

Google DMO 360 Amplification

Goals:	<ol style="list-style-type: none">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:	<p>The CoOp team will work directly with Miles Partnership to facilitate the program from start to finish.</p> <ul style="list-style-type: none">• 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:	<p><u>360 Photosphere / Street View</u></p> <ul style="list-style-type: none">• 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. <p><u>Virtual Tours</u></p> <ul style="list-style-type: none">• 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

