March 2, 2026

RFP Questions & Answers:

1. Are international companies eligible to submit?
   1a. Are you open to working with a remote team?

   Yes. International companies are eligible to submit proposals. However, given the need for close collaboration with internal teams and agency partners, GMCVB prefers agencies operating within the Eastern or Central U.S. time zones, or those able to demonstrate consistent availability and alignment within those time zones.

   Finalists will be required to present in person in Miami, and the selected agency will be expected to participate in periodic in-person meetings throughout the engagement.

   The selected agency must provide a reliable and stable team, and demonstrate strong communication protocols, clear project management structure, and consistent availability within Eastern or Central U.S. time zones to ensure seamless collaboration with internal teams and partner agencies.

2. What is the budget?

   GMCVB has not established a predefined budget range for this engagement. We are seeking proposals that are appropriately scoped and priced based on the comprehensive scope of services outlined in the RFP, including ongoing enhancements, ADA compliance, personalization, testing and optimization, and an eventual redesign and rebuild. Respondents should provide detailed pricing that reflects:
   - The scale and complexity of MiamiandBeaches.com
   - Integration requirements within the existing Kentico and Simpleview environments
   - Ongoing support and optimization needs
   - Clearly defined deliverables, timelines, and resource allocations

   Proposals will be evaluated on overall value, scalability, transparency of pricing structure, and alignment with scope (not solely on lowest cost).

3. What specific challenges with the current website is the GMCVB seeking to address through this RFP?

March 2, 2026

The 2026 focus will be on current website enhancements & performance, ADA compliance, eCRM, personalization and growth of the testing approach for ongoing optimization. Eventually to include a new website design and build.

4. Is GMCVB open to evaluating alternative CMS platforms as part of this engagement, or is continuation with Kentico a requirement?

   Xperience by Kentico is our CMS of choice. Our website has been in the Kentico environment for approximately 7 years now. We are not open to changing our CMS (Xperience) or CRM (Simpleview) platforms.

5. Confirm Kentico version/hosting model, and what integrations exist today with Simpleview and other tools (SATISFI, Crowdriff, analytics).

   5a. Can you confirm the current Kentico version and edition powering MiamiandBeaches.com (e.g., Kentico Xperience 13, Xperience by Kentico, or Kentico headless), as well as the hosting environment (Azure, managed hosting, etc.)? This will help us accurately scope technical resources and propose the right team composition.

a. Kentico Xperience 14 (v31.1.1)
b. Runtime: .NET 10
c. Web Framework: ASP.NET Core with Razor Pages and Blazor components
d. Backend NuGet Packages
e. Frontend Stack (npm packages)
    i. JavaScript Framework: Vue.js 3 (3.5.27) with @vueuse/core
    ii. Build Tools: Webpack 5, Babel 7, TypeScript 5.9
    iii. CSS, SASS, Bootstrap 5.3, Autoprefixer, PostCSS
    iv. Search UI: instantsearch.js, vue-instantsearch (Algolia)
    v. Maps: @googlemaps/markerclusterer, Google Maps API
    vi. UI Libraries: Swiper, FancyApps UI, VanillaJS Datepicker, HammerJS, Cuttr
    vii. HTTP Client: Axios

f. Azure Hosting (Production + Non-Production)
    i. Azure App Service (Web Apps): 4 Web Apps (Prod, Dev, Redirects, Failover)
    ii. Azure Storage Account (Blob Storage) for media/assets and integration payloads
    iii. Azure Monitor (alerts + dashboards), Application Insights for APM/telemetry (if applicable)
    iv. Automated backups with defined retention and point-in-time restore where supported
    v. Redundancy / resiliency: defined storage redundancy (e.g., ZRS/GRS) and application failover approach (zone/region as applicable)

g. Azure App Service (Web Apps)
   i. Production Web App
   ii. Development / Non-Production Web App
   iii. Failover Web App
   iv. Redirects Web App

h. Databases (Azure SQL Database)
   i. Platform: Microsoft Azure SQL Database.
   ii. Production database: Azure SQL Database deployed with active geo-replication.
   iii. Non-production databases: Multiple Azure SQL Databases for environment/support use, hosted in East US under an Elastic Pool

