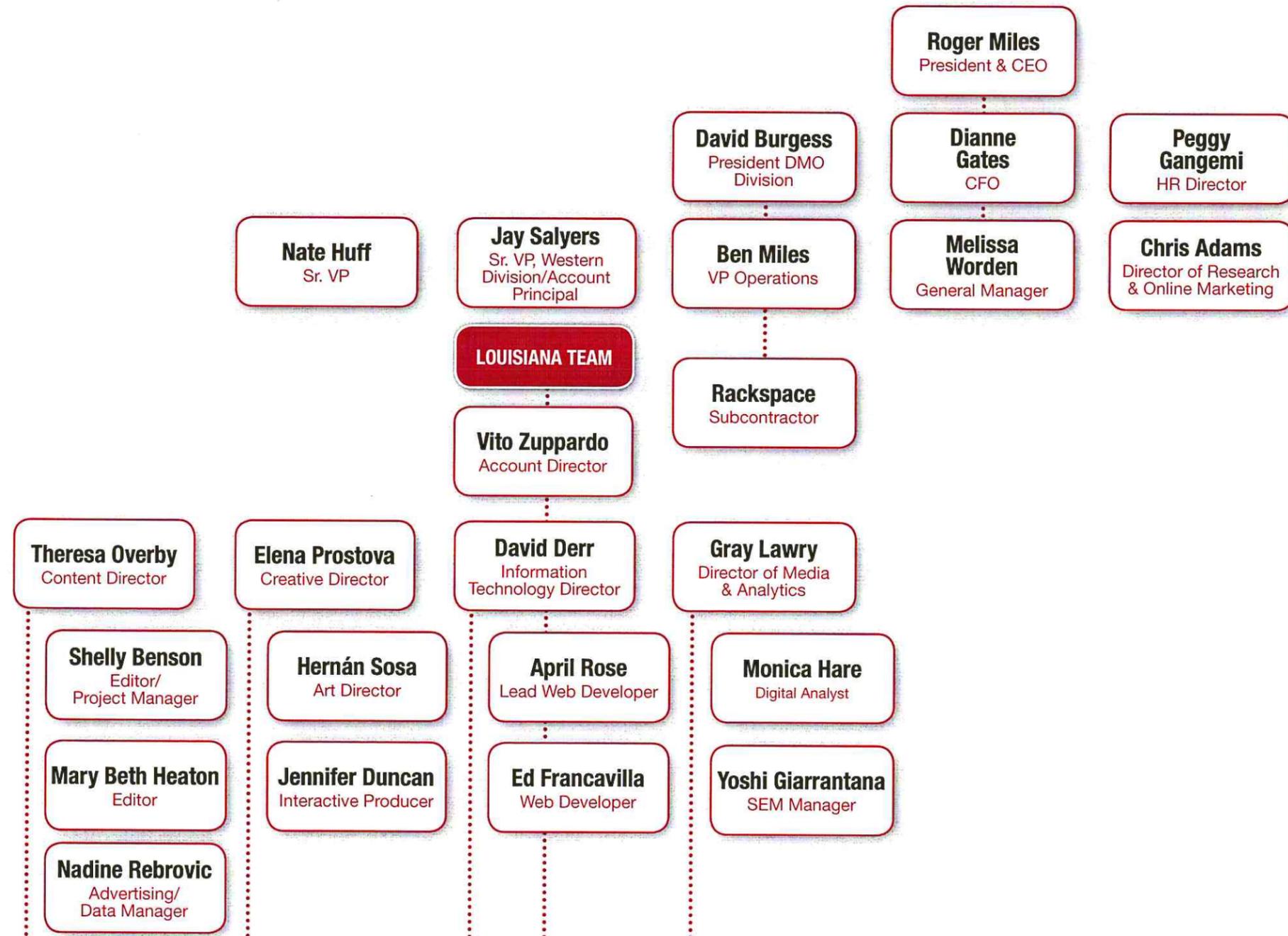
PICK YOUR PASSION: One of David's passions is sports, and right up there near the top is football. "Whenever the Saints or LSU are playing, I'm watching that game 'cause it's going to be good!"

MILES IN LOUISIANA

“ On our honeymoon cruise, we stopped in New Orleans. It was in January, and a cold front had just moved through. We searched for a place to get a drink and finally found a club with a great jazz band playing. It was the club Harry Connick Jr. had played in when he was a boy. Many of the musicians had played with the likes of Louis Armstrong. The music and atmosphere warmed up a cold day on Bourbon Street.”

—John Dunaway,
Associate Publisher

Provide an organization chart or narrative to explain the intra-agency relationships, managerial structure and any contractual relationships (e.g., subcontractors) for the provision of services of this account.



List all services that the proposer offers. Indicate those services that utilize subcontractor(s).

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

- ▶ Strategic Marketing Services
- ▶ Web Program Management
- ▶ Integrated Online Marketing Programs
- ▶ Web Development
- ▶ Media Planning & Buying
- ▶ Website Hosting - subcontractor: Rackspace
- ▶ Interactive Design & Development
- ▶ User Experience Analysis
- ▶ Web Analytics
- ▶ Content Creation
- ▶ Revenue Generation Programs/Sales
- ▶ Traffic Generation/SEM
- ▶ Search Engine Optimization
- ▶ Viral Programs/Contests
- ▶ Landing Page Optimization
- ▶ Social Media Marketing
- ▶ Strategic Services & Brand Development
- ▶ Mapping & Booking Integration
- ▶ Email Marketing Programs
- ▶ Data Collection & Management Services
- ▶ Photo Shoots & Art Direction
- ▶ Travel Guide Design, Content & Production

We understand that all media is currently being purchased by the Office of Tourism's creative branding agency. Should an opportunity arise for digital media to be planned and purchased by the interactive agency, Miles has the experience and expertise to execute media planning and buying on behalf of the Office of Tourism.

Miles offers a unique approach to digital media buying. Rather than the "set and forget" approach, or the "wait and learn" approach used by many, our digital media buying team, led by Director of Media and Analytics Gray Lawry, is constantly evaluating and adjusting each one of our clients' digital media programs in order to get the best ROI.

We call it SEM 360° and it's a holistic, integrated strategy focusing on tight coordination of campaign elements from the media buy and creative to the website content and the all-important call to action (such as listings views, visitor guide orders and click-throughs to partner sites).

This means constant attention to trends and results in your program so that we can push the bar on performance for you. Our successful programs are a result of creating personalized messaging in our clients' creative so that we can serve the right message to the right audience at the right time in the online environment, successfully targeting specific traveler segments.

We would very much like to be part of Louisiana Travel's success story in digital media planning and buying, and we hope to have the opportunity to talk with you to learn more about your needs and how we can deliver powerful results you can report to your stakeholders.

If proposer plans to use subcontractors to accomplish the tasks described above, submit a statement acknowledging proposer's ultimate and total responsibility for all services and deliverables provided under the contract.

We acknowledge our ultimate and total responsibility for all services and deliverables provided under this contract.

MILES IN LOUISIANA

" I love New Orleans – I went for the first time with my best friend when we were 16. Although we couldn't get in to any of the bars or nightclubs, we wandered the French Quarter, ate our weight in beignets and got henna tattoos that we tried to pass off as the real thing."

*–Deena Suliman,
Project Manager*

MILES IN LOUISIANA

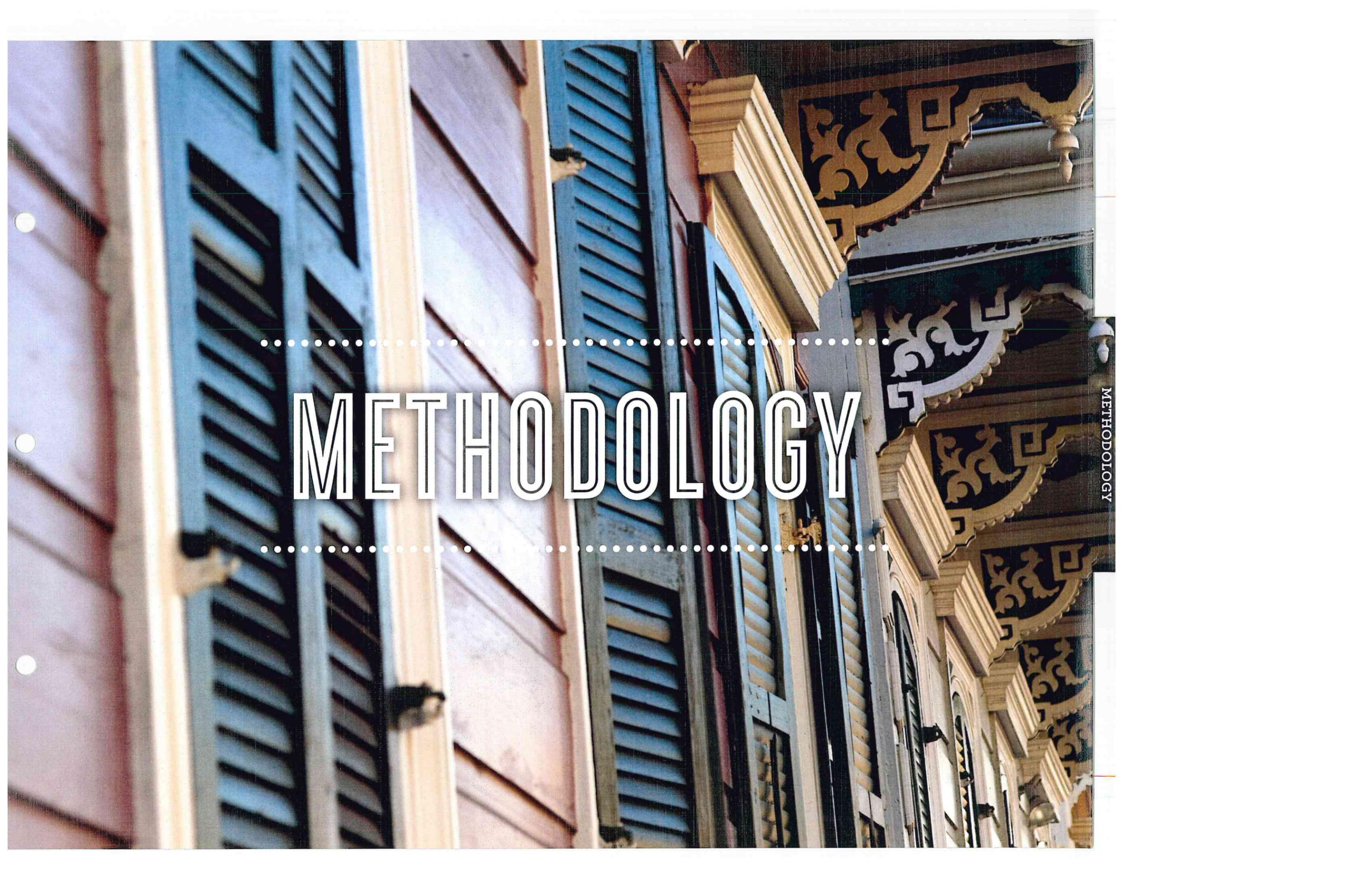
“ Growing up in Texas, Louisiana was close enough to go for a weekend of horseracing in Shreveport-Bossier City. I loved watching the horses thunder around the track at full speed. Even when my horse didn't come in first, those weekends in Louisiana always felt like a win to me.”

