



**COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS
AGENDA ITEM REQUEST FORM**

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: October 29, 2019

Meeting Date: November 7, 2019

Name: Paula Vann

Department: Tourist Development

Division Manager's Signature: _____

A handwritten signature in blue ink, appearing to be "Paula Vann", is written over a horizontal line.

1. Nature and purpose of agenda item:

Request approval of the Google DMO Partnership Program contract

2. Recommended Motion/Action:

Motion to approve Google DMO Partnership Program contact for \$10,500

3. Fiscal impact on current budget.

This item is currently budgeted. The account number to be charged is 107-5200-552.30-48 ADVERTISING




971 WEST DUVAL STREET • SUITE 145 • LAKE CITY • FLORIDA • 32055

PH: 386.758.1312

Memorandum

Date: October 24, 2019

To: David Kraus, Assistant County Manager

From: Paula Vann, Executive Director Tourist Development 

Re: Visit Florida Google DMO Partnership Program - \$10,500

Columbia County Tourist Development requests approval of the Visit Florida Google DMO Partnership Program for \$10,500. Google will complete the following deliverables to help enhance Columbia County's Google content and images for attractions and the destination.

- Customer Search Behavior Analysis – research and documentation of destination's top search keywords, average monthly volume, key points of interest and more
- Baseline Audit – comprehensive audit of complete digital footprint within Google products
- Google Business Listing Completeness Analysis & Missing Data Submission – baseline report of tourism businesses encountered via Google searches and completeness survey to highlight missing data
- Visual Content Review and Submission – evaluation of visual content across Google products, flagging not useful/ inappropriate images and submitting from DMO library
- Work Plan – Documented and actionable overview of recommendations and next steps
- Two-Month Dashboard Report – designed to demonstrate results of destination's effort
- DMO staff training

**AGREEMENT BETWEEN THE
FLORIDA TOURISM INDUSTRY MARKETING CORPORATION, INC.,
d/b/a VISIT FLORIDA®,
AND
Columbia County TDC**

THIS AGREEMENT ("Agreement") is made and entered into by and between the Florida Tourism Industry Marketing Corporation, Inc., doing business as VISIT FLORIDA®, hereinafter referred to as "VISIT FLORIDA," and, **Columbia County TDC**, hereinafter referred to as "Customer." VISIT FLORIDA and Customer are sometimes referred to herein individually as a "Party" and collectively as "the Parties."

PURPOSE: VISIT FLORIDA enters into this Agreement for the purpose of providing the Services attached in **EXHIBIT A** hereto, Scope of Work.

1. **Billing and Payment.** For services provided pursuant to this Agreement, Customer shall pay VISIT FLORIDA 50% (\$5,250) upon execution of this Agreement and 50% (\$5,250) upon completion of services.
2. **Term.** This Agreement shall become effective on November 1, 2019, and shall end on June 30, 2020.
3. **Termination.**
 - a. **By VISIT FLORIDA.**
 - i. This Agreement may be terminated by VISIT FLORIDA with two (2) days' written notice upon the failure of Customer to provide payment as specified herein or abide by any requirement of law.
 - ii. This Agreement may be terminated by VISIT FLORIDA with ten (10) days' written notice delivered to Customer in the manner set forth in Section 7 herein for any reason, irrespective of Customer's performance and without the requirement that Customer be at fault or in breach of contract. Should this Agreement be terminated pursuant to this subsection, the specific basis or reason for the termination shall not be required to be included in the written Notice of Termination provided pursuant to Section 7 of this Agreement.
 - b. **By Customer.** This Agreement may be terminated by Customer with thirty business days' notice delivered in the manner set forth in Section 7 herein upon a showing of material breach of the provisions of this Agreement by VISIT FLORIDA. However, upon receipt of such notice, VISIT FLORIDA shall have the opportunity to cure any breach, and in the event that VISIT FLORIDA cures any such breach within thirty business days of Customer's notice of breach, this Agreement shall not be terminated by Customer. This Agreement may not be terminated by Customer under any circumstances once any payments have been made by VISIT FLORIDA under provisions set forth herein, until such time as Customer has returned to VISIT FLORIDA all disbursed funds for services not rendered prior to the date of the Notice of Termination.
4. **Public Records.** VISIT FLORIDA adheres to Chapter 119, Florida Statutes ("F.S."), and those portions of Chapter 286, F.S., relating to public meetings and records, and