   i. 2 Azure Function Apps
      • Production Function App
      • Development Function App
   ii. Functions are used for scheduled integrations

j. Azure Front Door + WAF
   i. Azure Front Door (Standard/Premium) providing global entry point/CDN and routing.
   ii. Web Application Firewall (WAF) (managed rules + custom rules as needed)
   iii. Front Door configured with custom domains and TLS certificates; supports routing rules for origin selection and redirects as needed

k. CI/CD and Source Control
   i. Azure DevOps Pipelines (6)
     Pipelines include environment-specific configuration and secrets management.
   ii. Source control
      • 2 Azure GIT Repos (Website + Redirects)

l. Integrations (Simpleview via Azure Functions)
   i. Simpleview integration executed via Azure Functions:
      • Member/Partner API: custom transformation + import layer running hourly to populate Partner listings, Offers, Events into Kentico and Algolia indexes
      • Meeting Sales API: custom transformation + import layer running hourly into Kentico and Algolia indexes
      • Site Inspection API: integration currently in development

m. Frontend feature integrations
   i. Consent / Privacy
      • OneTrust Cookie Consent integrated with Kentico Data Protection/GDPR features (consent categories drive tag firing behavior)
   ii. Analytics / Tagging
      • Google Tag Manager (GTM)

- Google Analytics 4 (GA4)

iii. Site Search
- Algolia with Vue InstantSearch UI library

iv. UGC / Social
- Crowdriff integration

v. Maps and Places
- Google Maps Static API
- Google Maps JavaScript API
- Google Places API
- Google Aerial View API

vi. Video
- Wistia (header/hero video use cases)
- YouTube (standard videos + Shorts)
- Vimeo
- Threshold 360 (immersive/360 content)

vii. Live Webcams
- 18 Ozolio cameras
- Coral City Live underwater camera via YouTube Live

viii. Chatbot
- Satisfi Labs

ix. Forms / Anti-spam
- reCAPTCHA v3

x. Email subscription management
- Act-On API to push registrants to Act-On (planned deprecation once marketing emails are sent from Kentico)

xi. Weather
- WeatherWidget.io (embedded widget)

xii. Online guides / brochures
- Issuu integration (via API)

xiii. Experimentation / UX analytics
- VWO (A/B testing)
- Hotjar (heatmaps + behavior analytics)

xiv. Advertising
- Google Ad Manager (on-site ad serving)
- Off-site advertising managed via Google Ads and other platforms (managed by VML & Miles Partnership and other agencies)

xv. Accessibility
- Recite Me accessibility toolbar

xvi. Localization
- TransPerfect Translations.com proxy-based translation for 8 languages (translated mirror/proxy sites)

6. What KPIs are primary for 2026-2027?
    6a. The RFP outlines several important objectives — from UX and accessibility, to partner representation and performance. Are there specific KPIs or outcomes that you would like to make more visible or easier to report on?

    6b. Which Key Performance Indicators (KPIs) and measurable outcomes will you use to evaluate the selected agency's success in the first 12–24 months?

    - Engagement (Views & Sessions, Time on site)
    - SEO rankings & performance
    - Partner leads (outbound clicks to partner sites, Partner detail page views/sessions and Events (tracked in GA), RFP Submissions
    - Newsletter sign-ups
    - Looking to develop new KPI to ensure Greater Miami & Miami Beach is consistently surfaced in AI-generated travel recommendations.

7. Can GMCVB provide the current research data to the respondent for review prior to the submission of the RFP?

    In the Resource section on the RFP page we have 2 links for you:
    https://issuu.com/miamiandmiamibeachguides.com/docs/gmcvb_annual_report_mkt_plan_2025-2026
    &
    https://issuu.com/miamiandmiamibeachguides.com/docs/gmcvb_visitor_industry_overview_2024

8. What is the name of the current Advertising Agency of record?

    Our current Advertising Agency of record is VML.

