

Discover The Palm Beaches
Mobile Application
Clarification Questions & Responses
February 13, 2025

- Is it a requirement that each bidding organization must have built a destination or hotel mobile application in the past?
 - No, we revised this requirement Thursday, 1/30/25 and posted as such on our website: <https://www.thepalmbeaches.com/requestforproposal>
- Is there any specific requirement for the electronic response format (e.g., PDF, Word, PowerPoint, etc.)?
 - No, there is no preferred format, whatever works for each individual organization.
- Is the entire scope (Exhibit A) not to exceed \$99,999 or is that the budget for development and UX, discovery, etc., are separate?
 - \$99,999 is the entire budget. We have a very good idea of what we want to do from a UX standpoint and have a highly technical team that can help with many areas so the discovery and UX shouldn't be terribly taxing. We also want this to be supported after the build which would be additional budget above the initial \$99,999 to commence in October 2025 at the earliest. Some features could be slated for beyond that initial budget and built after an MVP launch into our next fiscal in October 2025, however we really want to get this done for \$99,999.
- Is this a fixed price project where we would project manage everything? Or are you open to having us provide you with qualified developers where you manage them?
 - It is a fixed priced project in that we need to deliver a live MVP (with as much as defined in the SOW as possible) for \$99,999 before 9/30/25. Starting 10/1/25 we could move into a maintenance phase that includes dev work to finalize the buildout of all requirements as outlined in the SOW. However, the entire SOW needs to be finalized for less than \$150,000, ideally lower than that and as close to \$99,999 as possible. We would be open to managing the developers ourselves.
- Do you require all resources to be based in the USA, or are you open to offshore or hybrid teams? Our company is based in the USA, but most of our developers are located offshore.
 - No, we do not require all resources to be based in the USA however we do require transparency to the outsourced organization and/or individuals being used and the countries in which they reside.
- Are there any specific compliance or security requirements for the development team's location?
 - Possibly but not likely. We would ask for disclosure of each country where the developers assigned to our account are located. I would also be mindful of any potential

changes to how the USA does business with foreign countries per the current USA Presidential administration. If any legislative or executive actions could potentially have an impact, that would need to be taken into consideration.

- Are there any specific regulatory or compliance standards that need to be met?
 - The app needs to be compliant with various USA state data privacy laws. We have attorney's that will advise on this but any expertise you can lend would be helpful. We will likely want to make the app not function or prevent any data transfer for devices located outside of the USA.
- What type of insurance coverage is required for this project? Could you specify the required coverage levels?
 - The Contractor will maintain at its own expense during the term of this agreement, the following insurance:
 - Workers' Compensation Insurance with Florida statutory limits and Employers Liability Insurance with a minimum limit of \$100,000 each accident for any employee.
 - Commercial General Liability Insurance with a combined single limit of \$1,000,000 each occurrence for bodily injury and property damage. DTPB shall be added as "additional insured" on general liability policy with respect to the services provided.
 - Automobile Liability Insurance covering all owned, hired and non-owned vehicles with Personal Protection Insurance and Property Protection Insurance to comply with the provisions of the Florida Insurance Law, including residual liability insurance with a minimum combined single limit of \$1,000,000 each accident for bodily injury and property damage.
 - Cyber Liability Insurance with a single limit of \$1,000,000 each occurrence. DTPB shall be added as "additional insured" on Cyber liability policy with respect to the services provided.
 - Insurance policies shall not contain endorsements or policy conditions that reduce coverage provided to DTPB. Contractor shall be responsible to DTPB or insurance companies insuring DTPB for all costs resulting from both financially unsound insurance companies selected by Contractor and their inadequate insurance coverage. Contractor shall furnish DTPB with satisfactory certificates of insurance or a certified copy of the policy, if requested by DTPB
- What is DTPB's required timeline for developing an app?
 - The app must launch by September 2025 but ideally sooner.
- Is the budget of \$99,999 in the RFS inclusive of maintenance expenses once the application is developed?
 - \$99,999 is the max budget for development and any maintenance actualized between contract signing and September 2025. Starting in October 2025, we can move into a maintenance phase with incremental budget for that ongoing support.

