San Marcos

website design proposal

Let's make something
INSPIRING

simpleview

Simpleview,
the global standard for integrated
destination marketing solutions built on experienced
leadership and meaningful **relationships.**

SIMPLEVIEWINC.COM

Table of Contents

Executive Summary

Provide an Executive Summary of the major features of the proposal, including any conclusions, assumptions, and general recommendations the Firm desires to make.

After reviewing your RFP, we understand that your primary goals for the new website redesign are to create a mobile first, interactive experience that advances your mission, vision, and values by promoting your lodging partners, unique attractions, outdoor wonders and unspoiled landscapes. The redeveloped website will serve as the primary information and content hub for leisure travelers, group travel leaders, media, and meeting planners. The outcome of this project will build and promote your brand and improve the reach and quality of the experience for users visiting TourSanMarcos.com.

SUMMARY OF SERVICES OFFERED WITHIN THE SCOPE OF OUR PROPOSAL

Simpleiview offers a broader range of post-development services and additional products for our customers. Below are the services outlined within this proposal: Website Redesign with our Creative Department, Content Management Solution (CMS), CRM Integration, Blog, Itinerary Builder, UGC Embed Capability and Google Map Modules, Support Plan (SimpleSupport), Marketing Automation (ActOn), Digital Accessibility (AudioEye), Content Optimization (SEO), Content Amplification (Paid Media; SEM), Content Creation, MapPublisher (Custom Map Solution).

We will achieve these outcomes through our experience in designing and developing websites specifically for DMOs. While each project is unique, every destination website we've developed has been designed/organized to maximize page views, visits, referrals and conversions. Our team will collaborate with key staff at The City of San Marcos Convention and Visitor's Bureau, stakeholders and agency partners, leading the group through a series of exercises designed to ensure a website experience that allows visitors to quickly find the information they want and inspire them to explore everything that San Marcos has to offer.

Simpleview has designed and developed more destination websites than any other firm; our seamlessly-integrated CMS/CRM platform, which we are proposing, is used by more DMOs than any other solution. We take the time to learn what you offer the visitor that no one else does, and then translate that into functionality to help tell your unique story.

Executive Summary

The name of the project manager who will work on the contract and relevant project experience.

Melanie's expanded bio appears in Section 2: Relevant Experience Information

MELANIE SOULES | CMS Project Manager

Melanie has been managing CRM and CMS projects for nonprofits and tourism organizations since 2007. Since joining Simpleview in 2015 as a Project Manager, Melanie works with clients throughout the project process—from design to beyond launch—and acts as a liaison to produce beautiful and high-performing websites on time and on budget.

Verification that the proposed team individuals are currently employed by the firm.

The individuals proposed to redesign the website for The City of San Marcos Convention and Visitor's Bureau currently work at Simpleview.

Confirmation that that the general liability insurance, workers' compensation, and professional liability insurance will be provided within ten (10) calendar days of the Contract Award.

Simpleview's Proof of Insurance is attached in Appendix A.

Brief statement providing assurances that the Firm will be cognizant of, comply with, and enforce all applicable Federal, State, and local laws, regulations, and ordinances, and a description of your firm's methodology for handling errors and omissions in the materials developed as part of this Project.

Simpleview is cognizant of, complies with, and enforces all applicable Federal, State, and local laws, regulations, and ordinances. To list a few examples, Simpleview is compliant with Canada's Anti-Spam Laws, GDPR, ADA, US & EU Privacy Standards.

To ensure there are no errors or omissions in the development of materials for your project, Simpleview adheres to a 12-Step website design, development, and communication plan which is explained in grater detail further within our proposal.

Relevant Experience Information

Identification of the firm/team responding to the RFP and a brief description of each firm/team member should be provided, including a brief summary of their experience and qualifications.

Please see the following pages, beginning on page 8, for more information on your Simpleview team.

Location of the headquarters office for the lead firm should be indicated as well as the location of each firm/team member office where work will be performed for the project.

The work will be performed, and the The City of San Marcos Convention and Visitor's Bureau account will be supported, from our headquarters in Tucson, Arizona and our East Coast office in Pennsylvania and in Dallas, Texas where Shawn Wilkins, your CRM Project Manager, resides.

Headquarters:
8950 N. Oracle Road,
Tucson, AZ 85704

Pittsburgh Office:
250 Mt. Lebanon Blvd., Suite #417
Pittsburgh, PA 15234

Provide information on each firm/team member's relevant experience and qualifications for the type of work necessary to accomplish the requirements of this RFP.

Please see the following pages, beginning on page 8, for more information on your Simpleview team. .

Year firm established, including former firm names and year established for each as applicable.

Simpleview was established in 2001 and has been the industry leader in destination marketing solutions. Our headquarters are located in Tucson, AZ, where we were founded by Ryan George (CEO), Bill Simpson (CTO) Scott Wood (COO) and Rich Reasons (President).

Relevant Experience Information

State the size of the firm and the number and nature of the professional staff to be assigned to the project.

Simpleview employs +350 full-time staff – all focused and dedicated to destination marketing excellence. We have the resources, bandwidth, experience and expertise to help The City of San Marcos Convention and Visitor's Bureau achieve its objectives. Our proposal includes work samples, references and case studies to help demonstrate our effectiveness, which is unmatched.

The nature of the assigned staff–listed individually in the previous question–are all full-time Simpleview employees who will be dedicated to your project. Please see the following pages for more information on the assigned staff.

Your Dedicated Simpleview Team

> " Here at Simpleview we're Thought-Leaders, but we're always learning. It's all part of our whatever-it-takes attitude that's crucial for building trust and friendship with our clients. "
>
> —Kelly Genzman

Kelly Genzman
Senior Account Executive
With Simpleview since July 2015

Kelly's primary responsibility at Simpleview is to provide ongoing support for clients for the lifetime of our partnership. This includes answering various questions via phone or email, assisting with building out pages in the CMS, identifying specific needs, contributing to solutions, managing requests, and offering information about noteworthy industry trends and overall website trends.