may only withhold and keep confidential those records in its possession that are made confidential or exempt from disclosure by Florida law. Customer shall fully cooperate with VISIT FLORIDA regarding its efforts to comply with the requirements of Florida's public records laws. In the event of a dispute concerning the disclosure of a document in VISIT FLORIDA's possession that Customer asserts is confidential under Florida law, Customer shall be responsible for taking the appropriate legal action and agrees to fully defend, hold harmless and indemnify VISIT FLORIDA in connection with any legal proceeding and/or disclosure. As required by Section 288.1226(13)(a), F.S., VISIT FLORIDA will post this Agreement, including all attachments and exhibits hereto, in its entirety on its website for public viewing. All communications, expenditure information, and any other information concerning this Agreement provided to VISIT FLORIDA may be made public at any point in time unless otherwise made confidential by Florida law.

5. **Disclaimers.** Customer acknowledges that the Google Platform is not designed or provided by VISIT FLORIDA, and that the Google Platform may be altered or discontinued with or without notice. VISIT FLORIDA makes no warranties or representations, and hereby disclaims any such warranties and representations, concerning the accuracy or completeness of Content made available by the Google Platform, performance of the Google Platform, or the results that Customer will obtain from the appearance of any Content on or in connection with the Google Platform. VISIT FLORIDA disclaims any and all implied warranties of merchantability and fitness for a particular purpose concerning the Project.
6. **Content Rights.** Customer warrants and represents that Customer owns or has acquired a sufficient license to the Intellectual Property Rights concerning all Customer-Provided Content (defined as Content that Customer provides to VISIT FLORIDA or its subcontractor Miles Partnership, LLLP ("Miles") for use in connection with this Agreement), and has otherwise obtained all necessary rights to appoint VISIT FLORIDA and/or Miles to undertake the Project. For the avoidance of doubt, but without limiting the generality of the foregoing, Customer warrants and represents that it either owns or has obtained all rights necessary for use of the Organization-Provided Content on or within the Google Platform, and that such use on or within the Google Platform will not result in any third party claim against VISIT FLORIDA or Miles for copyright infringement, trademark infringement, trade secret misappropriation, or right of publicity misappropriation.
 - a. Subject to Customer's compliance with the terms and conditions of this Agreement, including payment in full of all fees due under this Agreement, VISIT FLORIDA, on behalf of its subcontractor Miles, hereby grants to Organization a limited license to use Miles-Provided Content (defined as Content that Miles licenses from a third party (i.e. other than from Customer) for use in connection with the Project) solely in connection with the marketing and promotion of goods or services on or within the Google Platform, and to sublicense such rights as Customer chooses to business entities residing within the destination area the Organization represents whereby Organization, acting in the capacity of a destination marketing organization, and with authorization, promotes the goods or services of such business entity.
 - b. From time to time during the term of this Agreement and for a reasonable time following its expiration or termination, VISIT FLORIDA and/or Miles may request that Customer execute written documentation that identifies with particularity (e.g.,

by file name, thumbnail, manner of delivery) the items of Miles-Provided Content and/or Customer-Provided Content delivered during the Project. Customer agrees to provide reasonable and prompt cooperation in the drafting and execution of such documentation.