    For the website we currently have 2 agencies: Miles Media is our website design agency and Ntara is our website development agency.

9. eCRM / CRM Initiatives: Can you provide more details regarding the specific initiatives the selected agency will manage?

    We have 2 versions of Monthly visitor focused newsletters (Fly and Drive markets) and we also have a quarterly LGBTQ+ newsletter, Meeting Planner newsletter and a Travel Trade newsletter. The selected agency may be required to manage performance and deployment and may also be asked to populate content.

10. RFP Participation: How many agencies have been invited to participate in this RFP process?

   We did a media buy with LinkedIn ads. Approximately 50 agencies submitted their Intent to Respond.

11. Are incumbent agencies eligible to respond to this RFP, and will all respondents be evaluated using the same criteria regardless of existing GMCVB relationships?

   Yes. Incumbent agencies are eligible to respond to this RFP.

   All proposals will be evaluated using the same scoring criteria and methodology as outlined in the RFP. GMCVB is committed to a fair, transparent and objective evaluation process.

   Selection will be based on alignment with the scope of services, demonstrated expertise, strategic approach, relevant experience, team structure, and overall value. Existing relationships will not influence scoring or evaluation outcomes.

12. Beyond personalization and eCRM, what does the GMCVB consider its top 2-3 digital experience challenges or opportunities heading into 2026-2027 (for example, areas such as conversion optimization, international audience engagement, marketing automation maturity, or testing and analytics capabilities)?

   Strengthening measurable conversion pathways particularly for Meeting Planners (RFP submissions) and high-intent leisure travelers, is a primary opportunity. This includes improving navigation clarity, reducing friction in planning journeys, and better identifying and guiding users demonstrating booking or inquiry intent.

13. Given that the GMCVB currently works with separate design and development agencies, how does the GMCVB envision the coordination of strategy, QA, and delivery timelines between partners, and would there be a preference for a single agency that can deliver both disciplines under one roof?

   14a. How do you envision collaboration between the Design Agency, Development Agency, Advertising Agency, and internal GMCVB teams in terms of ownership, decision-making authority, and prioritization of enhancements?

   We do not have a preference. We are open to a single agency or multiple. If multiple agencies are selected, we would require transparency and regular clear communications between agencies.

14. Have there been any recent conversations with key stakeholders or members that should inform how we think about their visibility or representation within the site experience?

There have been no recent structural changes or mandates that would materially alter stakeholder visibility requirements within the site experience.

As a membership-based organization, equitable and transparent partner representation remains important. Our approach prioritizes user experience and relevance while ensuring that partner listings, events, and deals are presented in a fair, manner.

We are not seeking preferential visibility for specific members; rather, we are interested in enhancing discoverability through improved UX, search functionality, personalization, and data-driven ranking where appropriate.

15. Are there particular initiatives or focus areas within the CVB that have gained importance recently and should be reflected more prominently in this next iteration of the site?

While there have not been fundamental shifts in our core mission, several strategic focus areas have gained increased importance and should be more prominently and cohesively reflected in the next iteration of the site experience.

These include:

Meetings & Convention Business Growth:
With the continued evolution of the Miami Beach Convention Center and the future headquarters hotel, strengthening the Meeting Planner journey, proof-of-performance storytelling, and RFP conversion pathways is a priority.

Personalization & Data-Driven Engagement:
We are advancing toward a more behaviorally informed digital experience, with increased emphasis on personalization, segmentation, and measurable conversion outcomes.

International & Multicultural Audiences:
Given our global visitor mix, enhancing multilingual discoverability, clarity of navigation, and culturally relevant pathways remains important.

Destination Pillars:
Music, arts & culture, culinary programming, and major events continue to

be important brand drivers and should be expressed in a way that aligns inspiration with planning utility.

The next evolution of the site should better connect these strategic priorities to clear user journeys and measurable business outcomes.

16. Can you please list all properties in scope beyond **miamiandbeaches.com** (domains/subdomains, microsites, campaign sites, mobile/web apps), with their owners, tech stacks, and whether they require redesign, replatform, or maintenance only and which external platforms (e.g., ticketing, booking, membership portals) require UX/design support and to what extent.