CLIENT REFERENCES FOR KELLY:

Visit Knoxville
www.visitknoxville.com
Angie Wilson – *Senior Director of Marketing*
awilson@knoxville.org | 865.523.7263
Time period of work: August 2018

Description of Scope of Work: During a monthly call, it was decided the events page on Visit Knoxville's website needed to be redesigned. We discussed all the elements of the current layout then created a document outlining all the features we would like to implement. From changing the overall interface and adding certain elements (quickview and a trip planner tool). After implementation, Visit Knoxville now has a very easy to navigate Calendar of Events page. This is one of the top landing pages on the websites and from the time this project was completed, traffic has increased and bounce rate has decreased.

Discover Dunwoody
www.discoverdunwoody.com
Kim Franz, *Director of Marketing*
Kimf@cvbdunwoody.com | 678.244.9805
Time Period of Work: October 2018

Description of Scope of Work: When Discover Dunwoody created their goals for the upcoming year, they shared one of their biggest goals was to inspire potential travelers to visit Dunwoody by being the voice of Dunwoody through their blog, From Shops to Tree Tops. The blog included an abundance of evergreen content that was a little difficult to find unless a user was searching through archives. After several calls and emails, we created a scope of work and executed a new blog layout that showcased categories, had a featured post section and a recent post widget that Discover Dunwoody can control how many posts are being showed and what posts to display.

Your Dedicated Simpleview Team

> " Building meaningful relationships isn't just part of our mission statement; it's something we strive for everyday. Many times I have seen friendships formed between employees and clients that goes well beyond the great work we do together.
>
> —Tim Thurein

Tim Thurein
Director of Account Services
With Simpleview since November 2009

Tim's primary responsibility at Simpleview is to provide high level support for the Account Services Team and to ensure our customers are happy and engaged. Prior to working in the Account Services department, Tim held numerous roles such as CRM/CMS Project Manager, SEO Analyst, and CMS Training Manager. Having experience in those different departments has given him a better understanding of how DMOs operate and how to apply Simplview's products and services to help clients accomplish their goals.

CLIENT REFERENCES FOR TIM:

Las Vegas Convention and Visitors Authority
www.visitlasvegas.com
Bob Naugle – *Director of Marketing Systems*
bnaugle@lvcva.com | 702.892.0711
Time period of work: June 2016 - March 2017

Description of Scope of Work: The Las Vegas Convention & Visitors Authority had built their previous website with Simpleview on the domain of lasvegas.com. The partnership LVCVA had with a third party company that allowed them to use that domain was dissolving along with some of the integrations that pulled in listings and rates onto their website. Simpleview had to come up with a quick solution to move the site from lasvegas.com to visitlasvegas.com, coordinate with multiple agencies and minimize the SEO/traffic impact because of the move. We're happy to say that our efforts have increased organic traffic by 85% month over month.

Pocono Mountains VB
www.poconomountains.com
Brian Bossuyt, *Executive Vice President/CMO*
bbossuyt@poconos.org | 570.534.4543
Time Period of Work: January 2016 - Present

Description of Scope of Work: After launching a new website and URL in August 2015, the Pocono Mountains Visitors Bureau wanted to increase their e-newsletter database. After performing a mouse tracking analysis using heatmaps and click maps, it became apparent the top-level navigation could be distracting and affecting conversions. Ultimately, the decision was made to remove the top-level navigation on that page and run a test. The second item to address was the Things to Do page, as it was one of the most visited on the site, yet had a below average conversion rate for e-newsletter sign-ups. By making the e-newsletter widget more prominent, they would increase conversions and achieve their goal for this page. After removing the distraction on the e-newsletter sign-up page, page clarity increased and there was a 21.4% increase in e-newsletter form completions. In addition, by placing the e-newsletter sign-up in a more prominent location on the Things to Do page, sign-ups increased by 480% on that page alone. The test was conducted across more than 5,000 site visitors and results met a 95% statistical significance.

Your Dedicated Simpleview Team

Melanie Soules
Project Manager, CMS
With Simpleview since December 2015

Each and every Simpleview project includes communication, approval and deadlines from both internal staff and our clients. With that being said, your dedicated project manager will monitor and follow-up as needed throughout the project to ensure all mandatory requirements are completed via the contractual requirements and agreed upon dates. As part of any CMS/website build project, our project managers include bi-weekly progress reports in order to properly communicate where a client/project is currently at within our established process. These progress reports are delivered in a Gantt Chart format with clear representation of the project milestones, as well as who owns each milestone. Melanie has launched over 150 websites created by Simpleview.

CLIENT REFERENCES FOR MELANIE:

Visit Eau Claire
www.visiteauclaire.com

Kenzi Havlicek, *Director of Marketing*

kenzi@visiteauclaire.com | 715.559.9185

Time period of work: June 2018 - April 2019

Description of Scope of Work: Melanie managed the redesign of Eau Claire's existing Simpleview CMS website to align with their new branding and downtown visitor experience center. After meeting with the Eau Claire team onsite to fully understand their destination, goals, challenges and opportunities, she helped create and implement a beautiful new website design that highlights Eau Claire's unique and fun personality through a custom interactive map, enhanced festivals and events page, and a redesigned blog.

NYC & Company
www.nycgo.com

Chris Galatioto,
VP of Product Development & Project Management

cgalatioto@nycgo.com | 212.484.1210

Time Period of Work: June 2017 - March 2018

Description of Scope of Work: Managed a collaborative team of Simpleview and NYC & Company staff to create a new Simpleview CMS website for NYC & Company's business partners. We met with the NYC & Company team onsite to get an in-depth understanding of how their different departments do business with their partners and their goals and priorities for their new website. Our team then developed a content structure and unique navigation to address their four key segments for Membership, Meeting Planners, Travel Trade and Press. We also collaborated with NYC & Company's in-house web designers to align their new business site design with their primary leisure website to ensure brand consistency. The resulting site features enhanced listing directories, custom interactive hotel zone map and Google Ads integration.