7. **Venue.** This Agreement shall be construed under the laws of the State of Florida, and venue for any actions arising out of this Agreement shall be in the appropriate state Court in the Second Judicial Circuit in and for Leon County, Florida. Customer and VISIT FLORIDA waive any right to a jury trial.
8. **Subcontractors.** VISIT FLORIDA may subcontract any work performed under this Agreement.
9. **Indemnification and Insurance.** Each party shall indemnify, defend and hold harmless the other party and its directors, officers, employees, and agents from all claims, suits, judgments or damages, including interest and attorney fees and costs, arising from or relating to this Agreement. In all instances, each party shall be responsible for any injury, property damage, or other legal wrongdoing resulting from any activities conducted by that party and its directors, officers, employees, and agents.
10. **Limitation of Liability.** In no event will any party be liable for any indirect, punitive, special or consequential damages that may arise in connection with this Agreement, regardless of the cause of action or characterization of the damages, even if the party sought to be held liable has been advised of the possibility of such damages. Except for a party's obligations under Paragraph 8 herein (Indemnification and Insurance), in no event will either party's liability to the other exceed the amount of fees paid or payable to VISIT FLORIDA pursuant to this Agreement.
11. **Force Majeure.** Neither Party shall be deemed in default of this Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster (e.g., hurricanes), accident, riots, acts of government, acts of war or terrorism, shortage of materials or supplies, failure of transportation or communications or of suppliers of goods or services, or any other cause beyond the reasonable control of such Party. Either party has the right to terminate this Agreement upon written notice provided pursuant to Section 7 herein if a Force Majeure event substantially affecting that party's ability to perform the obligations created by this Agreement occurs.
12. **Record Maintenance.** Customer shall retain and maintain for a period of five years all records related to this Agreement and shall make such records available for an audit as may be requested. Records shall include independent auditor working papers, books, documents, and other evidence, including, but not limited to, vouchers, bills, invoices, third-party invoices, proof of performance, requests for payment, and other supporting documentation, which, according to generally accepted accounting principles, procedures and practices, sufficiently and properly reflect all program costs expended in the performance of this Agreement. The records maintained by Customer shall be subject at all times to inspection, review, or audit by VISIT FLORIDA, the Florida Department of Economic Opportunity, state personnel of the Office of the Auditor General, the Chief Financial Officer, Office of Chief Inspector General, or other personnel authorized by the Florida Department of Economic Opportunity.

13. **Preservation of Remedies.** No delay or omission to exercise any right, power, or remedy accruing to either Party upon breach or default under this Agreement will impair any such right, power, or remedy of either Party, nor will such delay or omission be construed as a waiver of any such breach or default or any similar breach or default.
14. **Severability.** If any term or provision of this Agreement or portion thereof is in conflict with any applicable statute or rule, or is found by a court of competent jurisdiction to be illegal, invalid, or unenforceable, then such term, provision, or portion thereof shall be deemed to be null and void, shall be severed from this Agreement, and shall not invalidate any other provision of this Agreement. This Agreement and the rights and obligations of the Parties shall be construed as if this Agreement did not contain such severed term or provision, and this Agreement otherwise shall remain in full force and effect.
15. **Merger.** This writing contains the entire understanding of the parties with respect to the performance of services under this Agreement. No representations made or relied upon by either Party, other than those that are expressly set forth within or provided for by this Agreement, are a part of this Agreement. Any "purchase order," or similar document generated by Customer or received by VISIT FLORIDA shall be for billing reference only and, notwithstanding any terms and/or conditions set forth therein, such document shall not take precedence over this Agreement.
16. **Modification.** This Agreement may not be altered, modified, amended, or changed in any manner, except pursuant to a written agreement executed and delivered by each of the Parties. Additionally, any such modification, amendment or change becomes effective as of the last date signed by the necessary Parties or such later date as the Parties may agree therein. However, either Party may change its Agreement Manager and contact information by notifying the other Party's Agreement Manager by electronic mail.
17. **Contract Eligibility.** VISIT FLORIDA's funding agreement with the State of Florida places limitations on its ability to contract with certain vendors. Therefore, Customer affirms that it is not (1) listed on Florida's Scrutinized Companies that Boycott Israel List, created pursuant to s. 215.4725, F.S., (2) engaged in a boycott of Israel, (3) listed on Florida's Scrutinized Companies with Activities in Sudan List or Florida's Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, created pursuant to s. 215.473, F.S., (4) engaged in business operations in Cuba, Syria, or Venezuela, (5) listed on Florida's Discriminatory Vendor List created pursuant to s. 287.134, F.S., or (6) listed on the State of Florida's convicted vendor list established pursuant to s. 287.133. Customer agrees that should any of the above affirmations become false during the term of the Agreement that VISIT FLORIDA may terminate the Agreement immediately. Customer agrees to provide VISIT FLORIDA with written notice immediately should any of the above affirmations become false during the term of the Agreement. Customer shall insert a provision in accordance with this paragraph in any subcontract for services under the Agreement.
18. **Non-Discrimination.** Customer shall not discriminate against any employee, or against any applicant for employment because of age, race, sex, creed, color, handicap, national origin, or marital status.