-Leah Lewis, Human Resources Administrator



“ I love the dark side of New Orleans. I was a big fan of Anne Rice and enjoyed taking the Anne Rice walking tour through the cemetery and underbelly of the vampire trilogies. The tour guide even showed us Trent Reznor's house (it blew my mind that she even knew who he was), which was a special bonus as I was a huge Nine Inch Nails fan!”

-Abby Siegel, Account Executive



METHODOLOGY

METHODOLOGY

“ I love Louisiana, from New Orleans to Baton Rouge, Lafayette, Natchitoches and Shreveport. I met my future wife at the 1996 New Orleans Jazz & Heritage Festival (my seventh Jazz Fest, but definitely the most memorable). We were married in 2000 on the back lawn of the Elms Mansion on St. Charles.”

—Irish Carroll,
Advertising Marketing Director

METHODOLOGY

Methodology for identifying client's needs.

Our methodology for identifying your needs includes three key components:

1 Developing a collaborative relationship with your team and with your industry stakeholders. This has been a major priority for us over the past years as we've traveled throughout the state to learn more about your industry's challenges, needs and ideas, and we've shared those ideas and recommendations with the Office of Tourism. We will continue to emphasize personal interaction as a keystone of needs assessment and continue to be actively involved with the tourism industry throughout the state.

2 Carefully monitoring tourism, technology and social trends to keep your website and social media channels on the cutting edge. All of our recommendations for LouisianaTravel.com are based in recent research, trend-watching and best practices for destination web publishing.

3 By going right to the source: consumer behavior. Through careful attention to website, email and social media performance metrics, we keep our finger on the pulse of what's working (and what's not) in your program.

Our goal is to provide potential visitors with inspirational and engaging content along with the necessary travel planning tools to move someone to visit Louisiana. Constant analysis means we can make adjustments at any time to maximize the return on investment.

Methodology and technical approach for porting LouisianaTravel.com and the ancillary sites to proposer's web hosting service.

As we are the current web vendor, there is no need to port the LouisianaTravel.com and the ancillary sites. Miles has successfully hosted these websites through Rackspace Managed Hosting without interruption in service since 2008.

Methodology for website hosting including: physical, website, user, data and encryption/SSL data-in-transit security; reliability; bandwidth scalability; power, HVAC and data circuit redundancy; and data backup/restore and time to recover and restore hosting service following data center destruction, server failure or data loss.

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

Rackspace began providing hosting services in 1998 and has since grown to serve more than 172,000 customers,

including more than 80,000 cloud-computing customers. All they do is hosting. And they do it better than anyone else in the world. Miles contracted with Rackspace to provide hosting solutions for our clients beginning in 2004.

In 2007, Rackspace won its second Stevie Award for "Best Customer Service Organization" by The American Business Awards for the company's continued commitment to becoming one of the world's greatest service companies. Rackspace previously received that honor in 2005.

Rackspace is also a member of the PCI Security Standards Council, which is an open global forum for the ongoing development, enhancement, storage, dissemination and implementation of security standards for payment card account data protection. Endorsed by American Express, Discover Financial Services, JCB, MasterCard Worldwide and Visa Inc., the council's members have a voice in shaping the PCI Data Security Standard, an organization's best protection against data criminals.

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

Here are some key benefits to hosting with Rackspace:

- ▶ An earthquake-proof and fully equipped facility with the latest climate-control equipment, generators, battery backups and redundant power connections
- ▶ Bandwidth, load balancing and redundancy that will accommodate traffic spikes and unforeseen technology issues, making them unnoticeable to the end user
- ▶ The VMware vSphere cloud, in which your database, application and file servers would be provisioned, allowing for quick resource scaling to handle additional demand
- ▶ Security measures that restrict public access to the facility by two-factor authentication, including biometric hand scanners (no public access to the facility is allowed)

- ▶ A daily backup of all your site files and data (through this guaranteed disaster recovery plan, data can easily and quickly be restored from the backups)
- ▶ Full-time monitoring of the network connection, including traffic log reports
- ▶ Web servers that are highly restricted both by our firewall and by server configuration itself
- ▶ An option to host the FTP server, all database demands and first-party cookies

We have a multilayer disaster recovery plan, which is implemented at both our local development/production facility in Sarasota, FL, and at Rackspace's facility in Chicago, IL.

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

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

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

The Chicago facility is earthquake-proof and fully equipped with the latest climate-control equipment, generators, battery backups and redundant power connections. On the physical building side, access to the Rackspace facility is highly restricted. No public access to the facility is allowed. On the server side, our web servers are highly restricted both by our firewall and by the server configuration itself. We take the security and integrity of websites very seriously. The only public access to our web servers is via a web browser.

Backup

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

Security

Access to the Rackspace facility is restricted by two-factor authentication including biometric hand scanners. No public access to the facility is allowed. The Chicago, Illinois, facility is earthquake-proof and fully equipped with the latest climate-control equipment, generators, battery backups and redundant power connections.

Encryption

Miles employs industry standard ssh (secure shell) software to connect to and administer all servers in our network. In addition, our servers only allow a secure method of connection for administration to ensure a secure environment.

Miles hosted websites have the option to use a purchased secure certificate and serve web traffic over HTTPS so site user traffic is encrypted as well.

Antivirus

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

- ▶ Proactive, sustained protection against viruses, worms, Trojans, spyware and malware
- ▶ Proactive identification of programs that will behave maliciously before they execute. This identifies malicious code on file servers and deletes it before it executes or reaches endpoint computers on your network

- ▶ 24x7x365 protection by SophosLabs, Sophos's global network threat analysis centers and the smallest update size (typically <5kb) in the industry
- ▶ Automatic updates as frequently as every five minutes or on demand
- ▶ An end-user quarantine manager for deleting or disinfecting infected files

Fire Suppression Technology

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

Methods of Monitoring and Recommending Changes

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

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

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

Server Redundancy

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

MILES IN LOUISIANA

“As a New England Patriots fan since childhood, I felt obligated to attend their first Super Bowl in New Orleans in 1986. I had no tickets, no room, no credit card – just cash in hand from winning bets from friends when they beat the Jets, Raiders and Dolphins in the playoffs. Despite their getting obliterated by the Bears 46-10, it was the best football experience I've ever had. The people of New Orleans made me feel like a VIP before and after Super Bowl XX.”

–John Deleva,
Account Executive

Methodology for monitoring, measuring, and evaluating success factors and quality of work, such as web analytics, conversion, market research, social research, and focus groups.

As the leading destination web publisher in North America, we base all of our recommendations for Louisiana on the latest industry research (both qualitative and quantitative) as well as in-depth comparative analysis of destination websites in the U.S. and internationally.

We have long-standing research partnerships with industry leaders such as PhoCusWright and Destination Analysts. This foundation in research allows us to make highly results-focused recommendations for LouisianaTravel.com in the areas of usability, copywriting, information architecture, design and analytics.

And we don't just purchase existing research. Our on-staff research and analytics department creates more than 30 white papers annually on tourism related topics, with the majority offering best practices and insight in online marketing for destinations (for more research information, please go to www.MilesPartnership.com/Library). Our Director of Research and Online Marketing, Chris Adams, is a respected authority in online destination marketing and regularly participates as a speaker at national and international tourism industry events.

Miles also runs international online benchmarking programs for more than 60 destinations across the U.S., Canada, New Zealand and Australia. These online performance measurement programs are run internationally with industry organizations in both Canada and New Zealand — and along with our U.S. clients offers Miles unparalleled insights into performance metrics across websites and social media platforms. All data is aggregated and anonymized during this process, but the insights are powerful and practical to understanding what strong online performance looks like for a DMO.