- Are you looking to sell bookings and tickets directly within the application, or will this involve links to third-party platforms?
 - This does not need to launch in this initial phase but when it does it will likely be a third party platform.
- What key metrics or indicators will Discover the Palm Beaches use to define the success of this application?
 - Downloads, engagement, data collection.
- Will your team provide the back-end APIs to fetch the required information, or will our team need to develop these APIs?
 - Any APIs necessary are already built.
- Do you already have product designs or mock-ups in place?
 - We do not have designs or mockups but have a very good idea of what we want to do. We really like the "Visit Dubai" app and will be looking for a similar design.
- Can you confirm the key features that are absolutely necessary for the MVP (Minimum Viable Product)?
 - We would like to see as many features as you can provide for the allocated budget amount.
- How do you envision the search functionality working? Is it based on location, event type, or other filters?
 - We are open to all proposals, we would like to have as advanced of a feature that you can provide within the budgeted allotment
- What kind of real-time event listings do you want to display? Are there any specific event categories (e.g., concerts, sports, theatre)?
 - Ideally we would support an integration with an event service like PredictHQ or similar. Also google events, but the additional datapoints something like PredictHQ provides can help with segmentation and personalization for us down the line.
- Are there any specific event organizers you want to feature, or will the app host all events?
 - No
- Do you have specific partners for local offers, or would you like us to integrate third-party services for that?
 - We have specific partners, we would like the ability to manage the offer listings either programmatically via API or direct management in the application database, but allowing for manual creation within the admin panel would be ideal. We don't need to bring in offers from any existing service, most of our partners are SMBs with no technical integrations available.
- How do you plan to personalize recommendations for users? Is it based on past events or specific user preferences?
 - User preferences, if you can provide additional complexity within budget, we are open to that as well.
- Are you considering the potential to implement geofencing in your app to enhance the user experience by triggering location-based features?
 - Yes, we would like this either in the initial development or added down the road in future versions to trigger offers based on users location.

- What user data do you plan to collect (e.g., name, email, location, preferences)?
 - As much as functionally possible and ethical within the allocated project budget.
- Should users be able to create accounts or sign in through third-party services (e.g., Google, Facebook)?
 - Both methods, we can discuss particular SSO we want to support like google and common social media options.
- Which languages do you want the app to support? Should there be a way for users to switch languages dynamically?
 - English to start for an MVP
- Do you have a preferred push notification service provider or should we choose one (e.g., Firebase, OneSignal)?
 - No
- What types of notifications would you like to send (event updates, special deals, personalized recommendations)?
 - We would rather have notification functionality to utilize on our own rather than specific use cases. For example, the ability to send a notification based on location, or based on time of day, not based on the content of the particular notification.
- Should the notifications be triggered by user activity, location, or other factors?
 - As functional as possible within the provided budget parameters
- Do you have specific accessibility standards in mind (e.g., color contrast, screen reader compatibility)?
 - We must maintain AA compliance.
- Are there any particular accessibility features that should be prioritized (e.g., text-to-speech, large font options)?
 - No
- How do you envision the maps integration? Should it show event locations, nearby points of interest, or directions?
 - As functional as possible within the provided budget parameters.
- Do you want real-time weather updates to be shown for event locations?
 - No
- Are there any external services or platforms the APIs need to connect with (e.g., payment gateways, event platforms)?
 - No
- Do you already have partners or data providers for weather information and local offers?
 - You can use any weather API service, and we will manually create local offers from our partners these won't be from an external service
- Which payment gateways or services used for ticket purchases?
 - This may not be in scope for an MVP, but we don't have a particular preference towards any individual service.
- Are there any specific UI/UX standards or guidelines that must be followed apart from standard (Material Design, iOS Human Interface Guidelines)?
 - No
- Do you have branding elements (e.g., color schemes, logos) that we need to incorporate?
 - Yes, please see our brand guide available on our website
- Are there any brand initiatives that will inform or contribute to this goal? If so, when will they be complete?
 - No