19. **Compliance with Laws.** Customer agrees to comply with all applicable national, state, and local laws in the performance of its obligations pursuant to this Agreement.
20. **E-Verify.** Pursuant to State of Florida Executive Order No. 11-116, VISIT FLORIDA's funding contract with the Florida Department of Economic Opportunity requires that VISIT FLORIDA include in all of its contracts the requirement that all Contractors performing work or providing services to VISIT FLORIDA utilize the E-Verify system to verify the employment eligibility of all new employees hired by the Customer during the term of the subcontract. Therefore, Customer will use the E-Verify system to verify that all new employees it hires to work in the United States that perform services under this Agreement are lawfully authorized to work in the United States.
21. **Attorney Fees.** Unless authorized by law and agreed to in writing by VISIT FLORIDA, VISIT FLORIDA shall not be liable to pay attorney fees, costs, interest, or cost of collection in conjunction with this Agreement or in relation to claims or controversies relating to or arising from this Agreement.
22. **Execution of Agreement.** The parties agree that the execution of this Agreement may be by electronic signature and maintained and transacted by electronic record. Additionally, this Agreement may be signed in any number of counterparts. Each counterpart is an original. Together, all counterparts form one single document.

IN WITNESS HEREOF, by signature below, both parties agree to abide by the terms, conditions, and provisions of this Agreement document.

**Florida Tourism Industry Marketing
Corporation, Inc., d/b/a VISIT FLORIDA**

Columbia County TDC

Signature:

Name: _____

Date: _____

Signature:

Name: _____

Date: _____

EXHIBIT A
SCOPE OF WORK
GOOGLE DMO PARTNERSHIP SUPPORT PROGRAM

1. Customer seeks to participate in the Google DMO Partnership Support Program ("Program"), a program aimed at improving the quality and visibility of destination-related content within Google's search and travel planning products.
2. Goals of the Program: This Program is designed to accomplish the following:
 - a. Enhance the role of the Customer in facilitating content experiences for potential visitors by influencing the quality and depth of destination content within Google's products:
 - b. Understand and document how the destination currently appears in Google products
 - c. Identify and address opportunities to improve the completeness and quality of the destination's presence
 - d. In doing so, improve consumer perception of the destination, encouraging deeper engagement with the destination on multiple platforms through quality content
 - e. Extend the trackable reach of Organization's content beyond its website, social media and paid advertising.
3. Google provides a variety of products and services that are free for DMOs and industry partners to participate in. DMOs can request access to the Google DMO Knowledge Base, a set of DIY tools and documentation to help Destinations expand their visibility within Google's products, at <https://goo.gl/forms/iySv541aaozoev2X2>. Through its subcontractor, Miles Partnership LLLP, VISIT FLORIDA is able to provide knowledgeable consultation and assistance to DMOs who wish to improve their destination's presence on Google. VISIT FLORIDA seeks to improve consumer perception of the state as a whole by encouraging deeper engagement by local DMOs in Google's products through quality content.
4. These services shall be provided through VISIT FLORIDA's subcontractor, Miles Partnership LLLP, as outlined in **Exhibit B** attached hereto.
5. Payment Terms: Total compensation to be paid to VISIT FLORIDA by Customer for services rendered pursuant to this Agreement is **\$10,500**.

All payments pursuant to this Agreement must be forwarded to Chris Smith at csmith@visitflorida.org. Failure to provide payments as indicated will delay order processing.

EXHIBIT B
GOOGLE DMO PARTNERSHIP PROGRAM SUPPORT SERVICES INDUSTRY CO-OP PROGRAM
STATEMENT OF WORK

Google DMO Partnership Support Program

The parties understand and agree that the services provided under this Statement of Work are governed by the attached Terms and Conditions, which are hereby incorporated by reference.

Statement of Work

VISIT FLORIDA by and through its Subcontractor, Miles Partnership LLLP, will partner with **Columbia County TDC** on a new initiative aimed at improving the quality and visibility of destination-related content within Google's search and travel planning products.

Goals of the Program

By participating in this program, the Organization will accomplish the following:

- Enhance the role of the Organization in facilitating content experiences for potential visitors by influencing the quality and depth of destination content within Google's products:
 - Understand and document how the destination currently appears in Google products
 - Identify and address opportunities to improve the completeness and quality of the destination's presence
 - In doing so, improve consumer perception of the destination, encouraging deeper engagement with the destination on multiple platforms through quality content
- Extend the trackable reach of Organization's content beyond its website, social media and paid advertising

Cooperative Partner Program for Destinations

Google provides a variety of products and services that are free for DMOs and industry partners to participate in. DMOs can request access to the Google DMO Knowledge Base, a set of DIY tools and documentation to help Destinations expand their visibility within Google's products, at <https://goo.gl/forms/iySv541aaozoev2X2>.