Your Dedicated Simpleview Team

> " I'm a ball of energy, spurred by research and data.
> Every recommendation I make is fully supported.
> But, I'm always learning from our clients who are
> the best and brightest in the business. "
>
> —Bryce Henry

Bryce Henry
Sitemap Analyst
With Simpleview since June 2018

Bryce thrives on data. His role as Sitemap Analyst is defined by making data driven decisions in the sitemap process along with content recommendations using SEO best practices. He balances research with client needs and experimentation. Beyond the sitemap process, he facilitates the SEO of launching a new website with success. Prior to Simpleview, he worked with data and research in a different capacity as a Meteorologist and Multimedia Journalist on a local TV news station. Bryce graduated from Northland College with a Bachelor of Science degree in Meteorology with minors in both Physics and Geoscience.

CLIENT REFERENCES FOR BRYCE:

Visit York County SC

www.visityorkcounty.com

Sonja Burris, *SVP of Marketing & Communications*

sburris@visityorkcounty.com | 803.329.5200

Time Period of Work: August 2018 - April 2019

Description of Scope of Work: An immersion into York County helped form the backbone for showcasing all that York County has to offer on their website. Further research was done to show all opportunities for attracting visitors to the site. The final sitemap included many new page recommendations based on this research.

New Mexico Tourism Department

www.newmexico.org

Erin Ladd, *Marketing Director*

Erin.Ladd@state.nm.us | 505.469.2900

Time Period of Work: October 2018 - May 2019

Description of Scope of Work: The New Mexico Tourism Department was experiencing an overload of content on their website, along with pages being deeply buried within subnaviagation making content extremely hard to find. Bryce ran keyword research and conducted a deep-dive into the current site analytics and search data. This helped to create a new, well-organized and optimized sitemap for better usability.

Your Dedicated Simpleview Team

SHAWN WILKINS | CRM Project Manager

Shawn works with new clients to collect their data for importing into Simpleview's CRM, and ensures each client is adequately trained and understands the CRM system throughout the build process. Shawn has been working with DMOs, large and small, for nearly 15 years. Shawn is currently working with The City of San Marcos Convention and Visitor's Bureau to implement their CRM.

CYNDY NEIGHBORS | Creative Director

Cyndy brings the dual talents of design and marketing to her role as Creative Director in Simpleview's XD department. Creating transformational user experiences and achieving client goals and KPIs through marketing strategy and design is her wheelhouse. Cyndy owned her own full service marketing agency for 25 years focusing on luxury hospitality, including St Regis and Westin Hotels, PGA National Resort & Spa, and Miraval Resorts. She comes to Simpleview from six years as Vice President of Marketing for Canyon Ranch Wellness Resorts and Spas, where she developed brand identity, creative, and marketing strategy for the entire portfolio including two U.S. wellness resorts, an international resort in Bodrum, Turkey, their spa in Las Vegas (the largest four-star spa in Las Vegas), and spas on 22 cruise ships across 4 brands - Cunard, Celebrity, Regent, and Oceania - and an in-flight partnership with Singapore Airlines.

Your Dedicated Simpleview Team

CELESTE CHISM | Account Coordinator

Celeste has worked at Simpleview since May of 2019. As an Account Coordinator, she acts to support her Account Director and Account Executive. She provides clients with any follow up needs they may have in addition to assisting her team members with day-to-day responsibilities which relate to individual and departmental goals. Celeste comes to us from Northern Arizona University where she graduated with Magna Cum Laude and earned two Bachelor's Degrees in Business Administration and Spanish. Before joining the Simpleview team, Celeste gained valuable experience as a Marketing Assistant for a nonprofit organization in Flagstaff, Arizona.

GREG EVANS | Vice President of Sales & Account Services

Greg Evans has been with Simpleview since 2008 and currently serves as our Vice President of Sales & Account Services, where he works with his department to understand every detail of the high-tech products and services we offer and explain their relevance to clients and prospects.

Project Approach

Discuss your firm's approach to interactive digital services management. For example, if your firm was awarded this contract, what research would you conduct and steps would you take to design our website to give it a uniquely San Marcos, Texas, feel?

Your website redesign process will begin with our understanding of your immediate and long-term goals and mapping those objectives to best-practices, which are grounded in nearly two decades of experience working with DMOs.

Research and thorough planning are keys to success. Our proven process includes a findings presentation, competitive and barrier analyses, defining user profiles and user goals, identifying actionable objectives and business outcomes, building detailed content inventories, usability testing, creating information architectures built around priority profiles and objectives and designing both global user interface structure and elements, as well as optimal sequencing for user tasks (trip-planning, bookings, information requests, content sharing, etc.).

A destination marketing organization and destination website, can have various strategic objectives, and therefore many goals. What's more, depending on the strategic context, there are also different objectives throughout the customer journey. Before metrics and measurements can be established, we must collaborate and agree upon specific, measurable goals.

We also take into account the process of transferring your old site's content to your new site which is why it is included within the site build as is the transfer of any new content. Simpleview also offers a unique opportunity to allow our in-house editor source content writing for you (locally if possible) to provide the new site content as needed.

As a part of your new website build, the Simpleview SEO Site Transition line item located in the proposed pricing will address all of the best practice requirements for launching a site (setting up friendly 404 pages, updating your ISAPI file, building out a sitemap, etc). In addition, because the Simpleview CMS is built with SEO friendliness in mind, you will also have control over redirect creation, tagging (meta, schema, open graph, etc) and more to allow for the ongoing maintenance of new site content.

In every website redesign project, Simpleview's goal is to preserve and increase organic traffic for your site. We believe a foundation of research into content, keywords, demographics, psychographics, and more is a critical component at the

Project Approach

beginning of this process to help determine what content/navigation can stay and what might need to be removed or updated. Once we complete this level of research and discuss it with your team, Simpleview will begin the exercise of diagramming your advanced sitemap. The resulting document displays where each piece of content will reside relative to the others, what the main content or tool on the page will be, and what the URL will be.