We only have one domain: MiamiandBeaches.com all other site sections are under the main website: Meeting Planners | Partners | Travel Professionals | Press & Media We will eventually require a website redesign. Tech Stack is already answered see question 5.

17. Please confirm the division of labor for content authoring and volume vs. design/UX vs. content optimization/SEO, including governance/approval steps, and required brand voice/tone guides. Which content types (e.g., landing pages, articles, partner listings, UX microcopy) will GMCVB author, and which will the agency create?

We have a Content department responsible for article and landing page content. The agency would not be responsible for this.
We would require our agencies to be responsible for design and development, testing, ADA compliance as well as SEO reporting to include keyword performance and any content gaps.

18. Content Ownership & Ongoing Support: To help us define the right operating model, could you share more about your current content approach, including: Ownership (Who is responsible for day-to-day content updates and publishing on the site today?), Update Cadence (How frequently is the site updated (daily, weekly, monthly)?), and Future Support Needs (Beyond the initial redesign, are you seeking agency support for ongoing content authoring, production, and publishing?)?

We have a Content department responsible for the regular and day-to-day updates made. The Website design and development agency(ies) will not be responsible for content. We have approximately 900 articles on the site and aim to update them on a regular basis – taking approximately 2 years to update all content pieces.

19. You have listed several advanced capabilities (e.g., personalization, eCRM, testing/optimization, geolocation, AR/VR mapping). Could you provide additional specificity on how you envision these capabilities integrating into the experience, and whether they are expected as defined functional requirements or as areas where you are seeking the partner agency's ideation and strategic recommendation?

    These capabilities should be viewed as strategic priority areas rather than rigid, predefined feature requirements.
    GMCVB has clear business goals particularly around increasing Meeting Planner RFP submissions, strengthening high-intent leisure conversions, improving partner referrals and tracking, and advancing personalization maturity. However, we are seeking a partner to translate those goals into a phased, scalable, and measurable roadmap.
    We envision:
    - **Personalization** through Kentico-based, behavior-informed content and audience-specific pathways to include AI trip-planning and other opportunities
    - **eCRM alignment** between on-site behavior and email engagement
    - **Structured A/B testing** tied directly to defined KPIs
    - **Contextual experiences** (e.g., geolocation or immersive mapping) where they meaningfully enhance user journeys)

    We are not mandating specific implementations for each capability. Instead, we expect the selected agency to provide strategic recommendations, prioritize initiatives based on impact and feasibility, and align innovation with measurable performance outcomes.

20. Are there structural, regulatory, procurement, or political constraints, internal or external, that have historically limited the pace or scope of digital experimentation at GMCVB?

    As a publicly funded, membership-based organization, GMCVB operates within an annual approved budget framework and formal procurement guidelines. Scope of work is defined contractually and aligned to fiscal year planning cycles.
    Major strategic initiatives may require stakeholder and board visibility; however, within approved budgets and defined scopes, we actively pursue innovation, testing and performance optimization. We value phased roadmaps and clearly articulated business cases that align experimentation with measurable outcomes and organizational priorities.

21. When trade-offs arise between serving leisure travelers, meeting planners, partners, and residents, how does GMCVB currently prioritize audiences, and is that prioritization evolving?

    Our priority is visitors (leisure and business) in the destination. Heads in beds is our main organizational KPI.

22. As the website becomes more data-driven and personalized, what level of internal readiness exists across teams to interpret insights, act on testing results, and evolve content or experiences accordingly?

    Our team is well versed in interpreting insights. We have a small team of website editors – so a roadmap for necessary actions would be recommended.

23. Do you have approved messaging that your partner will amplify through design and UX, or are you also looking for support in refining your brand messaging?

    VML is our Brand agency of record and is responsible for all Brand messaging.

24. What level of existing integration currently exists between Kentico CMS and Simpleview CRM in terms of real-time personalization and segmentation?

    24a. How is CRM data connected to website personalization today?