For the past 7-plus years, Miles has been the major sponsor of one of the country's leading travel studies of U.S. leisure travelers, The State of the American Traveler, conducted every six months by Destination Analysts.

As part of our preparation for this proposal, and to demonstrate our commitment to providing the Office of Tourism with research-based recommendations for all of your digital efforts, **we commissioned a special custom report from Destination Analysts focused on the behavior, travel patterns and media use of travelers who have been to Louisiana in the past two years** — and those who are “likely” or “very likely” to visit the state in the next two years. These past and future Louisiana visitors were compared against the national average of all U.S. leisure travelers to look for characteristics where Louisiana excelled or had challenges versus the national average.

This custom report was created from data collected by Destination Analysts in July 2013 during a survey of 2,043 U.S. leisure travelers. Highlights are on the pages that follow; we'd be happy to share the full report with your team.

OUR APPROACH: MEASURE, MANAGE AND EVOLVE

Our message of measure, manage and evolve means that site performance measurement is a critical part of Miles' digital product philosophy for Louisiana. We know that it's impossible to create a successful and engaging website without the ability to accurately measure site performance, return on investment and visitor behavior. Our research into site performance, ROI and visitor behavior gives us insights and data to continue to improve the site and shape future strategies and campaigns.

Our main web analytics and reporting platform is Google Analytics, and we utilize this platform for LouisianaTravel.com and its related sites. Members of Miles' staff are Google Analytics IQ certified, giving them the ability and knowledge to expertly leverage all of the functions and features in Google Analytics and keep up on the ever-changing landscape of digital analytics strategies.

Google Analytics provides Miles and the Office of Tourism real-time and historical access to such high-level measurements as audience metrics (visits, page views, unique visitors) but also the ability to dive deep into visitor demographics, technology and behaviors. We can segment visitors by operating systems, device types, demographics, content viewed, actions taken and much more. This data helps us fine-tune the site to effectively reach visitors and provide them with the information they seek, in addition to guiding the visitor toward conversions and site goals.

Most important, Google Analytics enables us to measure, review and refine what we refer to as Signals of Intent to Travel (SITs) — key performance indicators or success events or conversions specifically for our clients, customizable by client. We have worked collaboratively with your office to customize a set of overall signals specific to Louisiana's marketing goals and audience. In addition, we have worked with your vendors in setting up these signals created specifically for individual campaigns.

For most of our clients, these overall signals include ordering a travel guide, viewing an online travel guide, opting in to newsletters, viewing partner listings and clicking through to partner websites, as well as viewing videos. We have worked with the Office of Tourism to identify site traffic, guide views/downloads/requests and newsletter sign ups as key SITs for LouisianaTravel.com.

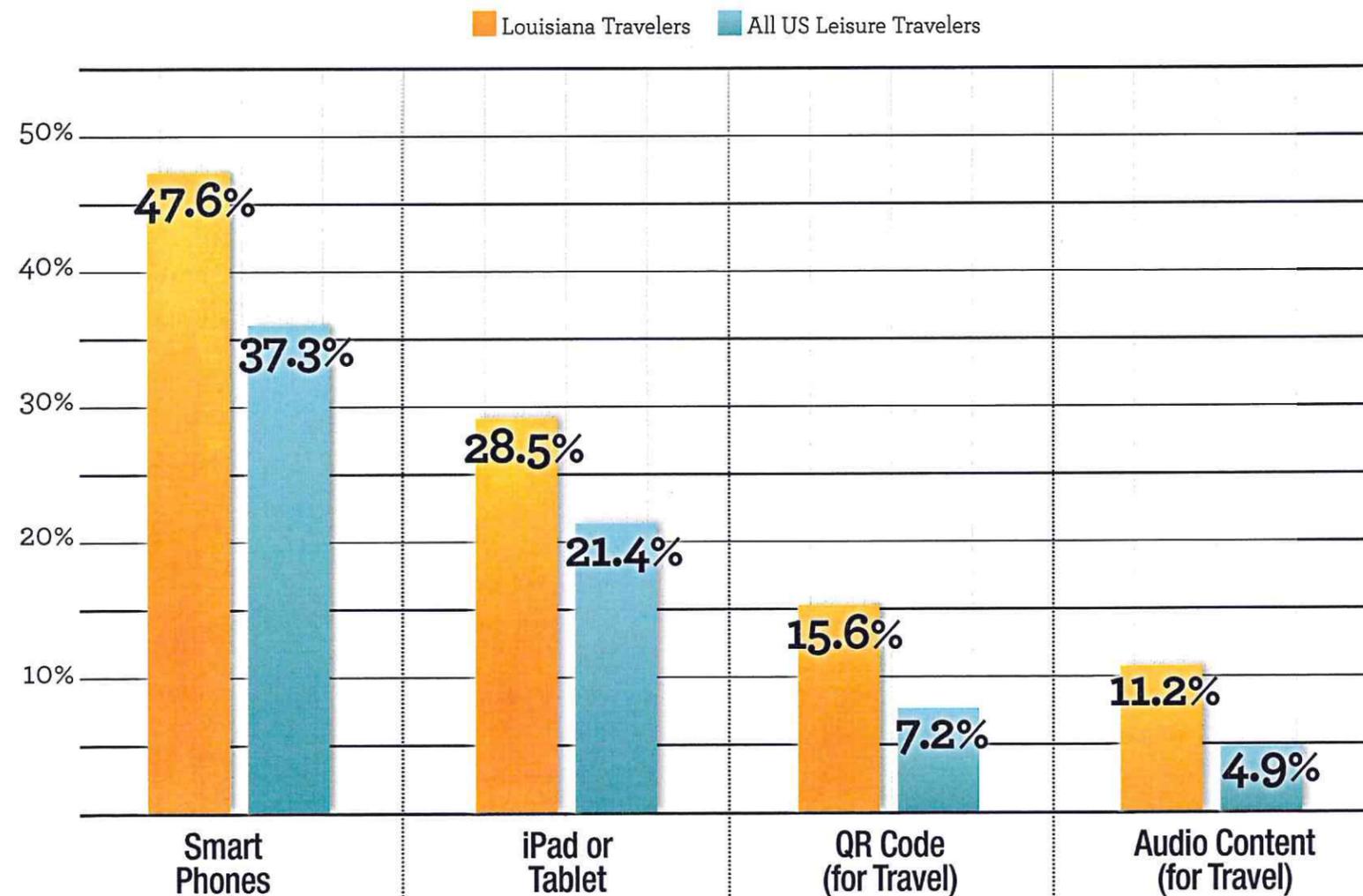
Miles uses Google Analytics to provide comprehensive monthly site performance reports, comparing current data to previous month and/or previous year, to our clients. We also provide detailed ad hoc reports and in-depth research for site changes or site builds. Miles uses these reports to keep the client informed of site performance and areas of opportunity and improvement.

Beyond Google Analytics, Miles makes use of many other analytics tools to enhance and verify our measurements, including Quantcast, Comscore and Webmaster Tools.

2013 Louisiana Custom Report: Research Highlights

HIGHLY CONNECTED

Louisiana Travelers are more connected in their trip planning across most digital channels and devices.



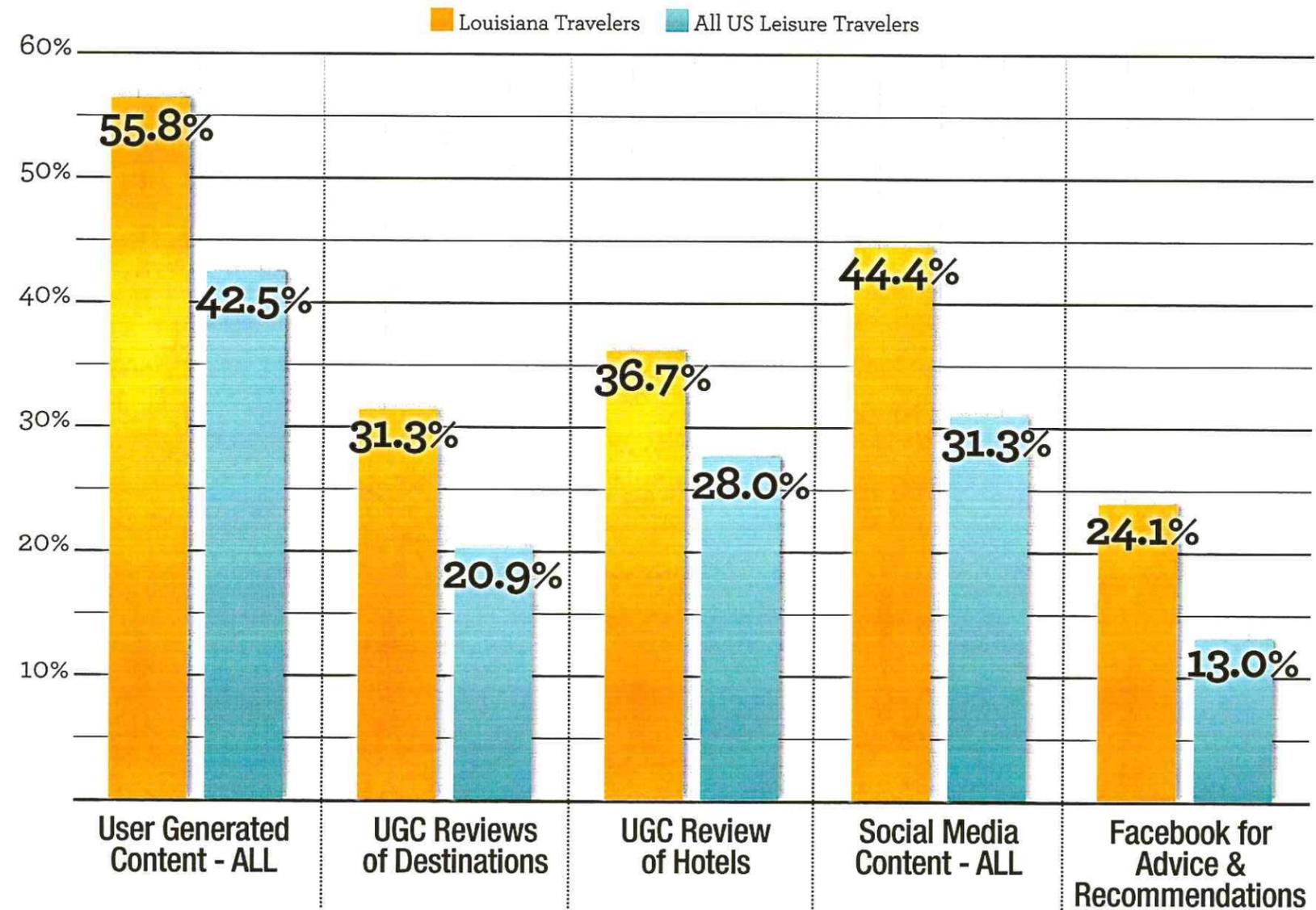
Question: In the past 12 months, which of these Internet technologies or resources have you used to help plan your leisure travel? (Select all that apply)