We adhere to best practices that ensure our sitemaps produce sites optimized for search engine traffic and usability. We maintain existing URL structure throughout the site wherever possible; however, data compiled during the initial sitemap review may require changes across the entire site. Within each section, we try to place the most popular pages and the ones that drive conversions toward the top of the list of navigation links. We assess popularity based on site traffic history and keyword research.

Client feedback on their own content experience is also invaluable while we determine the optimal arrangement of content, as we organize site content in a way to make it easy for search engines to crawl and understand it. We also avoid burying content at the fourth level of navigation, or lower, in an effort to avoid too much exploration and too many clicks to find, which results in poor results.

Provide a detailed project schedule for implementation, and any tasks or milestones associated with implementation and testing to ensure the project is complete and successfully functional.

Simpleview has a 12-step website development process ensures that you not only end up with the site you want aesthetically, but the site your users need. By basing our build team's efforts on generating conversions (as you define them via key performance indicators), we will begin with a foundation that will be built upon through the remainder of the process. From that point, our SEO team begins researching your current site, digging into analytics and keyword research, as well as demographics, psychographics and common paths associated with your site visitors to help develop their distinct profiles. All of this research is then presented back to you by our team to help influence the sitemap, wireframes, and eventually design. We follow a linear process, which defines clear milestones, deliverables, and timelines for the entire project. All tasks within the process are documented in our projects system, which ensures information is always available for future reference.

Project Approach

1. PROJECT KICK OFF
2. ORIENTATION MEETING
3. DISCOVERY MEETING
6. DIGITAL STYLE GUIDE
5. FINDINGS PRESENTATION
4. RESEARCH & PLANNING
7. DESIGN PRESENTATION
8. WEBSITE DEVELOPMENT
9. CMS TRAINING
12. 30-DAY PUNCH LIST
11. LAUNCH NEW WEBSITE
10. WEBSITE REVIEW

The second phase is focused on the development, production and testing of your website leading up to site launch. This phase requires much less client involvement (until modules and site functionality are complete and ready to be reviewed and trained on with your team). Because Simpleview has more control over the outcome of this portion of the build, we are very confident in a 4 month build timeline. Combined, this leads to a typical 6-7 month build process with the possibility to either flex up or down, depending heavily upon how quickly your dedicated build team receives what they need (on time) in the first phase. We can also try to expedite your project in other ways by providing preliminary content and asset collection assignments, design file guidelines (in the case of an agency-provided design), etc. Ultimately, our timeline and various milestones have been battle-tested following the design and launch of hundreds of DMO websites, and is something we're extremely confident in executing against, which should provide a great deal of reassurance to the The City of San Marcos Convention and Visitor's Bureau team.

Project Approach

Describe the types of training you offer and in what formats that allow City staff to modify the completed website as needed.

Comprehensive, personalized training is conducted virtually via GoToMeeting (or similar). Following the initial system setup and data import, preliminary orientation training sessions will be conducted for each module. Key staff will then have the opportunity to "test drive" the system and collaborate with the Project Manager to tailor the system to meet your organization's needs. In conjunction with system launch, additional training sessions will be conducted for all staff.

Additionally, Simpleview regularly hosts training webinars, all of which are recorded and available on-demand in our training webinar library. Users will also have real-time access to a built-in knowledgebase with "how to" articles and tips/tricks/best practices.

Follow-up training can also be arranged for new staff, or as a refresher for all staff, at any time in the future.

STORYTELLING

The single most important function of a DMO website is to inspire travel to your destination for visitors at the top of the funnel (dreaming) or bottom (booking) through authentic storytelling, brand elevation, powerful imagery, social proof (UGC via Crowdriff), and local perspective authenticity and advocacy to ultimately evoke an emotional impulse/connection between the destination and visitor, and connect those visitors with your local businesses and foster their engagement with your tourism product.

A destination website is any given DMO's single most important and valuable marketing tool. It is their first impression to prospective visitors and is the digital marketing gateway for visitors to understand the destination's unique experiences, events, lodging, culinary scene, and more.

In today's world of Digital Marketing, the blog has proven to be one of the most effective means of generating excitement and interest in your destination. A blog is the perfect place to post using unique voices, highlight timely trends or post evergreen "best of" lists for restaurants, attractions and more. Such a dynamic module deserves an exciting presentation. The Simpleview CMS includes a robust blog module, and we typically recommend the blog be hosted within the main site domain for SEO purposes. Our blog includes features and functions such as publish start/end dates, RSS feeds, guest bloggers, drop widgets within blog blogs, allow UGC in blog posts and more.

Project Approach

There are many ways to effectively communicate your story and we thoroughly enjoy collaborating with DMOs to find the best way to tell your story for your intended audience. Below are examples of story telling microsites that Simpleview has executed for DMOs.

The following types of storytelling are not included in the proposed investment.

THE NEW AUGSTAN | VISIT AUGUSTA, GA

Visit Augusta wanted to create an online editorial microsite to showcase their local magazine, The New Augustan. Visit Augusta is able to update all the content on a regular basis and this is one of the best performing pages on Visit Augusta's website.

Homepage of microsite: https://www.visitaugusta.com/newaugustan/
Interior page of microsite: https://www.visitaugusta.com/newaugustan/paddle-tales/

Project Approach

TYPICALLY NORWEGIAN | VISIT NORWAY

Visit Norway worked with Simpleview to create a microsite for users to get to know locals and discover unique attributes of Norway while visiting their website.