    Simpleview is solely used as our CRM. We pull our Partner listings, Event listings and Deals to the site through a Simpleview API.
    - We have a separate custom Simpleview API to populate meeting planner proposals.
    - We are currently working with Simpleview to develop another custom Site Inspection API.
    - Xperience by Kentico has personalization capabilities and eCRM capabilities that we are currently developing.

25. Tech Stack: Beyond Kentico CMS and Simpleview CRM (and tools noted in the RFP such as Google Analytics, SATISFI, and CrowdRiff), what other platforms, integrations, and key capabilities are in place?

    Threshold 360 (for GMCVB partners), OneTrust cookie compliance, Azure search, Wistia, Vimeo and Youtube video hosting platforms, Algolia, ITI Digital (event integration with Simpleview through API), Atos, Google Maps, Ozolio, Translastions.com, Usable.net. (Also see answer to Question 5)

26. Within Kentico, which modules, features, and Marketplace integrations are actively used? Are there any known technical limitations, performance challenges, or architectural constraints we should consider?

    MiamiAndBeaches.com operates on **Kentico Xperience (v14** v31.1.1**)** within a Microsoft Azure environment.
    Actively used capabilities include:
    - Core content management and Page Builder functionality
    - Kentico eCRM and email module (MJML-based), with personalization features are currently being expanded
    - API-driven integrations for partner listings, events, and deals
    - Algolia site search
    - OneTrust integration aligned with Kentico's data protection framework
    - Multiple Custom developed Kentico widgets
    - Kentico Workflows are being expanded
    - Kentico Customer journeys and automations are being expanded in the near future

    The implementation is built on ASP.NET Core with Vue.js components (not headless).
    There are no major architectural constraints. However, key focus areas include continued performance optimization (Core Web Vitals), maintaining security and redundancy in our hosting environment, scaling personalization capabilities, managing API-driven content feeds efficiently, and supporting a structured testing framework within the Kentico environment.

27. Are there specific priority audience segments (leisure, luxury, international markets, MICE, etc.) that GMCVB intends to emphasize in 2026-27 optimization efforts?

    Our target audiences are: Leisure travelers, Meeting Planners, Travel Trade Professionals and Press & Media.

28. Based on your recent usability research and heuristic evaluations, what are the most critical friction points within the user journey that you would like addressed in 2026?

    - Limited Personalization & Audience Segmentation
    - Overwhelming Navigation & Content Discovery Complexity

29. Given the high mobile usage and international mix, is a mobile-first personalization strategy prioritized over desktop optimization?

We prefer to design for mobile first. We currently maintain 1 version of the site for all layouts with a responsive design.

30. Has the site undergone a formal WCAG 2.1 AA audit?

    Yes, continuously. Our website meets WCAG 2.1 AA compliance standards.

31. The website needs to comply with WCAG 2.1 AA accessibility standards. Are there any specific accessibility features (e.g., voice navigation, text-to-speech, or keyboard navigation) that you would like prioritized in the design.

    For accessibility features we currently use Recite.me (which has text-to-speech). We are constantly optimizing the website to be as accessible as possible directly in the markup with aria attributes, making sure color combinations are ADA compliant, etc. We are open to implementing new features to make the site as accessible as possible.

32. As part of the website's development, are there any specific security certifications (e.g., PCI DSS) or data privacy laws (GDPR, CCPA) that the platform must comply with, especially with respect to event registrations or user data collection?

    Yes, we handle data privacy with OneTrust and have three main frameworks:
    - CPRA for California
    - GDPR for (E.U.)
    - Generic Cookie Management Framework for all the rest.

        For EU we are looking into upgrading to IAB Transparency and Consent Framework version 2.0 in the near future.

    Any available security certifications for Web Development would be a plus.

33. Can GMCVB clarify whether the proposal should include examples of mobile app development and AI-integrated solutions (like predictive analytics or chatbots) in addition to core web strategy and design, and if so, which specific use cases or outcomes are most valued?

    Yes, you can include examples of any work you think is relevant. We currently do not have a mobile app. We use SATISFI for our Chatbot. Best use cases or outcomes would be wherever the visitor is satisfied with us providing the best user experience.