Source: The State of The American Traveler, Destination Analysts. Louisiana Custom report, July to October 2013. Sample size n = Louisiana Travelers 403, All US leisure travelers 2043.

A “Louisiana Traveler” refers to travelers who have been to Louisiana over the last two years — and those who are “likely” or “very likely” to visit the State in the next two years. These “Louisiana Travelers” (past and future) were compared against the National Average of all US leisure travelers to look for characteristics where Louisiana excelled or had challenges vs. the National Average.

SOCIAL ONLINE

Louisiana Travelers are more engaged with Social Media and User Generated Content of all Types.



Question: In the past 12 months, which of these Internet technologies or resources have you used to help plan your leisure travel? (Select all that apply)

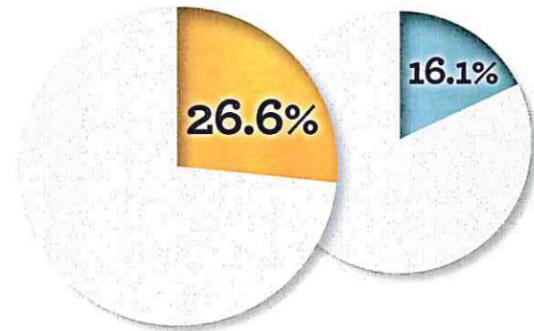
Source: The State of The American Traveler, Destination Analysts. Louisiana Custom report. July to October 2013. Sample size n = Louisiana Travelers 403, All US leisure travelers 2043.

EMAIL STILL WORKS

Louisiana Travelers rely more heavily on 'older' internet media such as email newsletters.

■ Louisiana Travelers
 ■ All US Leisure Travelers

Email Newsletters



Question: In the past 12 months, which of these internet technologies or resources have you used to help plan your leisure travel? (Select all that apply)

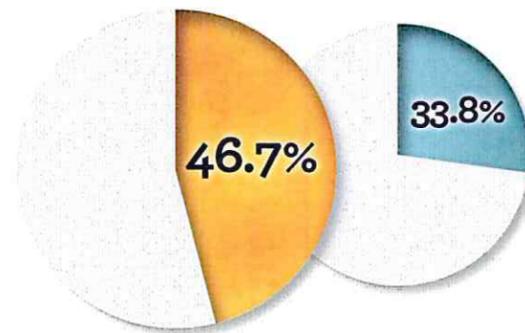
Source: The State of The American Traveler, Destination Analysts. Louisiana Custom report, July to October 2013. Sample size n = Louisiana Travelers 403, All US leisure travelers 2043.

OFFICIAL VOICE

Louisiana Travelers actively seek official sources of information from State, City and Regional Marketing Organizations.

■ Louisiana Travelers
 ■ All US Leisure Travelers

Used an Official DMO Website



Question: In the past 12 months, have you used the official website of a destination's local Visitors or Convention Bureau (or Chamber of Commerce), or state or national government travel office to help plan any travel?

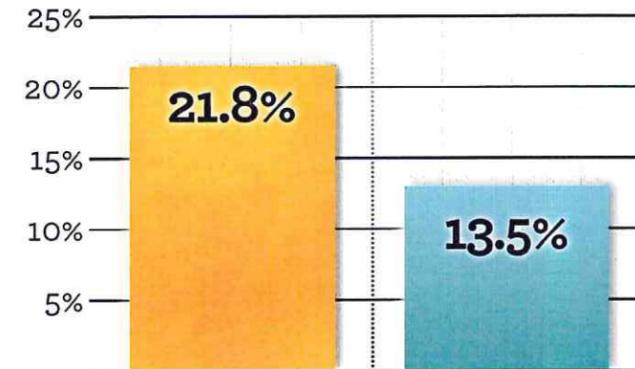
Source: The State of The American Traveler, Destination Analysts. Louisiana Custom report, July to October 2013. Sample size n = Louisiana Travelers 403, All US leisure travelers 2043.

MOVING PICTURES

Louisiana Travelers are more highly engaged with online video in their trip planning and destination decisions.

■ Louisiana Travelers
 ■ All US Leisure Travelers

Online Video



Question: In the past 12 months, which of these Internet technologies or resources have you used to help plan your leisure travel? (Select all that apply)

Source: The State of The American Traveler, Destination Analysts. Louisiana Custom report, July to October 2013. Sample size n = Louisiana Travelers 403, All US leisure travelers 2043.

Means to ensure timely delivery of services.

We have systems in place to ensure that our projects are executed and delivered in a timely manner and when promised. As you know, some digital projects may take only minutes to execute and complete, while other projects may take weeks or months, depending on the complexity. No matter whether the project is large or small, there's always open communication between the Miles Louisiana account service team and the Office of Tourism from the project's start to finish. There are regular project updates given throughout the process so everyone understands what phase the project is in at all times.

We have several internal project management systems in place that monitor the percentage of completion against the established timeline to make sure all projects are accomplished in the required time frame. We use a project dialogue system via our intranet as well as a scheduling system called AtTask to successfully communicate where progress on a given project stands at all times.

AtTask allows our Account Directors to schedule the project down to each task per employee, add time estimates down to the task level, and then track against the actual time our employees enter. It rolls up into a schedule that we can then share with you, showing milestone dates for the project and successfully communicate where progress on the website and other digital efforts stand at all times. AtTask 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 see if we are off schedule so we can quickly adjust where necessary.

Process for ensuring communication of the above to State.

Digital internet initiatives like websites and email programs aren't one-time projects. Managing a website isn't like building a house where, once the structure is built, the job is finished. Instead, it's a process. Your website is constantly evolving, changing and adapting to the needs of the audience. To this end, Vito Zuppardo and Theresa Overby will continue to work closely with your office on budgets, timelines and commitments for dedicated staff to measure, manage and evolve the site over the next three years. Due to Miles' commitment to Louisiana, our dedicated team in Baton Rouge is always available and committed to delivering superior account service and two-way communication between the needs of the Office of Tourism and team members at Miles who are performing the tasks required. This philosophy is absolutely critical to the success of our online marketing efforts for Louisiana.

A description of the proposer's accounting and billing practices, to include a description of the proposer's system for tracking the status of projects and budget expenditures.

Through the AtTask project management system, Vito Zuppardo can communicate new projects or new tasks within a project out to team members. Each project that is opened has a corresponding approved work order that outlines the project description along with the estimated time required to complete that project. As team members complete work on a specific project, their time is logged into the AtTask system, where all important information pertaining to that project lives.

At any time, the Account Director can run a report to show the quantity of time logged against a project and notes corresponding to each segment of time that outlines the tasks completed. In addition to AtTask reports, Vito Zuppardo monitors all project budgets and the overall interactive budget of the collection of work orders. Monthly meetings are held with you to provide an update on the project's percentage of completion along with a forecasted remaining budget. The purpose of this process is to always keep the Office of Tourism informed on a project's status and how the project budget is being managed.

MILES IN LOUISIANA

“ I grew up outside New Orleans, went to LSU and am truly Louisiana made, Louisiana



proud. Now a Florida transplant, my fondest memories involve bringing my son “home” to visit family and sharing my favorite childhood experiences with him: rolling down Monkey Hill at the Audubon Zoo ... yelling “Throw me something, mister!” at Mardi Gras parades ... hearing the roar of Tiger Stadium ... watching crawfish boil ... visiting the levee bonfires on Christmas Eve. He isn't growing up there, but I make sure he keeps a place in his heart for Louisiana.”

—Tiffany Azzara, Content Director



COMPANY
BACKGROUND

“ In 2009, I made my way to Louisiana for the very first time to experience Halloween, New Orleans style. From the moment we stepped off the plane, we were immersed in a very different culture that included friendly people, grilled oysters, po' boys, Sazerac, creative revelry and amazing music. The House of Blues kept us dancing all night, and warm beignets welcomed us in the morning.”