- Do you have an existing design system that can be leveraged for this experience?
 - No
- Do you have any existing customer/user research (personas, journey maps)? If so, when were they created? Do they reflect your current and potential customer base? Can you share them?
 - We will be able to provide these, but are not sharing them at this time as they will change based on the winning bids specific feature set.
- Do you need any support generating content (copy, visuals) for the app?
 - No
- What kind of user data and analytics are important to track (e.g., clicks, searches, bookings)?
 - We won't have bookings directly, but possibly referrals from offer links. We care about basic analytics for an MVP.
- Analytics tools like Google Analytics or custom reporting dashboards are available or team needs to explore?
 - We only care about including analytics around app utilization and usage, we have existing GA4 and other analytics for our website which can be used if necessary, though it seems that may not be in our scope.
- Do you have any specific testing requirements, such as user acceptance testing or accessibility audits?
 - No, we will defer to best practices and vendors typical testing frameworks
- Any plans of have automation test set up?
 - We will defer to best practices and generally accept the vendors recommendations around this topic.
- Should the app be tested in different languages and on different devices to ensure cross-platform compatibility?
 - This is not necessary for an MVP, but would be nice to have in the future.
- How do you want to manage and store user data securely, especially payment and personal information?
 - We would defer to best industry practices and vendor recommendations in most cases for this.
- Are there any specific security requirements for the app (e.g., encryption, compliance)?
 - We would defer to best industry practices and vendor recommendations in most cases for this. We do expect compliance with US based data privacy laws such as CCPA/CPRA.
- Is the \$99,999 budget as referenced in the RFS as 'shall not exceed \$99,999 for the initial development' meant to define development only as less than \$100k, or is the intention for all activities (design, QA, testing, etc) meant to fall under that budget requirement?
 - All activities to launch an MVP should be done for under \$99,999.
- Who will be acting as the Scrum Master, Business Analyst (BA), and Product Owner (PO) and how will they collaborate with development team throughout the project?
 - The Manager of Marketing Technology.
- Are we open to utilizing Microsoft's generative AI services, such as Copilot Studio or Agent?
 - Yes we are open to all proposed solutions, though our chatbot is already developed and we expect if that feature is included in the bid, the vendor will connect to it via API to utilize it in the application. It is a separate service which we don't expect the vendor to construct, but rather utilize vs something like the openAI developer API.
- Will the solution involve both an app and a web platform where the chatbot needs integration?

- No, just the app and in this case integration will be via API connection to pass message content to and from our existing service.
- Have the LLMs to be used already been decided?
 - You will not need to construct any AI functionalities, our chatbot is a separate service you can anticipate integrating via API.
- How many daily requests are expected? This information will help estimate the costs.
 - We aren't able to provide an accurate estimate for this. This budget allocation is for development, we expect vendors to use best practices for scalability and system design. Operational costs for the supporting infrastructure are not something included in the budget.
- For Backend Development, any API Management platform is considered to manage APIs which will be called from Frontend to send data which will ingest into Snow pipelines?
 - Yes. We also use Fivetran so data could be ingested that way but there is cost here so we want to be mindful of that.
- Does Palm beach uses Any middleware / Integration / iPaaS platform like MuleSoft, Snaplogic, Azure Integration Services etc for data or system integration, do you have any specific preferences for the technologies or tools to be used for data integration (e.g., ETL tools, data warehousing solutions)?
 - We use Snowflake for all data management.
- Does Palm Beach has any existing Integration established between Snowflake and Simpleview CRM?
 - This app will not need to pull data from either source, but only push data to Snowflake. The specifics will be dependent on the specifics of each bid.
- What are the current pain points you are experiencing with your existing data Integration?
 - We expect you to develop an application and push certain relevant data into our existing Snowflake environment. The application backend does not necessarily need to be built with snowflake, it can use any database solution
- What is the expected volume of data that will be processed through the integration pipelines? (e.g., transactions per day, records per month)
 - We do not have an estimate for this as it requires partner and user adoption which at this time isn't known
- What is the desired frequency of data synchronization between the different systems (real-time, near real-time, batch)?
 - This will depend on the particular data. There are use cases which near-real time is necessary, but in most cases data can be updated daily.
- Can you provide more details about the specific data points that need to be integrated from each system (Snowflake, Wordpress,, Simpleview)
 - We expect you to push application data from the applications database into our Snowflake environment. There isn't anything you will necessarily be required to pull from our database unless your design is particularly unique in its data modeling.
- How much of the experience, look, and feel (configuration) do you expect your admin resources to have control over?
 - Minimal, its more about content management than design modification
- Is the infrastructure for multiple environments (dev, qa, uat, prod) already setup or is that expected to be a part of this scope?
 - Nothing is set up, given the scope allows for flexibility of development languages, we expect the vendor to set this up so it can support their solution.