34. Is the GMCVB open to agencies that bring Simpleview CRM expertise through disclosed subcontractor partnerships?

Yes. GMCVB is open to agencies that leverage disclosed subcontractor partnerships to provide specialized Simpleview CRM expertise. Any such partnerships should be clearly outlined in the proposal, including defined roles, responsibilities, and integration into the overall delivery model.

35. Does GMCVB anticipate introducing new functional capabilities to MiamiandBeaches.com during the contract term (e.g., advanced personalization, expanded integrations, platform upgrades, or CMS/CRM enhancements) that agencies should proactively plan for?

    Yes. GMCVB anticipates continued digital evolution during the contract term and expects the selected agency to design solutions that are scalable and adaptable. Priority areas for advancement may include expanded personalization within Kentico, enhanced behavioral segmentation, deeper CMS/CRM and third-party integrations, structured testing frameworks, and potential platform upgrades within the Kentico ecosystem.
    While we are not planning to change CMS or CRM platforms, agencies should propose a flexible, modular approach that accommodates phased enhancements and ongoing innovation.

36. Is GMCVB considering enabling direct booking or transactional capabilities on MiamiandBeaches.com during the upcoming contract term, or should agencies assume the current referral/redirect model to partner hotel and travel provider websites will remain in place?

    Yes, agencies should assume the current referral/redirect model to partner hotel and travel provider websites will remain in place.

37. Is a specific business license or business registration required to perform work under this RFP? If so, may the selected vendor obtain and provide the required license and business registration after contract award, or must it be submitted as part of the proposal?

    Any business the GMCVB is contracted with should be licensed and insured.

38. Are there any requirements for in-person meetings either before or after the contract is awarded? If so, how frequently are these meetings expected to occur, and would it be acceptable to conduct some or all of these meetings virtually?

    Yes, we will require all agency finalists to come to Miami and present in person.

After contract is initialized, we have an on-site planning meeting, and a few other in-person meetings required.

39. Are we permitted to provide references from the commercial or private sector?

You are free to provide references from wherever you feel is relevant.

40. What evaluation criteria and scoring methodology will be used to assess the proposals?

The scoring and criteria is outlined in the RFP under the Statement of Qualifications section. The highlights are here:
- Agency RFP Overview (10 Points)
- Agency Positioning, Vision, Philosophy (5 Points)
- Agency Strengths and Special Experience (20 Points)
- Agency History, Ownership, Current Size and Key Employees (5 Points)
- Current Clients, Account Gains and Losses (5 Points)
- Agency Billings History (5 Points)
- Scope and Nature of Agency Services (20 Points)
- Agency Work Process and Case Studies (15 Points)
- Agency Compensation Policies and Practices (10 Points)
- References (5 Points)

41. To help us scope appropriately, could you share the expected volume of email and/or marketing automation programs if they are in scope, clarify whether email is the only CRM channel currently being prioritized or if additional channels are planned, outline the key challenges you're facing in delivering personalized customer journeys today, and describe the maturity of your Simpleview CRM environment - including whether your focus is on building foundational programs or optimizing and scaling existing efforts?

Newsletters are the only eCRM channel currently in the mix with:
- Our visitor newsletter volume is approximately 250K for both Fly and Drive lists.
- Meeting planners approximately 10K
- LGBTQ+ approximately 2K
- Travel Travel approximately 9K

42. If additional channels are planned for CRM, outline the key challenges you're facing in delivering personalized customer journeys today, and describe the maturity of

your Simpleview CRM environment - including whether your focus is on building foundational programs or optimizing and scaling existing efforts?

Now that the Kentico Data Security has been integrated to our CMP platform (oneTrust) we need to define the personas/journeys and implement them. Then managing and keeping them updated.

At this time, email remains the primary eCRM channel for visitor engagement. We are not actively expanding into additional eCRM channels, but we expect our digital ecosystem to evolve in a way that supports future multichannel activation (e.g., behavioral triggers, on-site personalization, and integrated marketing automation).