—Shelly Benson,
Editor/Project Manager

COMPANY BACKGROUND

Company Background and Financial Stability

**Submit a letter of good standing
from the proposer's bank and two credit references.**

SunTrust Bank, Southwest Florida
Mail Code Mail Code 3061
Post Office Box 2138
Sarasota, FL 34236-2138
Tel 941.951.3166
Fax 941.951.3244

John Batcho
Senior Vice President
Commercial Banking Manager



RE: Miles Media Group, LLLP
6751 Professional Parkway West
Sarasota, FL. 34240

Miles Media Group, LLLP has maintained a relationship with SunTrust Bank since August 1998 and has handled their bank accounts in a professional manner under the agreed terms. The combined accounts have been consistently maintained in the mid six-figure range.

We have enjoyed a very positive relationship with Miles Media Group, LLLP.

If you have any questions or need any further assistance, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads "John M. Batcho".

John M. Batcho
Senior Vice President

Credit References



October 21, 2013

To whom it may concern:

RE: Miles Media Group Credit Reference

We have been doing business with Miles Media Group out of Sarasota, Florida for the last ten years. We have averaged \$2,500,000.00 annually in the supply of paper for their tourism guidebook business for the last seven years.

Miles Media Group pays within terms and has over the period of our business relationship. If you have any further questions please feel free to contact me at any of the phone numbers below.

Stephen J. Linn
Vice President, Sales
CellMark Paper
100 Executive Way
Suite 221
Ponte Vedra Beach, FL 32082

904-543-8444 direct
904-710-0337 cell

BROWN

Brown Printing Company

2300 Brown Avenue
PO Box 1549
Waseca, Minnesota
56093-0517
tel 507-835-2410
fax 507-837-4709

October 24, 2013

To Whom It May Concern

Re: Miles Media Group, Inc.

Sarasota, FL

I am happy to be able to provide you with a reference on behalf of Miles Media Group, Inc. This company has been a customer of Brown Printing Company since August of 1997. They do an annual volume of business with our company in the low 7 figures. Their payment of invoices has been paid as agreed.

Miles Media is a very good customer of Brown Printing, and we are happy to have a good working relationship with them.

Sincerely,

BROWN PRINTING COMPANY

Stephen Langager

Credit & Collections Manager

Attachment A

Complete and submit the Company Background Information Sheet

1. Name of Company:

Miles Media Group, LLLP

Year founded: Miles Media Group was founded in 1954 as SEE Magazine. The company was incorporated as Miles Media Group in 1990. Miles Media Group, LLLP was established in 2005.

2. Form of Business (e.g., corporation, limited liability company):

Limited Liability Limited Partnership

3. Parent Company or Affiliates:

Miles Media Group, LLC (parent 99 percent); Generic Partner (1 percent) and Affiliate Miles Media Group, Inc. (1 percent); other affiliates: Miles Media, LLC and Miles Multimedia, LLC.

4. Location of Office(s):

▶ 1165 South Foster Drive
Baton Rouge, LA 70806

▶ 6751 Professional Parkway West, Suite 200
Sarasota, FL 34240

▶ 1000 S. McCaslin Boulevard, Suite 302
Superior, CO 80027

▶ 1100 Peachtree Street NE, Suite 200
Atlanta, GA 30309

Number of Employees: 180

5. Please List All In-House Services

- ▶ Strategic Marketing Services
- ▶ Web Program Management
- ▶ Integrated Online Marketing Programs
- ▶ Web Development
- ▶ Media Planning & Buying
- ▶ Website Hosting - subcontractor: Rackspace

- ▶ Interactive Design & Development
- ▶ User Experience Analysis
- ▶ Web Analytics
- ▶ Content Creation
- ▶ Revenue Generation Programs/Sales
- ▶ Traffic Generation/SEM
- ▶ Search Engine Optimization
- ▶ Viral Programs/Contests
- ▶ Landing Page Optimization
- ▶ Social Media Marketing
- ▶ Strategic Services & Brand Development
- ▶ Mapping & Booking Integration
- ▶ Email Marketing Programs
- ▶ Data Collection & Management Services
- ▶ Photo Shoots & Art Direction
- ▶ Travel Guide Design, Content & Production

6. Will you use third parties for any of the services provided under this contract? If yes, whom? For which services?

We plan to utilize Rackspace Managed Hosting for hosting services.

7. Please list all current tourism industry accounts signed with your company.

All of Miles' clients operate within the tourism industry. Please find a full client list below along with a brief description of our services and the year we acquired them.

NATIONAL ORGANIZATIONS

- ▶ **Brand USA** - co-op, media, email, print and content marketing services (2012)
- ▶ **DMAI, Destination Marketing Association International** - web services (2011)
- ▶ **USTA, U.S. Travel Association** - design and content services (2011)

STATES

- ▶ **Visit California** - co-op marketing services (2013)
- ▶ **Colorado Tourism Office** - web, print, email, sales services (2005)
- ▶ **Visit Delaware** - print, SEO and agency of record services (2010)

- ▶ **VISIT FLORIDA®** - print services (1997)
- ▶ **Georgia Department of Economic Development** - digital agency of record (2012)
- ▶ **Georgia State Parks & Natural Resources** - marketing/advertising consulting services (2013)
- ▶ **Kentucky Department of Travel** - print and email services (2009)
- ▶ **Louisiana Office of Tourism** - web, email, social media, database services (2008)
- ▶ **Louisiana Travel Promotion Association** - print and advertising services (2006)
- ▶ **New Jersey Division of Travel & Tourism** - web and social media services (2010)
- ▶ **North Dakota Department of Commerce, Tourism Division** - web and email services (2012)
- ▶ **Pennsylvania Department of Community & Economic Development** - web, print, email, SEM, advertising services, database and distribution services (2006)
- ▶ **Tennessee Department of Tourist Development** - print and advertising services (2003)
- ▶ **Washington Tourism Alliance** - web services (2012)
- ▶ **West Virginia Division of Tourism** - print and email services (2005)
- ▶ **Wyoming Office of Tourism** - print, email and advertising services (2006)

REGIONAL DMOS

- ▶ **Albuquerque Convention & Visitors Bureau** - SEO/SEM services (2010)
- ▶ **Anaheim/Orange County Visitors & Convention Bureau** - print services (2004)
- ▶ **Anchorage (AK) Convention & Visitors Bureau** - web services (2011)
- ▶ **Auckland Tourism, Events & Economic Development** - SEO, analytics, SEM campaign management, consulting (2011)
- ▶ **Austin Convention & Visitors Bureau** - print, email and advertising services (2003)
- ▶ **Baltimore Convention & Visitors Bureau** - web services (2013)
- ▶ **Capital Region USA** - web, print, email and SEM services (2012)
- ▶ **Charlotte Harbor and the Gulf Islands Convention & Visitors Bureau** - web services (2006)
- ▶ **Charlotte Regional Visitors Authority** - web, SEO and SEM services (2012)
- ▶ **Choose Chicago** - print, email and advertising services (2001)
- ▶ **Dallas Convention & Visitors Bureau** - print services (2004)
- ▶ **Destination Coromandel Regional Tourism Organisation** - consulting (2013)
- ▶ **Destination DC** - print and web services (2011)
- ▶ **Visit Denver** - mobile app development services (2012)

- ▶ **Fairfax County Convention & Visitors Corporation** – print services (2009)
- ▶ **Florida Restaurant & Lodging Association** – web services (2011)
- ▶ **Fort Worth Convention & Visitors Bureau** – print, advertising services, web and tablet app development services (2012)
- ▶ **Gold Country (CA) Visitors Association & Central Valley Tourism Association** – mobile app development services (2012)
- ▶ **Grand Junction (CO) Visitor & Convention Bureau** – web, mobile and email marketing services (2007)
- ▶ **Great Lake Taupo (NZ) Regional Tourism Office** – SEO, consulting services (2011)
- ▶ **Juneau (AK) Convention & Visitors Bureau** – web services (2009)
- ▶ **Lake Wanaka Tourism Regional Tourism Organisation** – SEO and email marketing, consulting (2012)
- ▶ **Las Vegas Convention and Visitors Authority** – print services (1999)
- ▶ **Los Angeles Convention & Tourism Board** – print and content services (2008)
- ▶ **Memphis Convention & Visitors Bureau** – web, mobile, print and mobile app development services (2010)
- ▶ **Naples, Marco Island and the Everglades Convention & Visitors Bureau** – web and print services (2004)
- ▶ **New Orleans Metropolitan Convention & Visitors Bureau** – print and email services (1999)

- ▶ **Palm Springs Desert Resort Communities Convention & Visitors Association** – web, mobile, SEO/SEM and content services (2012)
- ▶ **Pensacola Bay Area Convention & Visitors Bureau** – web and mobile services (2010)
- ▶ **Greater Philadelphia Tourism Marketing Corporation** – advertising services (2013)
- ▶ **Regional Tourism Organisations of New Zealand** – consulting, analytics and training, national DMO online marketing capabilities program (2010)
- ▶ **Richmond Convention & Visitors Bureau** – SEM services (2013)
- ▶ **Ruston Lincoln Convention & Visitors Bureau** – web services (2010)
- ▶ **St. Augustine, Ponte Vedra & the Beaches Visitor & Convention Bureau** – web and mobile services (1999)
- ▶ **St. Petersburg/Clearwater Area Convention & Visitors Bureau** – web and email services (1996)
- ▶ **St. Tammany Parish Tourist Commission** – print and web services (2007)
- ▶ **San Antonio Convention & Visitors Bureau** – print services (2008)
- ▶ **San Francisco Travel Association** – print and advertising services (2001)
- ▶ **San Jose Convention & Visitors Bureau** – print and advertising services (2007)
- ▶ **Visit Sarasota** – web, email and digital agency of record services (2013)