- Are there established CI/CD best practices or projects already utilizing CI/CD processes?
 - No, but we expect the vendor to follow acceptable industry best practices.
- **Integration Requirements:** Could you provide a detailed list of existing platforms and third-party services (e.g., CRM, CMS, Snowflake, chatbot services) that will require integration with the new mobile app? Are there any known constraints with API rate limits from Simpleview CRM, Snowflake, or other third-party integrations that may impact performance?
 - We have an existing chatbot built in house which can be connected to via API to send and receive message content
 - Our primary data lake lives in a Snowflake environment, we aren't requiring the use of Snowflake for the applications backend, but whatever database solution it is developed with, we would like there to be a connection such that a small portion of relevant data can be pushed into our Snowflake instance.
- **Backend & Data Flow:** How does the backend currently manage data flow between the website, CRM, and mobile application? Are there any existing data synchronization challenges?
 - No, all data lives within our Snowflake environment, we have either custom ingestion pipelines or utilize Fivetran and S3 for the platform data they support.
- **Security & Compliance:** What security measures, compliance standards (e.g., GDPR, CCPA), or accessibility guidelines must the mobile app adhere to? Who will own and manage user data collected through the app, and are there specific legal/privacy considerations beyond standard GDPR/CCPA compliance?
 - Key considerations are CCPA. Accessibility should follow AA standards.
- **Technology Stack:** Are there any preferences or restrictions regarding the technology stack (e.g., React Native vs. Flutter) for the mobile app?
 - No restrictions, but we do place a high value on the user experience, so if you as the vendor don't have an opinion, please go with the more capable front-end.
- **APIs & Data Exchange:** Can you provide existing API documentation for systems like Simpleview CRM and Snowflake to better understand data exchange requirements?
 - There won't be any exchange to SimpleView, we have our CRM / CDP in Snowflake, and we don't have specifics of what data from the application to send without knowing what is available within your proposal. Generally speaking it will be a very small portion, likely summary user data.
- **Testing & QA:** Do you have any preferred tools or methodologies for user acceptance testing, performance testing, and security testing?
 - No we expect vendors to follow best industry practices and their own SOPs in this area.
- **User Authentication & Data Security:** Will the app require user accounts and authentication (e.g., email login, social sign-in)? If so, are there specific security protocols or identity providers you prefer (OAuth, SSO, etc.)?

- It won't require, but certain features won't be able to be saved or accessed if there is no account to save the data to. We would ideally like to see the common SSO options (ex. Google,
- **Payment Processing & Ticketing:** If real-time ticketing is a requirement, are there existing partnerships or platforms (Eventbrite, Ticketmaster, etc.) that must be integrated?
 - This functionality will almost certainly not be included in the MVP. We understand that it adds significant time and cost to the scope. However, if it is something you want to include in your proposal, we do not have any existing partnerships.
- **Offline Mode & Data Caching:** Should the app have offline capabilities for travelers with limited internet access, such as caching maps, itineraries, or key content?
 - Yes, this is an excellent recommendation. If this can be included that would be great.
- **Target Audiences:** Can you elaborate on the specific needs and behaviors of different traveler segments (leisure, international, business, meetings & groups) that the app should cater to?
 - For our MVP stage, the primary focus will be on visitors or tourists who are visiting The Palm Beaches. We also want to include some features which also provide overlapping value to residents. These would be leisure travelers and international travelers. In future iterations we would like to expand the feature sets to our B2B contacts like partner businesses, and travel planners for large associations who select where they travel for their large meetings and conventions.
- **Personalization & Engagement:** How do you envision personalization within the app (e.g., user profiles, behavioral tracking, AI-driven recommendations)?
 - We want to give very personalized experiences, mostly this will be location-oriented since Palm Beach County is so large, recommendations based on location are critical. We also would expect there to be certain preferences specified explicitly during signup to help provide higher quality results when it comes to budget, and interests, etc.
- **Content Management:** How will content updates be managed within the mobile app? Will non-technical staff be responsible for updates through the admin portal?
 - Yes, there is a lot of content available from our website, but non-technical users will use the admin panel to create certain offers and set parameters for when they can be active (start/end datetime). Events we expect will be managed via API either to our own database or a third-party event Dat vendor.
- **Accessibility & Multilingual Support:** Are there specific languages that the mobile app should support to enhance accessibility for international visitors?
 - Primarily we can focus on English and Spanish with the highest priority, but may want to expand to additional languages based on anticipated international traveler demand.
- **Chatbot Integration:** What level of AI and NLP-driven responses are expected from the chatbot integration? Will it need to handle multilingual queries?