Homepage of microsite: www.visitnorway.com/typically-norwegian/
Interior page of microsite: www.visitnorway.com/typically-norwegian/sami-people/rebirth-of-the-joik/
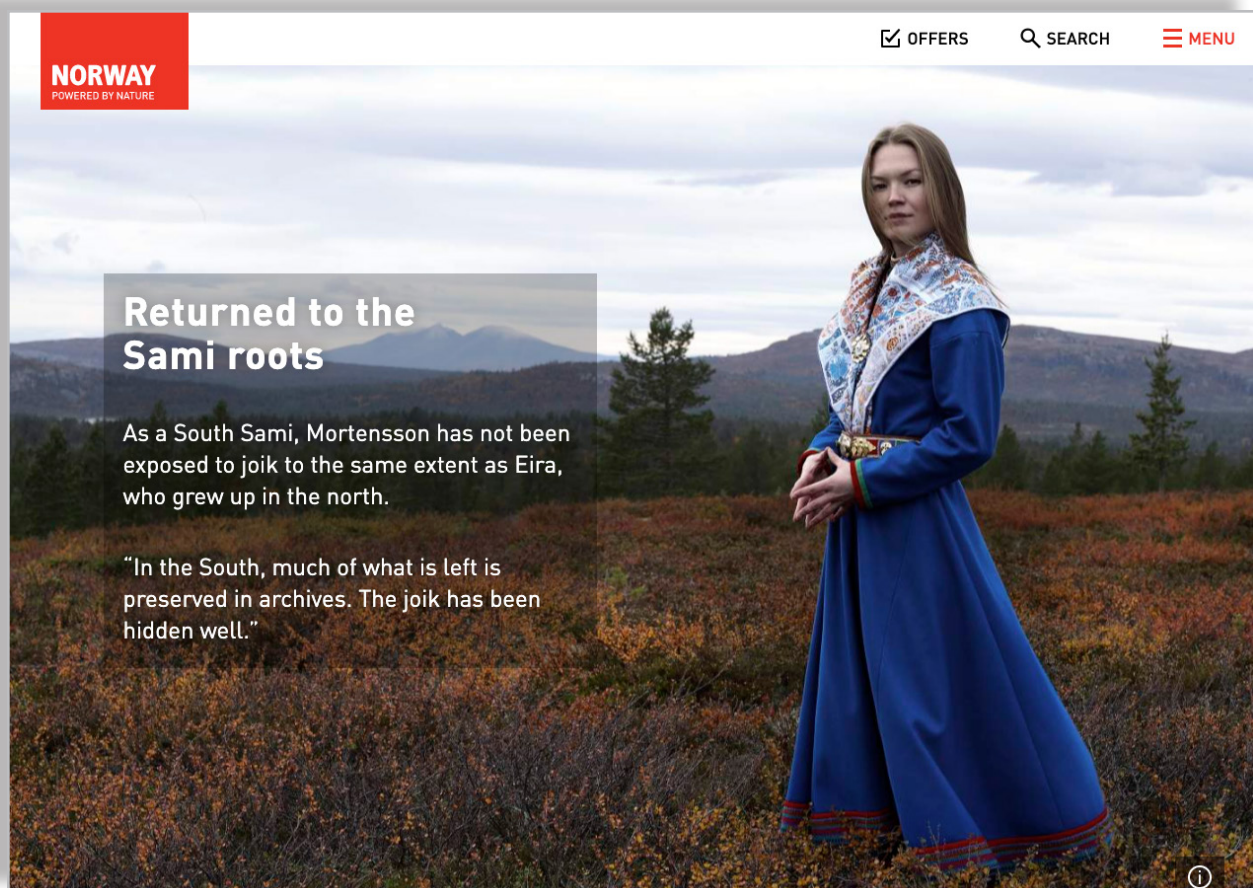
Project Approach

SITE SEARCH

Site Search will be available from any page on the site, and allow users to enter a word/phrase; results are categorized (e.g. Listings, Events, Offers, Pages, Articles), and will suggest alternatives for misspellings. Listings, events, deals and other database-driven content types include search and filter options (e.g. category, type, location, date range, etc.).

See www.irvingtexas.com/visitor-info/offers and www.visitraleigh.com/foodie/restaurants for examples.
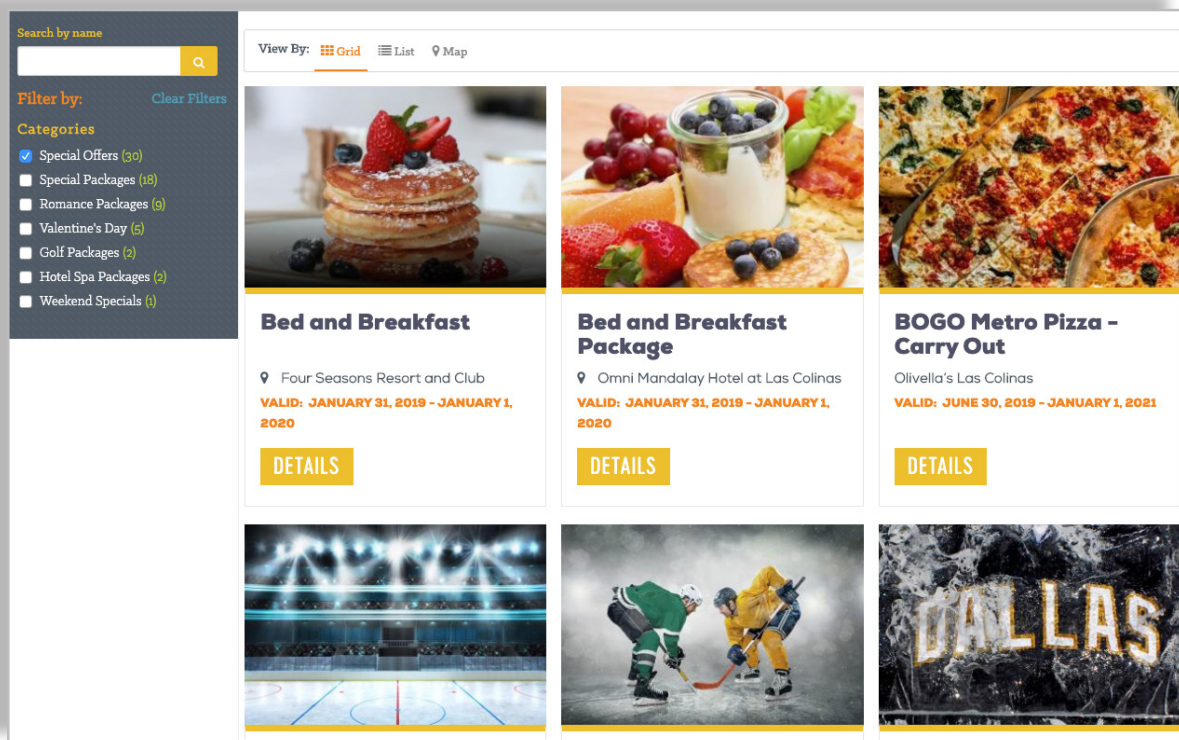
Simpleview's CMS leverages an open source search framework known as SOLR. This approach allows for our standard site search to address complex and varied site search needs for our DMO sites. Site searches can be organized and displayed based on category "buckets" such as listings, events, blogs, and articles. Additionally, the search itself can be modified over time to adjust to new needs and result sets. Pages can be omitted from site search and common words that might interfere with the accuracy of the search results can be ignored. It is also worth noting that the site search feature includes an intuitive "did you mean?" capability that will help to suggest results when it suspects a user has misspelled a word or search phrase.