- ▶ **Sonoma County Tourism Bureau** – web services (2012)
- ▶ **Visit Spokane** – web services (2012)
- ▶ **Visit West Hollywood** – web services (2012)

DESTINATION RESORTS & RESTAURANTS

- ▶ **Blackstone Hotels Regional Tourism Organization** – web, analytics and consulting services (2011)
- ▶ **Heritage Hotels Regional Tourism Organization** – SEO, consulting, analytics (2012)
- ▶ **Hilton Sandestin Beach Golf Resort & Spa, Florida** – agency of record (2012)
- ▶ **Miller's Ale House Restaurants (57 restaurants)** – web and SEM services (2012)
- ▶ **The Modern Honolulu, Hawaii** – web and agency of record services (2012)
- ▶ **PGA National Resort & Spa, Florida** – agency of record services (2012)
- ▶ **The Sanderling Resort & Spa, North Carolina** – web hosting and SEM services (2012)
- ▶ **Seagar's Prime Steaks & Seafood, Florida** – agency of record services (2012)

“DOCUMENT CONTAINS CONFIDENTIAL PROPRIETARY OR TRADE SECRET INFORMATION”

We understand the Office of Tourism’s need to be confident that a partner they select be capable of performing the services. It serves no public interest to subject a privately held company’s financial statement to public exposure. In fact, if this information is disclosed it may limit future interest by privately held companies limiting the Office of Tourism’s qualified options. We respectfully request you honor the confidentiality of the information on the following page in answer to Question 8 on the Company Background Information Sheet (Attachment A).

8. Has your company operated at a profit for at least three of the past five years? Explain.

CONFIDENTIAL

Redacted

MILES IN LOUISIANA

“Whenever I’m in New Orleans, I have to eat lunch at Willie Mae’s Scotch House, the beloved Treme neighborhood eatery. The menu says “America’s Best Fried Chicken,” a claim I agree with 100%. Willie Mae Seaton opened her small corner restaurant as a bar in the 1940s. Arrive when they open at 11 a.m. or be prepared to wait in line. At just \$10, the three-piece dark meat plate with sides has to be one of the world’s great food bargains.”

—Daniel Djang, Content Manager



9. What would you consider to be your company’s strongest area of expertise?

Our strongest area of expertise is content marketing for destinations – engaging traveling consumers with relevant information when, where and how they want to receive it. This is a major differentiating factor between Miles and other companies who may seek this work.

Many web developers can deliver just what you ordered, exactly the way you ordered it. Most interactive agencies can create a credible online presence. Some online marketing companies provide what is essentially a software solution: they offer you an off-the-shelf solution (typically in a highly templated form), you get the asset, and they walk away to let you manage it.

With a highly-skilled staff (both technically and creatively), Miles can deliver all the online components the State requires and has been doing so for LouisianaTravel.com for the past five years. The unique difference is in what we offer you beyond the requirements of the RFP.

We believe that marketing Louisiana with both passion and precision is not about modules, meta tags and code. It is not about visual flash alone. It is about understanding traveling consumers – what motivates them to choose Louisiana for its amazing culture, foods, events and outdoor experiences. And it is about convincing travelers of the many reasons they should stay longer and return soon. It’s also about attending to every detail of the user experience to provide consumers with the features, functionality, tools and information they need to enjoyably make their travel plans in Louisiana.

Your dedicated Louisiana team understands how to build websites and databases that meet the needs of all stakeholders: consumers, industry partners and the Office of Tourism. We know Louisiana – its places, its experiences, its goals and challenges. What’s more, as a proven strategic partner on your marketing team, we can help you look ahead to trends in the travel and internet industries, so that Louisiana is prepared to meet challenges and opportunities that lie ahead.

WHAT MAKES MILES UNIQUELY QUALIFIED TO SERVE LOUISIANA?

- ▶ Five years of increasing success: a direct result of our 100% focus on delivering ROI-focused, innovative marketing and publishing solutions to Louisiana
- ▶ A strong track record of online innovation and industry awards for design and usability (six in the past three years for Louisiana)
- ▶ Specific and deep experience in delivering the services and products requested in the RFP
- ▶ Our ability to “hit the ground running” compared with other vendors, and to spend your money more strategically: Because we’ve already built a solid foundation for your site, we can spend a much higher proportion of your web budget on driving traffic to the site and creating innovative new social media, content generation and SEM programs
- ▶ We have developed excellent working relationships with your staff as well as with industry partners around the state
- ▶ We are a partner, not a vendor – so we constantly look for ways we can provide new ideas and solutions to you to deliver greater ROI and to keep you ahead of your competitive set

10. Describe three (3) of your company's most significant achievements over the last three years.

ACHIEVEMENT #1:

Becoming Brand USA's Official Marketing Partner

Miles traces its roots back to 1954, when we published pocket-sized guidebooks touting the local attractions and hidden treasures of the Sunshine State. Although we've grown exponentially over the past six decades and are now better known for our digital products, we remain storytellers at our core.

Today, travel stories can be told much more visually and more powerfully, in much more interactive and varied ways. When we were selected in 2012 to help facilitate Brand USA's ambitious multi-country marketing efforts, it was not only a culmination of years of hard work but a chance for our team to take our content strategizing expertise to the next level – and reach a wider international audience.

We know that great content influences travel decisions – yet we also know that one of the greatest challenges facing DMOs is being able to allocate the resources needed to create high-quality, compelling content. Even more daunting is the need to create high-quality, in-language content to engage international audiences. With this in mind, and working alongside Brand USA's New Business Development team, Miles conceptualized and executed a series of targeted, content-based programs that include:

- ▶ The Official Discover America Inspiration Guide, a magazine-style vacation planner that showcases American travel experiences to 16 international audiences through beautiful editorial content and sponsored photo essays highlighting participating destinations.
- ▶ An In-Language Content Program, in which destinations of any size can sponsor custom content packages that include in-language videos, travel articles and photographs. Native-language hosts promote these U.S. destinations to international audiences, with a focus on “experience pillars” such as nature and outdoors, shopping and luxury, arts and culture and more.
- ▶ In-Country Multi-Channel Campaigns – sophisticated media campaigns that provide destinations with targeted exposure through print inserts, digital insert distribution, online advertising and email marketing in targeted countries.

Miles and Brand USA constructed the program so that any DMO can participate, as any or all of the programs can be combined in a custom multi-tier cooperative. These co-ops create an affordable way for states and cities to help smaller destination partners have a substantial presence. In fact, the Louisiana Office of Tourism, along with six regional CVBs, was one of the first co-op participants in the program, with Travel South USA agreeing to distribute the new content on its own international website and social channels. Content assets created the Office of Tourism and CVB partners included:

- ▶ 18 in-language travel videos – three for each regional destination in German, French Canadian and Mexican Spanish.
- ▶ 18 in-language travel articles – three for each regional destination in German, French Canadian and Mexican Spanish.
- ▶ Each participating regional CVB received up to 60 color-corrected images as well as all B-roll.
- ▶ In-language metadata for all content assets to be suitable for international search engines.

Through our partnership with Brand USA, we not only get to showcase the best of the United States through engaging content and rich media, but we also have the opportunity to drive travelers to smaller, lesser-known destinations they might have otherwise missed. To date, we've helped more than 100 DMOs tell their stories in 10 languages to 18 international audiences.

ACHIEVEMENT #2:

Innovation and Action in Response to a Challenge

We understand the challenges that DMOs face - especially during difficult times. Our team strives to be nimble, innovative and action-oriented at all times, but when forces of Mother Nature or the media affect travel to a destination, we know that our attitude of quick and smart response is even more critical. As partners in each of our clients' success, we have learned to respond quickly and efficiently to help mitigate and reverse any damage.

Our response to the BP Oil Spill relevant to our VISIT FLORIDA account is an example of the kind of responsiveness and innovation our clients have come to expect from us.

On the afternoon of Monday, May 3, 2010, VISIT FLORIDA's leadership came to us and asked for our help and recommendations on how to inform consumers, trade audiences and the press about the BP oil spill, to correct their misperceptions that the state's beaches were damaged and closed to visitors.

VISIT FLORIDA's hope was that we would be able to develop and implement a plan by week's end (Friday, May 8). Our team took on the challenge - and determined we could do better than week's end. We worked well into the evening and came to VISIT FLORIDA the next morning with a strategy and implementation plan. It was in place by end of day on Tuesday, May 4.

Because research indicated that 30 percent of travelers were less likely to visit Florida beaches because of the oil spill and 54 percent of tweets on Twitter trended negative, we developed a social media plan grounded in overcoming perceptions and providing real-time updates to Florida's visitor audience.

The key for Florida Live was to showcase the state's beaches in real time from the perspective of real people. By including user-generated photos and videos from Facebook fans, videos from a blogger and beach cameras from around the state, we gave consumers who wanted to see the condition of Florida's beaches the ability to do so firsthand, with their own eyes, online and unfiltered. Florida Live combined Facebook, Twitter, YouTube and Flickr into a single communication platform and transformed the way communications during a crisis situation could be handled by a DMO. Instead of using the tools to simply communicate the VISIT FLORIDA message, they were used to facilitate a conversation that included the consumer and user-generated content. Taking it one step further, Florida Live widgets were created that allowed the program to be embedded in websites of content-sharing partners. This included the Florida Restaurant & Lodging Association and media outlets such as the Palm Beach Post.

Florida Live included:

- ▶ Local updates on VISITFLORIDA.com from regional DMOs to the site via Twitter feeds.
- ▶ An interactive map displaying local DMO updates, beach web cams and state Fish and Wildlife Commission reports. Beach conditions were included when oil appeared on shore or when updates were available.