VISIT FLORIDA seeks to improve consumer perception of the state as a whole by encouraging deeper engagement by local DMOs in Google's products through quality content.

Google DMO Partnership Program Support Services - Audit, Activation & Training (Year One Participants)

This program has been developed to provide the DMOs with benchmarks for measurement, take steps to address the highest priority opportunities in the market and enable the DMOs to take on a meaningful role in Google's programs on an ongoing basis. There are three key components to the program: Audit, Activation and Training.

Audit

The Audit demonstrates how visitors are searching for the destination and uncovers what they find on Google when they do. This is critical to identifying the opportunities for the DMO to improve the representation of their market. Miles will present the Audit results via a webinar that consists of:

- **Consumer Search Behavior Analysis** – The objective is to define the priorities of potential visitors, so that the subsequent analysis can be based on what the majority of travelers are really looking for on Google and what they consequently find.
 - Research and documentation of the destination's top search keywords and their average monthly volume.
 - Analysis of the top points of interest and accommodations in the market, as represented by its current digital footprint outside of the DMO's owned channels
- **Baseline Audit of Google Products** – Comprehensive review of the complete digital footprint of the destination within Google products inclusive of:
 - Google Search Results
 - Google Travel Guides, including Top Sights
 - Google Images
 - Google Maps/Street View
 - Google Hotel/Flight Finders
 - YouTube

Activation

Miles will provide the first steps in optimizing the destination's presence by improving the completeness of local business listings and contributing the DMO's high-quality visual assets to Google to help best reflect the market. This includes:

- Google DMO Partnership Program Registration
 - DMO to provide a Google account email address and password
 - Miles to register the DMO into the Google DMO Partnership Program
 - Miles to set up Google Local Guide account using the DMO's Google account

- Google Business Listing Completeness Analysis & Missing Data Submission
 - DMO will provide a list (name/address/phone/url) of tourism businesses in their market to be audited.
 - Miles will match businesses to their Google My Business listing, identify any missing key business data (address, phone, website address, hours), and identify whether the business listing has been claimed.
 - Miles will research and submit missing data updates on behalf of DMO, which typically results in up to 100 data submissions.
- Visual Content Review & Submission
 - Miles will evaluate the visual content that appears in the Top Sights of Google Travel Guides, will flag content that is not useful/inappropriate, and identify areas of opportunity for improved content.
 - The DMO will provide up to 200 images to which they own full rights, and Miles will submit these images to their corresponding location(s) on Google Maps. Views of these images across all of Google's products can be measured by the DMO via the established Local Guide account.

Work Plan & Training

Participation in Google's products and measuring the impact of that participation will become an ongoing part of the DMOs' destination marketing efforts. To ensure that the DMO's team is prepared to take action after the initial activation, Miles will provide a training webinar to the DMO's staff which will cover:

- Review of the Work Plan created for the DMO based on the results of the Audit
- Tactical training on use of the tools and resources available to DMOs including:
 - DMO Partnership Knowledge Base
 - DMO Issue Report Form
 - Google Pixel phone (provided to the DMO by Miles & dedicated to the Organization's account.)
 - Google My Business
 - Google Local Guides
- Available reporting metrics and results of Activation to date
- Step by step instruction on:
 - Google My Business verification and troubleshooting
 - Image upload / removal
 - Business information edits
 - Owned content optimization and factors that influence the content units within Google Travel Guides
- Suggested strategies for 360 content creation and hardware options

Ongoing Google Program Activation Support (Second Year Participants)

DMOs who previously participated in the Google DMO Partnership Program Support Services Audit, Activation & Training may desire additional ongoing support from Miles to maintain the momentum of the efforts in Google. Twice per year Miles will provide:

- Report on the results from the Google Local Guides account and Google posts (if available) for the program-to-date. This will also include any other qualitative changes in the destination's presence on Google.
- Re-run the local business list that was evaluated in the original audit and report on changes to listing completeness and to which businesses are verified in Google My Business. Using the DMO Local Guide account, Miles will submit missing data that can be identified and updated or add missing businesses.
- Upload up to 200 additional images to the destination. This includes businesses, points of interest and general images of cities or counties.
- Flag poor or inappropriate images in Things to Do listings and city/county/park galleries for removal.
- Suggest edits to specific articles on the DMO website and videos on the DMO YouTube channel for optimization for Google Travel Guides.
- Conference call with the Organization to review and discuss these items, as well as provide an update on what is new in the Google ecosystem
- Email and/or phone support on use of the Trusted Verifier app or any other Google products related to the program

ADDITIONAL OPTIONS FOR DMO CONSIDERATION (not co-op)

Destination-Specific Industry Workshop on Google My Business

Miles will present a hands-on workshop on Google My Business to the local community.

- This 2-hour session will provide tactical education for operators in the form of a detailed presentation from Miles staff on utilizing Google My Business, as well as take-home materials.
- Miles will also facilitate instant verification of unverified businesses via the Trusted Verifier app with appropriate documentation at the event
- DMO to provide venue and F&B (if needed)

Content Creation Services

Miles will provide in-market Content Creation Services that support the next steps in the program that will result in new visual assets which will be owned by the DMO.

360 Images & Virtual Tours

- The Miles team will capture high-quality candid still photos, 360 photospheres and 360 virtual tours (up to 10 photospheres) following the priorities of the Audit.
- Options are provided based on how many locations are covered. Miles will provide date options for shoots for DMO to choose from.
- Images will be captured as best suited for delivery and engagement in Google products.
- Content creation will not include models/talent. Images are not intended for high resolution print use or destination hero imagery.
- Post processing of captured assets including minor image corrections, optimization of metadata and file name and addition of DMO's logo, where applicable.
- Upload of all final assets to appropriate locations within Google via the DMO's Google account.

DMO-Contributed Google Street View

- The Miles team will capture driving 360 footage over the course of three days. This typically results in 20 square miles of coverage. Actual routing will be determined collaboratively with the DMO based on the needs of the market.
- Content will be shot at 5 frames per second, per Google specifications
- In post processing, footage will be segmented, organized, stitched and DMO branding added.
- Final footage uploaded to Google Street View for publication.

Schedule

The Google DMO Audit, Activation & Training is designed to take place over the course of 10 to 12 weeks from the selected kick off date. Any in-market options selected will be scheduled at kick-off. Kick-off calls will be scheduled upon execution of the agreement.

Program Selection

X	AUDIT, ACTIVATION & TRAINING PROGRAM FOR DMOS (First Year Participants) <i>VISIT FLORIDA/DMO share cost 30/70</i> <ul style="list-style-type: none"> • Audit: Consumer Search Behavior Analysis & Baseline Audit • Activation: Google DMO Partnership Program Registration, Google Business Listing Completeness Analysis (up to 800 listings) & Missing Data Submission, Visual Content Review & Submission (up to 200 images) • Training: Instruction on tools & resources, detailed action plan & dedicated Google Pixel phone
	ONGOING GOOGLE PROGRAM ACTIVATION SUPPORT (Second Year Participants) <i>VISIT FLORIDA/DMO share cost 30/70</i> <ul style="list-style-type: none"> • Report on the results from the program-to-date. • Re-run the local business list for completeness and submit missing data • Upload up to 200 additional images to the destination. • Flag poor or inappropriate images • Suggest edits to articles and videos • Conference call with the Organization • Email and/or phone support

Optional Services Selection for Year one or Year two programs (*Not included in the co-op. May purchase as an “add-on”)

	360 Images & Virtual Tours (DMOs) <ul style="list-style-type: none"> • Still photos, 360 photospheres and 360 virtual tours (up to 10 photospheres) • Includes travel expenses
	10 Locations / Minimum of 50 images - \$5,000
	20 Locations / Minimum of 100 images - \$10,000
	30 Locations - Minimum of 150 images - \$15,000
	User-Contributed Google Street View (DMOs, VFL or Businesses) - \$20,000 <ul style="list-style-type: none"> • Driving 360 footage, post processed and uploaded to Google Street View via the DMO account • Includes travel expenses • Three Days of Content Capture / approximately 20 square miles

	Google My Business Industry Workshop - \$6,500 <ul style="list-style-type: none"> • In-market session with industry on Google My Business • Organization-branded How-To Guides & Fact Sheets • Travel expenses
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