Project Approach

MOBILE

We begin our design strategies with mobile first and use responsive design for all of our websites as destination website traffic is now vastly dominated by mobile devices. This approach helps us plan our strategies with strict constraints, which we believe results in simpler solutions that may be technically advanced, but increase usability. There will be occasions that require page elements to be hidden or removed based on screen real estate, so we may choose to do this for content that would be considered non-critical, based on user research and common design patterns.

Our philosophy is "mobile first", but never "mobile only". We will ensure that the desktop experience takes full advantage of a larger display to incorporate full-width imagery of your destination as well as provide multiple widget placements, large and small for engaging video content.

Additionally, our CMS has live-preview functionality that enables you to instantly toggle the view based on the breakpoint that you would like to review. This saves you massive amounts of time and ensures a clean, consistent display of your content regardless of device or screen size.

Integration Capabilities

List the systems and software types with which your firm can integrate to design and operate a website such as this project. Include any mapping, events/calendars, blog, social media, etc., as may be appropriate for this project. • List any systems and software types with which your firm cannot integrate or with which your firm's architecture is not compatible.

Simpleview works closely with our destination clients and their agencies to adhere to the brand standards and ensure consistent messaging and continuity between online and offline campaigns. We are uniquely positioned in that we have the only seamlessly-integrated CMS/CRM platform designed specifically for the tourism industry.

We routinely integrate with third party providers ranging from booking technology suppliers (Jackrabbit Book Direct is a Simpleview strategic partner), Google, user-generated content (Crowdriff), TripAdvisor, Yelp, etc. and more.

We have also accommodated many custom integration requests by scoping and executing one of methods listing below:

Read-only example: In several destinations, our DMO customers (or their third-party designees) have read-only access to the SQL database for reporting purposes (Crystal Reports, Tableau, etc.).

One-way example: Several clients work with third-party developers who prefer a simple one-way XML feed for partner data (listings, offers) for publishing on native apps, kiosks, mobile sites, etc. In New York, Rhode Island and Kansas, all of the DMOs using Simpleview have a one-way integration to send listings and offers data to the state website.

Two-way example: The most common two-way example would be our API. As noted above, the partner data feeds a third party website, and the analytics are passed back into Simpleview CRM for reporting. But we have also done other two-way integrations; for example, in some destinations we have setup two-way integrations with their accounting/finance software.

Simpleview is always open to exploring additional integrations with our product development team and third party platforms.

Integration Capabilities

Describe how your firm improves search engine optimization (SEO) for your client's sites.

All Simpleview-built websites are developed to be fully SEO optimized at the time of launch (and beyond) via a series of best practices such as setting up friendly 404 pages, a proper sitemap and updating ISAPI files. In addition, we provide the tools and functionality needed to continue to maintain your site for SEO success via provided control over Meta Tagging, Schema.org tagging, redirect management and more. And because Simpleview CMS is a Software as a Service offering, it is constantly updated under the guidance of our Digital Marketing team to ensure that it continues to be up-to-date with the latest SEO industry requirements.

From the initial sitemap consultation, we perform thorough keyword and demographic research to confirm that your content is aligned with what users are searching for and that your navigation is structured in the best possible way to cultivate usability as well as search ranking. All of our Sitemap and SEO Analysts are heavily certified and execute this portion of the project according to the latest standards and best practices in the tourism industry. Our industry experience gives us a huge advantage since we understand specifically how Google and other competitors have been infringing on your content and hampering your optimization efforts.

The SEO Site Transition in a website redesign includes: creating a sitemap file in HTML and XML and submitting it to the major search engines, setting up friendly 404 redirects, installing Google Analytics tracking tags, setting up and configuring Google Search Console and Bing Webmaster tools, creating a robots.txt file, checking for crawl errors, performing an overall scan of the site, and other miscellaneous tasks to verify that your technical SEO is all as healthy as possible for the launch of a new website. In addition, we provide the tools and functionality needed to continue to maintain your site for SEO success via provided control over Meta Tagging, Schema.org tagging, redirect management and more. Since Simpleview CMS is a Software as a Service offering, it is constantly updated under the guidance of our Digital Marketing team to ensure that it continues to be up-to-date with the latest SEO best practices.

The Simpleview Search Engine Marketing team follows all published Webmaster guidelines and best practice policies from all the major search engines. We do not conduct SEO activities that risk any negative short or long-term effect on search engine visibility and rankings, known as black-hat SEO. Our Search Engine Marketing team stays current on search engine algorithm updates, industry trends and guideline changes and makes recommendations and updates accordingly.

Integration Capabilities

We work tirelessly to adhere to SEO best practices and to develop strategies that make an immediate impact and also lay the foundation for future growth and success for our clients. Additionally, the entire Search Engine Marketing team is Google certified in either paid search or Analytics.

The above tasks are all completed as part of the core redesign process. We also offer ongoing Search Engine Optimization as a managed service.

Describe the architecture of the site you propose for our project and how your firm ensures a client's website can adapt to changing technology.