- ▶ VISIT FLORIDA's Facebook fans began adding beach images to the Facebook page.
- ▶ A feed was set up to showcase the images on VISITFLORIDA.com in real time.
- ▶ A video blogger traveled all 825 miles of Florida beaches and uploaded daily videos to VISITFLORIDA.com and the Florida Live YouTube channel, posted images on Flickr, tweeted and blogged.
- ▶ Targeted emails were sent to travelers within the southeast U.S. to inform them of beach status.

VISIT FLORIDA's Florida Live was successful in combating the negative perceptions being created by the news coverage of the oil spill. In a follow-up study, 60 percent of those who saw Florida Live online knew more about Florida's beaches and felt assured they were open and safe, and 31 percent of those who went to VISITFLORIDA.com were more inclined to take a vacation prior to Labor Day. In addition, visitors who viewed Florida Live content spent 17 percent more time on the website and had an 11 percent lower bounce rate. The following is a breakdown of metrics for the program:

- ▶ 600 million earned media impressions
- ▶ 895,000 consumers reached by targeted emails
- ▶ 2,000-plus photos shared by fans on Facebook
- ▶ 20% increase in traffic to VISITFLORIDA.com May-Aug. 2010 vs. previous year
- ▶ More than 55,000 video views

We're very proud of our responsiveness in the face of this challenge, as well as the ambitious social media program conceived and executed by the Miles team.

ACHIEVEMENT #3:

Investment in New Technology

Adapting to the changing times is a hallmark of our corporate culture. For example, five years ago we didn't have responsive design, mobile applications and social media campaigns; today Miles has a full-time mobile app developer and social media manager, and our team has designed more than 30 mobile and responsive-design solutions for destination clients.

Technology is constantly changing, and Miles has made ongoing investments in new technologies in order to stay on the cutting edge of destination marketing. Our team not only understands the latest technologies required for digital strategy development, we actively use them. For example, for Visit St. Petersburg/Clearwater, we developed the first augmented reality experience for a leisure destination – an application that won numerous awards and was cited by Inc.com as one of the best examples of augmented reality in marketing, alongside brands such as Barnes & Noble.

We believe in open systems and shared information, and our philosophy helps our clients stay ahead of the pack and provides us with the flexibility and speed to implement what is best. Below are examples of new technologies that our team has utilized to improve our clients' marketing performance:

Drupal CMS

We made the decision to utilize Drupal as our core CMS platform five years ago, and since then we've launched desktop browser-based, mobile-specific and responsively designed websites for nearly 20 DMO clients using the platform. Drupal's network of more than a million users worldwide ensures the continuation of support for expansion and security, as well as integration with emerging technologies in the future. (We're currently in the process of upgrading LouisianaTravel.com to the Drupal 7 platform.)

APIs

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

- ▶ Simpleview
- ▶ Florida Vacation Auction
- ▶ SMI/D3000
- ▶ Brand USA
- ▶ JackRabbit Systems
- ▶ Starmark

We at Miles are technology-agnostic. By forging these types of partnerships, we're able to work closely with other agencies to provide our clients with the best possible digital solutions.

MILES IN LOUISIANA

“When I would travel to New Orleans on business, we would always gather at Mulata's across the street from the convention center for great bloody Marys, zydeco music and dancing. We would walk, shop and dine the Riverwalk and Bourbon Street and take ferry rides on the river. It became more than a business trip – it was a gathering of new and old friends for years to come.”

–Peggy Gangemi,
Director of Human Resources

Responsive Design

Miles created one of the first responsive design websites for a destination marketing organization (Destination DC). We have been helping our clients take advantage of the growing multi-screen behavior trend for many years, developing mobile websites, applications and, in the past two years, heavily investing in responsive design technologies and strategies. Members of our team have been frequent speakers on the topic of responsive design at industry events and have created a white paper on best practices in responsive design (find it at MilesPartnership.com/Library).

We have launched new, state-of-the-art responsive design websites for Destination DC, Sonoma County, Pennsylvania, Colorado, Georgia Film & Music, North Dakota, Washington, St. Petersburg/Clearwater Film Commission and The Modern Honolulu (as well as our own MilesPartnership.com site); sites for Georgia, Sarasota, Baltimore, New Jersey and Louisiana are currently in development and set to launch in the coming months. (The new responsive-design LouisianaTravel.com will go live in December.) All these sites demonstrate the advanced features of a responsive design website: flexible layout with relative sizing, flexible images and media through dynamic resizing and CSS3, and feature detection to determine available device capabilities and adapt accordingly.

Get Smart Content

The most significant web trend today is providing information to visitors where they are at that moment – in other words, in context. No longer does the user enter through a homepage and begin on a linear information-finding path through a series of landing pages and sub-pages. Now, search engines, social media conversations and new technologies allow for visitors to come and go through any page of the site – at any moment of your travel story. Therefore, every page should act as a welcome and call-to-action for the visitor, and Get Smart Content software is the key to making this happen. Get Smart allows websites to gather information about the user – such as geography, search keyword and referring website – and instantly deliver relevant content based on that information. In fact, we’ve seen exceptional results from implementing Get Smart Content on LouisianaTravel.com: We created two dynamic landing pages (one in English and one in French) that utilized Get Smart Content for a special marketing campaign targeting Canadian residents. Visitors who were served Get Smart Content targeted calls to action showed a 394% higher goal conversion rate than visitors who didn’t.

BrightEdge

BrightEdge is a state-of-the-art, enterprise-level SEO tool used that Miles utilizes on a number of DMO sites (including LouisianaTravel.com) to maximize content strategy and SEO efforts on an ongoing basis. By tracking keyword rankings, BrightEdge allows us to target and proactively take advantage of specific opportunities for content generation and optimization that grow organic search traffic.

MILES IN LOUISIANA

“Jazz Fest – with the amazing music and Louisiana vibe – is one of the most awesome things I’ve experienced, especially the one I went to the year after Katrina. The way the city and its people were far from broken even though there was so much despair around, and the way everyone at the event was there for the people of New Orleans as much as the music was truly amazing.”

–*Brianne Zulauf,*
Account Director

"DOCUMENT CONTAINS CONFIDENTIAL PROPRIETARY OR TRADE SECRET INFORMATION"

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CONFIDENTIAL

Provide a compilation of financial statements for the past two years prepared by a Certified Public Accountant.

CONFIDENTIAL

Redacted

A scenic photograph of a swampy landscape. In the foreground, several large, gnarled cypress trees with prominent buttresses stand in shallow water. The water is calm, reflecting the trees and the sky. The background is filled with a dense forest of trees, many of which have vibrant red and orange autumn foliage. The overall atmosphere is misty and serene. The word "COST" is overlaid in the center in a white, stylized font, flanked by two horizontal dotted lines.

COST

“ Jenn Duncan and I took a road trip through Louisiana, eating our way from Shreveport to New Orleans. Lea’s Lunchroom in Lecompte was the best – I still crave the banana cream pie, collard greens and roast pork and gravy. It was Southern cooking at its best!”

—Rachael Root,
Account Director

COST

We have included our cost proposal as required in the RFP in Attachment B; however, the RFP form doesn't allow us to explain our cost proposal so that you can meaningfully compare our costs to others. There are several items that should be noted regarding our cost proposal:

We do not charge a commission on the media we manage.

We have, however, included a 1% media commission rate; we've done this only because of the cost formula - if we made the commission rate 0%, based on the formula, we would score zero points even if we were the lowest proposed rate. Our intent is to purchase digital media with no markup if we are requested to do so.

We are not charging an hourly rate for our Account Principal and Creative Director.

Jay Salyers and Elena Prostova have played key roles in the evolution of the Louisiana account since Miles was originally awarded the contract. Both Jay and Elena will continue to be involved from a global perspective as the Account Principal and Creative Director for Louisiana. There will be no charge for Jay or Elena's time to provide strategic guidance and creative direction to this account.

Therefore, our cost proposal states that we are charging an hourly rate of zero for the Account Principal and Creative Director, which should be included as part of our average hourly rate.

ATTACHMENT B

Cost Proposal for COMPONENT 3 Proposer's Name: Miles Media Group, LLLP

Proposers are advised that the terms of the contract to be awarded to the successful proposer may limit the direct, hourly labor rate by title (or equivalent functional category) to the rates provided.

STEP 1:

Propose direct, hourly rates in the format provided below for all proposed team members and services provided within your proposal. Titles below are for reference/example only. **Titles below are for reference/example only. Titles of all personnel listed in your proposal under "Experience/Personnel and Production Resources" must be included in this list. One title per line, even if two different positions/titles are paid the same hourly rate. NOTE: DCRT will NOT pay for services that it considers "the cost of doing business" such as accounting/administrative personnel.**

TITLE	HOURLY RATE, in dollars per hour
Senior Vice President, Western Division/Account Principal	\$0
Account Director	\$100
Content Director	\$115
Editor/Project Manager	\$100
Editor	\$100
Art Director	\$125
Interactive Producer	\$125
Lead Web Developer	\$125
Advertising/Data Manager	\$85
Web Developer	\$125
Director of Media & Analytics	\$125
Digital Analyst	\$125
SEM Manager	\$125
Director of Research and Online Marketing	\$125
Creative Director	\$0
Information Technology Director	\$125

STEP 2:

Propose the media commission rate that that will incorporate all costs for media research, planning, negotiation, tracking, pre- and post-buy analysis, and placement. **IF YOU ARE PROPOSING A COMMISSION OF 0%, NOTE THAT YOU ARE PROPOSING 0% BUT PROPOSE A RATE OF 1% TO AVOID A SCORE OF 0 POINTS FOR COMMISSION. (IF AWARDED A CONTRACT, 0% WILL BE THE CONTRACTED COMMISSION RATE.)**

PROPOSED MEDIA COMMISSION RATE: 1 % of Gross

EXAMPLE

The standard industry mark-up on advertising is 15%. The gross cost of a net media buy of \$1,000 is \$1,176.47 (\$1,000 / .85 = \$1,176.47 gross)

Proposed commission rate is the percentage of the gross, which is added to the net.

