# Google DMO 360 Amplification

## Goals:
1. Grow Virtual Tourism: Escalate the vibrancy of New Mexico communities across Google’s products with high-quality, immersive 360 Virtual Tours of key locations.
2. Update Google Street View, with priority on tourism-related areas that Google has never covered or are more than three years old.

## Process & Partner Responsibility:
The CoOp team will work directly with Miles Partnership to facilitate the program from start to finish.
- Collaborate on prioritizing shot selections as well as securing shoot locations.
- Secure applicable permitting and coordination with local authorities for shoots, as required.

## Key Deliverables:

### 360 Photosphere / Street View
- Google 360 Photosphere and Google Street View content shot by New Mexico-based Google Street View trained shooters using car mounted/person equipped cameras on roadways, trails, multi-use rec paths and waterways.
- Post-shoot content processing and upload to Local Guides account done on your behalf.
- Post-initiative summary report on image views across Google products. DMOs will have access to image-level data via their Local Guides account.

### Virtual Tours
- Google Tour Creator with two to five 360 locations; posted on NewMexico.org and DMO websites.

## Timing & Duration:
As early as Sept 2020; 6 weeks