Simpleview is primarily used as our **partner/member CRM**, not as a visitor marketing automation platform. Visitor-facing eCRM initiatives are managed outside of Simpleview and are in the early-to-intermediate stages of maturity. Key challenges today include:

- Formalizing digital behavioral personas beyond high-level audience segments
- Establishing structured scoring logic tied to engagement and conversion signals
- Aligning website behavior with email journeys in a more automated and scalable way
- Operationalizing ongoing management and optimization of personalization rules

Our current focus is on **building a strong foundational framework** — including defined personas, scalable personalization pilots, and structured testing — before expanding into more advanced, multi-channel automation efforts. We are seeking a partner who can help design and implement this roadmap in a phased, measurable manner.

43. How many pages do you think you will need for this site? Are we basing off of the current site with a complete refresh or will there be a large amount of additional pages added to this project?

We are planning on using the same amount as our current website's pages for the redesign.

44. Will we be using the current brand collateral or will a rebrand of the current logo and collateral be needed for this?

Our current Brand Agency VML is responsible for our Brand. That Brand will be brought to life in our current website refresh and eventual website redesign.

45. What are the goals for the new website compared to the current one? What do you want the new one to do for you that the current one isn't accomplishing?
Goals for the new website are:
- Improved UX
- Personalization
- A/B Testing
- Better eCRM integration to website

46. Will you be needing any SEO/SEM or ongoing Marketing services?

We will be needing SEO analysis and reporting included in your monthly services.

47. Does the GMCVB already have defined user personas and digital scoring rules in place for the proposed personalization and eCRM goals , or is the selected agency expected to lead the strategic development of this framework?

GMCVB has clearly defined priority audience segments aligned to our organizational strategy, including Leisure Travelers, Meeting Planners, Travel Trade Professionals, and Press & Media. These segments are supported by existing research, performance data, and CRM list segmentation.

However, we have not yet developed a fully formalized behavioral persona framework, advanced scoring model or structured personalization rule set within Kentico.

The selected agency will be expected to collaborate with our internal team to refine audience personas at a digital-behavior level and develop a scalable personalization and scoring framework that aligns with our business goals, KPIs, and technical ecosystem.
We are seeking a partner that can:
- Translate high-level audience strategy into actionable digital personas
- Recommend scoring logic tied to engagement and conversion signals
- Establish personalization pilots that can scale over time
- Align website behavior, eCRM journeys, and testing frameworks into a cohesive strategy

Our goal is to move from segmented communication toward more dynamic, data-informed personalization.

48. To what extent will the chosen partner lead strategic advice on marketing initiatives and optimizations versus collaborating with an existing Agency of Record (AOR)?

GMCVB currently works with a Brand Agency of Record (VML) responsible for brand strategy, campaign development and overall messaging architecture.

The selected digital partner will be expected to lead strategy related to website experience, UX/UI, personalization, testing and optimization, performance improvements, ADA compliance, and technical SEO.

This includes providing data-driven recommendations to enhance user journeys, conversion pathways and digital engagement across priority audiences.

Close collaboration with the Brand AOR and internal marketing teams will be required to ensure alignment between campaign messaging and on-site experience.

The digital partner should be comfortable operating within established brand guidelines while elevating the execution of digital strategy through performance insights and optimization.
We view this as a complementary relationship:

- The Brand AOR leads brand narrative and campaign expression.
- The Digital Partner leads experience design, performance optimization, and technical innovation.
- GMCVB retains final decision-making authority and strategic alignment oversight.

49. Does the GMCVB have a specific percentage goal or mandate for awarding business to Minority/Women-owned Business Enterprises (MWBE) or Miami-based firms?

    While GMCVB does not have a formal MWBE percentage requirement, we strongly value diversity and encourage participation from Minority-and Women-Owned Business Enterprises.

50. Do you have a roadmap or wishlist of features that you're looking to incorporate into the site in the first few months of a new partnership? If so, can you provide us with an overview of the highest priority projects?

    While we expect the selected partner to collaborate with us in refining a detailed roadmap, we have identified several priority focus areas for the first 6–12 months of a new engagement.