Media buy of \$1,000 net = \$1,176.47 gross

15% commission = \$176.47 (15% of \$1,176.47)
Contractor invoices State \$1,000 (net) + \$176.47 (15% commission) = \$1,176.47 total cost to State

10% commission = \$117.65 (10% of \$1,176.47)
Contractor invoices State \$1,000 (net) + \$117.65 (10% commission) = \$1,117.65 total cost to State

5% commission = \$58.82 (5% of \$1,176.47)
Contractor invoices State \$1,000 (net) + \$58.82 (5% commission) = \$1,058.82 total cost to State

STEP 3:

Propose the annual cost for hosting LouisianaTravel.com and its ancillary websites. **IF YOU ARE PROPOSING AN ANNUAL HOSTING COST OF \$0.00, NOTE THAT YOU ARE PROPOSING \$0.00, BUT PROPOSE A RATE OF \$1.00 TO AVOID A SCORE OF 0 POINTS FOR HOSTING. (IF AWARDED A CONTRACT, \$0.00 WILL BE THE CONTRACTED ANNUAL HOSTING COST.)**

PROPOSED ANNUAL HOSTING COST: \$ 25,000

STEP 4:

The Evaluation Committee will grade the Proposers' cost proposals for Component 3 in accordance with the following formulas:

Average hourly rate: maximum 15 points

Lowest Proposed Average Hourly Rate *divided by* Proposer's Average Hourly Rate x 15 = Grade for Hourly Rate

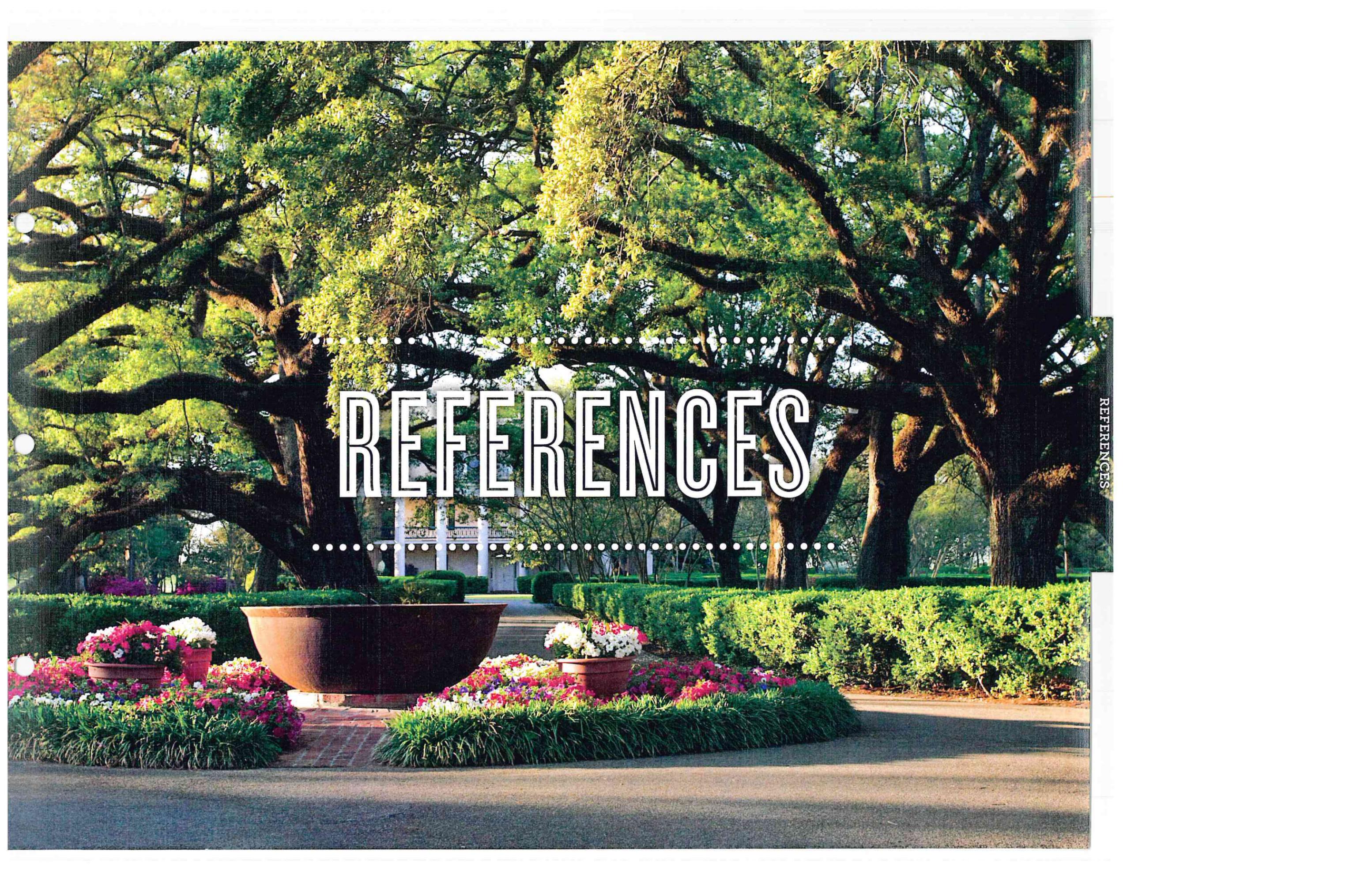
Media Commission Rate: maximum 5 points

Lowest Proposed Media Commission Rate *divided by* Proposer's Media Commission Rate x 5 = Grade for Media Commission Rate

Annual Hosting Cost: maximum 5 points

Lowest Proposed Annual Hosting Cost *divided by* Proposer's Annual Hosting Cost x 5 = Grade for Annual Hosting Cost

Members of the Evaluation Committee will add the 3 scores together to determine the grade for "Relative Cost of Services" out of a total possible maximum of 25points.



REFERENCES

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REFERENCES

“ We attended the 10th anniversary of the Voice of the Wetlands Festival in Houma and saw local favorite Tab Benoit. We met lots of out-of-state festivalgoers from Hawaii, the Virgin Islands, California, Florida – it was amazing how everyone had come together in their love of music.”

—Ileana Frascone,
Project Manager

REFERENCES

Provide a minimum of three (3) current client references (Do not include agencies within the Office of the Lieutenant Governor or DCRT as references). Include company name, contact name, email address, and phone number. Note which companies with whom proposer has worked for 3+ consecutive years. It is the proposer's responsibility to ensure that all contact information is correct. A maximum of 3 attempts will be made to contact each reference. References will be asked approximately 5 "yes" or "no" questions regarding their experience working with proposer and a set number of points will be assigned to each question, for a total of 5 points.



Colorado Tourism Office

John Ricks, Associate Director
John.Ricks@state.co.us
303-892-3869
(2005 to present)



Capital Region USA

Matt Gaffney, President & CEO
MGaffney@capitalregionusa.org
302-226-0422
(2011 to present)



Destination DC

Elliott Ferguson, President & CEO
Elliott.Ferguson@destinationdc.com
202-789-7001
(2011 to present)



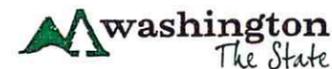
North Dakota Department of Commerce, Tourism Division

Heather LeMoine, Marketing Manager
HLemoine@nd.gov, 701-328-5372,
(2012 to present)



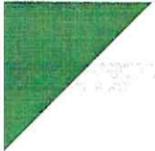
Georgia Department of Economic Development

Daniel Skahen, Marketing Services Manager
DSkahen@georgia.org, 404-962-4038,
(inclusive of Tourism; 2012 to present)



Washington Tourism Alliance

Louise Stanton-Masten, WTA Executive Director
Louise@watourismalliance.com, 425-478-5350,
Cheryl Kilday, Visit Spokane President & CEO
CKilday@visitspokane.com, 509-742-9370,
(2012 to present)



Miles' Brand Promise:

We will always *earn* your business.

- ▶ We are a trusted advisor for our clients - we do the right thing.
 - ▶ Our people offer true expertise - we advise our clients and build appropriate programs to help them achieve their business goals.
 - ▶ We have an intrinsic understanding of where the DMO adds value in the marketing funnel, which will extend your dollars and avoid competing with local partners and overspending resources marketing to consumers who are already coming to Louisiana.
 - ▶ We are dedicated to being an industry resource: We research, explore, test and share our knowledge.
 - ▶ Our work is never done: We pay attention to trends and opportunities to keep our clients ahead of the industry standard.
- ▶ We take a fresh approach to everything we do.
 - ▶ Research is an integral part of our process - informed strategy is the only way we approach our work.
 - ▶ We make no assumptions - we never expect to receive business from existing clients who go out to RFP. We believe that we must continually earn your business, by offering you the best results, programs and working relationships.
 - ▶ We are committed to being authentic and transparent.
 - ▶ We hold ourselves accountable for programs that deliver results.
 - ▶ We understand the complexities our clients face - our job is to make your job easier.