Because the Simpleview CMS is built upon a Software as a Service model much like our industry-leading Destination Management System (CRM), our goal was to provide a fully scalable system that ensures you are always on the newest version of our industry-specific tools. In addition to insulating you from website maintenance costs on an ongoing basis (browser updates, bug fixes, API changes, new features) the CMS was also developed in a way that allows for these updates and upgrades to be implemented without affecting the core code. These types of updates are rolled-out every 2-3 weeks to ensure that the platform is always growing and evolving.

The Simpleview CMS allows the user to create their own pages via functionality that is native to the CMS itself. This begins with the ability for the Admin to create a variety of page templates consisting of one, two or three column layouts (typically). It's within these larger level page templates that the base structure for a landing page can be determined. From there, once a user has selected their template, they can begin to make some specific navigation and content decisions. For example, if the goal of the landing page is to keep the user within a specific experience/funnel, the Admin may not want to include site nav on the landing page they're creating and so they would simply unlock the navigation widget and remove the navigation from this page. Then the user could move on to assign custom header images, drop in content and place additional widgets as needed. Finally, if the Admin wanted to create a different visual look for their landing page (i.e. swapping out the background color), they could access the CMS Code Editor to edit those details at the code level, preview those changes and then push them live. In the case where the Admin may not desire to edit the code of the page, Simpleview's dedicated development team could then be leveraged as an extension of staff as needed.

Integration Capabilities

LISTING CONTENT

As your current CRM provider, the inherent integration with your Listings, Events, Coupons and Forms will allow us to easily pull through all of the data you need to populate on your website. How much or how little data we expose to the front end user and how we style the display of that data is completely up to you. The Simpleview CRM employs a tagging system that allows users to create, assign and remove tags, which enables them to sort, organize, and segment records for reporting, create mailing and distribution lists, and store records. Each field, including custom fields, can be filtered and queried to generate lists or reports based on criteria needed for sales prospecting, tradeshows, etc.

Marrying the front end experience of your audiences with optimized internal workflow and process is a goal that Simpleview is uniquely positioned to realize. The key to streamlining internal process at The City of San Marcos Convention and Visitor's Bureau lies in the ability for the chosen vendor to integrate their CMS technology with the CRM platform that your staff utilizes to perform your destination management operations. The fully integrated CMS and CRM solution that Simpleview brings to the table at the onset of the project would eliminate the need to allocate timeline and resources towards establishing a connection between the platforms. We can instead leverage that existing integration and expand upon it in the most effective manner to save your staff valuable time and effort. Data would flow freely from your website into your CRM and vice versa, significantly reducing the need for any double work, data entry, or ongoing maintenance of the integration.

Reference List of Projects

A reference list of clients with contact names, telephone numbers, and email addresses. Projects listed should encompass minimum of five (5) years of experience.

• With each reference listed, include a live link to each project site.

• You may include an additional page detailing projects and associated links to demonstrate your work products and styles.

visit knoxville
TENNESSEE

Angie Wilson – *Senior Director of Marketing*

awilson@knoxville.org | 865.523.7263

Client Since: March 2013

www.visitknoxville.com

Description of Scope of Work: During a monthly call, it was decided the events page on Visit Knoxville's website needed to be redesigned. We discussed all the elements of the current layout then created a document outlining all the features we would like to implement. From changing the overall interface and adding certain elements (quickview and a trip planner tool). After implementation, Visit Knoxville now has a very easy to navigate Calendar of Events page. This is one of the top landing pages on the websites and from the time this project was completed, traffic has increased and bounce rate has decreased.
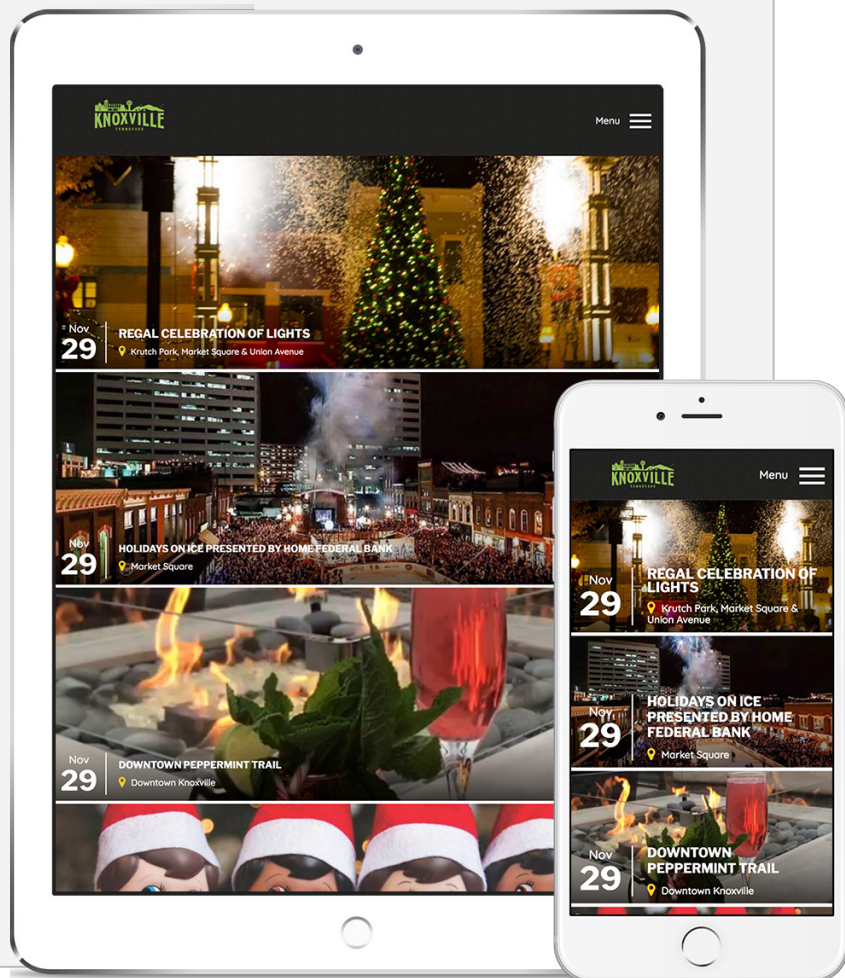
Kim Franz, *Director of Marketing*