    Initial priorities include:
    Performance & Technical Foundation

    - Site speed and Core Web Vitals optimization
    - Technical SEO health review and remediation

- Validation and strengthening of WCAG 2.1 AA compliance

UX & Conversion Optimization
- Audit and refinement of key user journeys, particularly for Leisure Visitors and Meeting Planners
- Improved RFP submission pathways and conversion tracking
- Navigation and content hierarchy improvements to increase engagement and reduce friction

Personalization & Testing Framework
- Establishment of a structured A/B testing roadmap
- Development of foundational personalization rules within Kentico
- Initial pilot programs tied to priority audience segments

Analytics & Reporting Enhancements
- Improved KPI visibility and dashboard alignment
- Clear attribution pathways for partner referrals and meeting planner leads

These initiatives are intended to strengthen the current experience before moving into a broader site redesign and architectural evolution in a later phase. We value a phased, data-informed approach that balances quick wins with long-term transformation.

51. Will the Design Agency have direct access to deploy front-end optimizations via the Kentico CMS, or will all design-led enhancements be routed through the Development Agency's sprint cycles?

    The latter. Unless there are A/B tests before the selection of a winner UI/UX change which the Design agency can do via VWO or another platform.

    Once we have A/B testing on Kentico we could create a workflow for Design Agency to handle that part directly into Kentico if possible.

    Any change requiring code change of files tracked via source control will need to go through the Dev Agency.

52. Will the Design Agency be expected to lead the data-mapping strategy between the website's front-end and the Simpleview CRM to trigger automated eCRM initiatives?

    We are currently managing our eCRM experience outside of Simpleview through ActOn and we are migrating our eCRM program to Xperience by Kentico. Simpleview will not be used for eCRM.

53. Is the GMCVB looking for the Design Agency to develop custom Prescriptive Analytics dashboards that correlate UX/UI improvements directly to destination-specific KPIs, such as hotel booking referrals or meeting planner inquiries?

Yes! We do some of this in-house now and both our Dev and Design Agencies do this as well.

54. Does the GMCVB have a specific percentage goal or mandate for awarding business to Minority/Women-owned Business Enterprises (MWBE) or Miami-based firms?

GMCVB does not have a formal percentage requirement or mandate for awarding business to Minority- or Women-Owned Business Enterprises (MWBE) or Miami-based firms.
However, we strongly value diversity and inclusion and encourage participation from qualified MWBE and diverse-owned businesses. Proposals that demonstrate diverse team composition, inclusive business practices, or strategic partnerships with MWBE firms are welcomed and viewed positively within the broader evaluation process.

55. Beyond general tourism, are there specific audience segments, user journeys, or conversion behaviors that are the highest priority for this website iteration?

Yes. While leisure visitors remain a core audience, this next phase of the website must better support high-value segments and defined conversion pathways aligned to organizational KPIs.

Priority segments and journeys include:

Meeting Planners (MICE)
- RFP submission pathways
- Incentive and headquarters hotel information discovery
- Convention Center content engagement
- Case studies and proof-of-performance storytelling

Improving the clarity, speed, and confidence of the planner journey is a top priority.

High-Intent Leisure Travelers
- Users engaging with hotels, deals, neighborhoods, and events
- Repeat visitors demonstrating planning behaviors
- International visitors requiring multilingual clarity

We aim to strengthen progression from inspiration to partner referral clicks and measurable booking consideration signals.

Travel Trade & Group Business
- Itinerary-building resources
- Group hotel and attraction discovery
- Downloadable and shareable sales tools

Press & Media
- Media kit downloads
- Story leads
- Image and asset access

High-Priority Conversion Behaviors
The most important behaviors we seek to optimize include:
- Meeting Planner RFP submissions
- Outbound referral clicks to hotel and partner websites
- Engagement with partner listings and event pages
- Newsletter sign-ups
- Deep engagement with planning-related content (multi-page sessions, itinerary exploration)

Our goal is to better identify high-intent users and guide them toward meaningful conversion actions, rather than optimizing solely for traffic volume.