

Work Order #22

This work order is entered into as of December 1, 2022, between Orlando/Orange County Convention & Visitors Bureau, Inc. d/b/a Visit Orlando ("Client") and Simpleview, LLC ("Simpleview") and is pursuant to, and made a part of and governed by, the Master Services Agreement between Client and Simpleview dated September 20, 2019 ("Agreement"). In addition to the services to be performed by Simpleview pursuant to the Agreement and any other Work Orders now or hereafter existing under the Agreement, Simpleview shall perform the Services specified below.

Start Date: After signature, immediately upon processing

Objective

Act-On Professional Services partner Goose Digital will assist Simpleview Marketing Automation in the creation of a new preference center for Visit Orlando B2C (Act-On Instance #42220), based on the existing Preference Center page [seen at this link](#), and a customer-provided mockup [seen at this link](#).

Implementation Specifics

Deliverables

This assistance will encompass the creation of one (1) duplicate/revised Landing Page and one (1) duplicate Confirmation Pop-Up, and design/coding assistance as needed for these as well as a Simpleview-created Form and form submission List, to accomplish the following revisions:

Part 1 | Creation of a new Preference Center

- **"Intro"**: text updates
- **"Your Interests"**: updates, logo updates, and additions
- **"Communication Type"**: remove section
- **"Traveling As"**: add selection
- **"Your Trip"**: add question and options
- **Throughout**:
 - Review code to identify potential extraneous sections; remove upon Visit Orlando confirmation
 - Confirm all existing functionality via CSS/Javascript remains the same and is replicated for all new options/additions.

Assumption: Visit Orlando to provide updated/additional logos and any other design assets

Reviews/Meetings: Includes 2 rounds of revisions, with no changes included after signoff.

Exclusions:

- Does not include revisions to the following sections, except as related to code review:
 - “Your Details”
 - “Need a Break?”
 - “Unsubscribe from All”
- Does not include new API sync to CRM, or discontinuation of existing old centers’ sync to CRM (Simpleview/Visit Orlando will do on their desired timing)
- Simpleview to create base Form and form submission List, reflecting desired edits to the previous preference center's text, questions, and selection options
- Simpleview to change preference center link in Act-On assets as/when needed.

Part 2 | Data migration from previous Preference Center

Act-On Professional Services partner Goose Digital will port over data from the above-mentioned old preference center form submission List to a Simpleview-created new List, as closely as possible. This will allow for known subscribers' preferences from the old center to be pre-filled when they use the new center, instead of having to start fresh the first time they use the new preference center.

Assumption: Simpleview/Visit Orlando to provide guidance before commencement of work on desired logic of the migration (for instance, how old preference selections should map to non-identical new options)

Exclusions: Same as part 1

Part 3 | Special Projects Scope

The creation of a customization that will take data being captured in Act-On from a customized preference center landing page and sync it to the CRM Consumer User Group.

User Groups: Consumer; Group ID 5

Act-On List: Segment of > Preference Center Submissions (Segment name & List ID TBD) this will be provided by Veronica after the UDFs are created, so she has the Field ID' for the Act-On form

Segment will contain Contacts that have updated information within the last 24 hours

Using this segment will optimize the backend runtime of the sync

Customization:

A. Create a one-way CONNECTION from Act-on to CRM that will sync the submitted preference center data and populate/update UDFs under the Additional Fields section on the Contact Detail on a nightly basis.

Matching on Contact ID/Email Address

B. Create a UDF group 'Preference Center'

C. Create the following UDFs: non-editable to all users EXCEPT Sys Admin

- Arts/Culture: Y/N Field Type
- Events: Y/N Field Type
- Local Neighborhoods: Y/N Field Type
- New, Updates & Travel Tips
- Outdoor Adventures: Y/N Field Type
- Shopping: Y/N Field Type
- Theme Parks and Attractions: Y/N Field Type
- Dining: Y/N Field Type
- LGBTQ+: Y/N Field Type
- Luxury: Y/N Field Type
- Nightlife & Entertainment: Y/N Field Type
- Promotions & Discounts: Y/N Field Type
- Sports: Y/N Field Type
- Travel Date - UDF ID 1459: Date field type, will need to be added to the Preference Center UDF Group
- Travel End Date - UDF ID 1461: Date field type, will need to be added to the Preference Center UDF Group
- Spring: Y/N Field Type
- Summer: Y/N Field Type
- Fall: Y/N Field Type
- Winter: Y/N Field Type
- Family with Kids: Y/N Field Type
- Business: Y/N Field Type
- Adults without Kids: Y/N Field Type
- Paused - Y/N field
- Paused Date - Date field type
- Unpaused Date - Date field type

D. Create a process that will use the Paused field to automatically place Contact on the MSL while in a Paused status

E. Create a process that will use the Unpaused Date field to automatically remove the Contact from the MSL

Total Scope in Hours: 140 hours: this is an estimate for the current customization requirements; scope is subject to change if the requirements change

Estimated Developer time: 100 hours (development/debugging/testing/updating of UDFs/Logic to add/remove from MSL)

Estimated QA time: 40 hours (QA/documentation)

Out of Scope

Out scope items in this work order will be dealt with on a time and materials basis subject to prior written approval from both parties. ***For the avoidance of doubt, items not listed in this work order are outside of scope.***

Timeline

The table below highlights a preliminary timeline for your project. Dates are subject to change based on project work order sign off and production schedules.

| Milestone | Approximate Date |
|-----------------------------|----------------------------------|
| Project Work Order Sign Off | On or before November 30th, 2022 |
| Project Work Begins | Upon Work Order signature |

Cost Summary

The cost outlined below includes project management fee and implementation. **The quote is valid until December 10th, 2022.** Any change or addition to the above scope of work will result in the creation of a new Work Order.

| | One-Time Fee | Quantity |
|--|------------------|----------|
| Part 1 Creation of a new Preference Center | \$3,500 | 1 |
| Part 2 Data migration from previous Preference Center | \$2,500 | 1 |
| New Preference Center form + form list creation, update footers with new link, and testing | \$1,000 | 1 |
| Part 3 Special Projects Team Scope | \$14,000 | 1 |
| Project Management (15%) | \$3,150 | - |
| Total Costs | \$24,150* | |

*50% of Total Costs to be invoiced on January 1, 2023. 50% of Total Costs due upon project completion.

Moving Forward

In order for Simpleview to proceed with the project execution, we will need your signature accepting the project and budget.

Keith Swider

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contractworks.

12/14/2022

Authorized Signature (required to begin work)

Today's Date

Keith Swider

Visit Orlando

Printed Name

Organization

Authorized signature for SIMPLEVIEW:

Signature

Today's Date

Scott Meredith

12/14/2022

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contract**works.**

Printed Name

Scott Meredith