- We have and maintain the chatbot, you only need to connect via API or webhook to send and receive content from the interface to the model. The chatbot can adjust to about a dozen languages, but nothing is needed relating to that from connecting, it initially identifies the query's language and adjusts its responses accordingly.
- **AI & Personalization Strategy:** Is there a preferred approach to implementing AI-driven personalization? Should it be rules-based, behavior-driven, or both?
 - We will leave that up to the vendor's recommendation. We want the best functionality that still gets the proposal in at the budget threshold.
- **Push Notifications & User Engagement:** Does DTPB have a preference for a specific push notification service or CRM integration for engagement tracking?
 - We don't have a specific preference but would expect the vendor to make an informed recommendation serving as the expert in this space.
- **Brand Identity & UI/UX Alignment:** Are there specific brand guidelines that the app's UI/UX design must adhere to?
 - We expect the vendor to use our brand guide for colors, fonts, and logos, etc.
- **Multi-Brand Considerations:** Will the app need to support multiple brands or sub-brands within DTPB's tourism ecosystem, such as distinct experiences for different traveler segments?
 - No, it will be solely focused on The Palm Beaches brand. The content under our brand has many segments, but the design language should be continuous throughout.
- **User Experience Priorities:** What are the primary design considerations to enhance user engagement (e.g., gamification, interactive itineraries, AR/VR components)?
 - AR/VR is likely the lowest priority at this stage, we want it to be easily navigated by users and we expect functionality to be quick with no excessive load times or poor responsiveness to user input. Everything else is desired, but we are flexible with what the vendor can provide within the budget.
- **Navigation & Search:** What are the most critical aspects of the search and navigation experience within the app?
 - We would like as great a search as possible, but from a minimum requirements perspective we'd like to see something more than direct text lookup.
- **Localization & Customization:** Should the app provide tailored experiences based on the user's location (e.g., geofencing for location-based recommendations)?
 - Yes
- **Gamification & Engagement Features:** Would DTPB be open to gamification elements (e.g., check-in rewards, loyalty programs, or scavenger hunts) to increase user engagement?
 - Yes

- **Collaboration Model:** What level of collaboration do you expect between DTPB and the selected vendor? Will there be a dedicated point of contact or a team?
 - We expect a high degree of collaboration. We have a few highly technical staff in our technology team who can expedite much of the Product Owner / BA work tasks.
- **Key Stakeholders & Decision Makers:** Who are the primary decision-makers, and how frequently will they be involved in the approval process?
 - This is dependent on what approvals we are working on. Design will need to be floated up the SVP, Marketing. Technology considerations will rest with the Technology team.
- **Feedback & Iteration:** How frequently do you anticipate design and development feedback loops? Do you have an established process for gathering stakeholder feedback?
 - Design feedback will hopefully only go through 1-2 iterations. Development much lower.
- We expect regular updates from our tech team on daily topics.
- **Third-Party Vendor Dependencies:** Will the selected vendor need to coordinate directly with any existing software or marketing vendors during development?
 - There may be a need for introduction to our website development vendor for content access purposes, but otherwise we don't anticipate that need. If it does seem to be something the vendor would find beneficial, we are open to coordinating any meetings.
- **Post-Launch Support & Maintenance:** What level of ongoing maintenance and support do you anticipate after the initial launch period?
 - This will be very dependent on the scope and complexity of the proposal and of the final product. However, we will need ongoing support from the developer for the foreseeable future.
- **Revenue Model & Monetization Strategy:** Will the app generate revenue directly (e.g., premium features, sponsored listings), or is it strictly an engagement tool?
 - This isn't something we have made any strategic decisions on yet and shouldn't be of much significance when it comes to development functions.
- **Marketing & User Adoption Strategy:** Will there be a dedicated marketing budget or campaign to drive adoption of the app post-launch?
 - This is something in consideration but would be done by our in-house media agency team.
- **Long-Term Roadmap & Future Expansion:** Beyond the initial \$99,999 budget, does DTPB anticipate phased funding or feature rollouts based on app performance?
 - Yes, this RFP is mainly targeted to get an MVP with enough valuable features off the ground, but we have significant plans for expansion long-term. This technology has the potential to benefit our organizational efforts and capabilities within the destination.

- **Competitive Landscape Considerations:** Are there existing travel or tourism apps that DTPB looks to as benchmarks or competitors in space?
 - Yes, we reviewed many existing tourism apps in the research phase for this RFP. There are several instances where we want to pick a few features or layouts and adapt them to our destination. This should make the design process much faster than if it needed to be done from scratch.
- **Success Metrics:** What key performance indicators (KPIs) will define a successful mobile app launch and ongoing success?
 - This will be dependent on the final feature set and agreed upon in the scope of work.
- **Presentation Process:** Will shortlisted vendors have the opportunity to present their proposals and demonstrate relevant past work?
 - Yes
- **Incumbent Agency:** Is there an incumbent vendor currently handling mobile development, or will this be a new initiative?
 - This is a new initiative
- **Contractual Terms:** Are there any specific legal or contractual provisions (e.g., IP ownership, liability limitations) that the vendor should be aware of when preparing the proposal?
 - Yes, they are outlined in the Request for Proposal documentation.