Kimf@cvbdunwoody.com | 678.244.9805

Client Since: October 2010

www.discoverdunwoody.com

Description of Scope of Work: When Discover Dunwoody created their goals for the upcoming year, they shared one of their biggest goals was to inspire potential travelers to visit Dunwoody by being the voice of Dunwoody through their blog, From Shops to Tree Tops. The blog included an abundance of evergreen content that was a little difficult to find unless a user was searching through archives. After several calls and emails, we created a scope of work and executed a new blog layout that showcased categories, had a featured post section and a recent post widget that Discover Dunwoody can control how many posts are being showed and what posts to display.
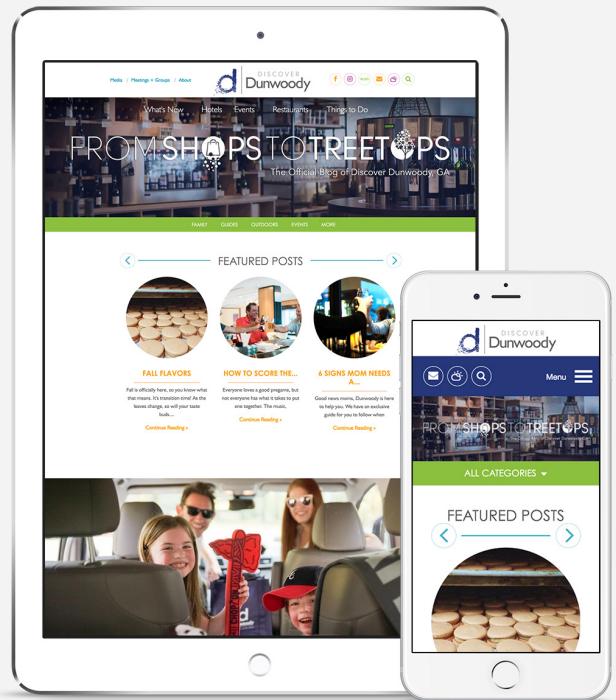
Hope Strokes, *Director of Brand Marketing*

hope@visitamarillo.com | 806.342.2024

Client Since: September 2013

www.visitamarillo.com

Description of Scope of Work: Visit Amarillo was ready to dust off the boots and build a new website. The goal for the new website was to have a "Modern Western" website that illustrated all the offerings in Amarillo with large imagery, fonts that were easy to read but had a western feel and also captured some of the nature scenes (see Palo Duro Canyon illustration in the footer). This was a very exciting project to add a modern twist on a western inspired website, by adding small items i.e boots instead of bullet points, the website really makes you feel as though you are in Amarillo, Texas.

case study | website redesign

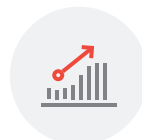# THE LIVE MUSIC CAPITAL OF THE WORLD GETS A WEBSITE REDESIGN

PAIN POINTS

• An outdated website that could be difficult to navigate and was not mobile-friendly

• Preconceived notions about Texas that could dissuade first-time visitors

49% increase in organic search traffic

29% increase in social traffic

47% increase in referral traffic

a Silver Award at the 2019 HSMAI Adrian Awards

First-time visitors to Austin might be surprised to find themselves being entertained with live music as they walk through the terminal at Austin's airport after deplaning. But in actuality, it's probably the most on-brand welcome the city could offer.

Dubbed 'The Live Music Capital of the World®', Austin is home to more than 250 live music venues throughout the city. Visitors can expect to see – and hear – musicians in typical venues, such as clubs, coffeehouses, bars and concert halls, as well in unexpected places like grocery stores and city council meetings.

When it came time for the team at Visit Austin to redesign their website, it was this energy and personality that they wanted the new site to convey. The design needed to not only communicate Austin's love for live music, but even more so - the fact that Austin is a culturally rich destination with diverse offerings for every kind of traveler.

simpleview

EN ROUTE TO AUSTIN

Prior to their website redesign, the team at Visit Austin had also undergone a complete visual and identity rebrand. Formerly known as the Austin Convention & Visitors Bureau, the destination marketing organization (DMO) had taken on an updated name and logo, as well a new set of bold colors and typography.

But the rebrand was far more than just a new name and a few strategically chosen fonts. Rather, Visit Austin was the face of a bold, bright city that welcomes visitors to experience Austin for themselves. And it was up to the Simpleview experience design (XD) team to create a brand new, state-of-the-art website to complete this mission.

To begin the redesign process, several members of the Simpleview team visited Austin to experience the destination for themselves. They ate local food, attended live music shows and shopped for goods at Austin's small businesses.

During the immersion trip, the XD team also asked the Visit Austin team to partake in a few branding exercises to help them better understand the city. First, the team was asked to create a playlist that captured the essence of Austin, followed by the curation of a menu that reflected the tastes of Texas.

This data – along with the personal experiences collected during the trip – enabled the Simpleview team to begin to conceptualize a website that was truly unique to Austin.
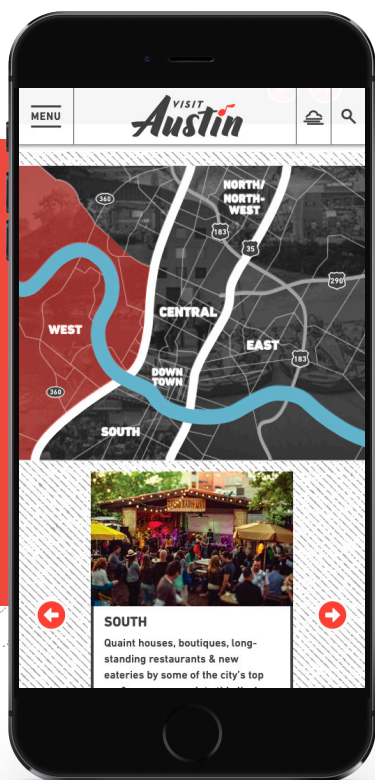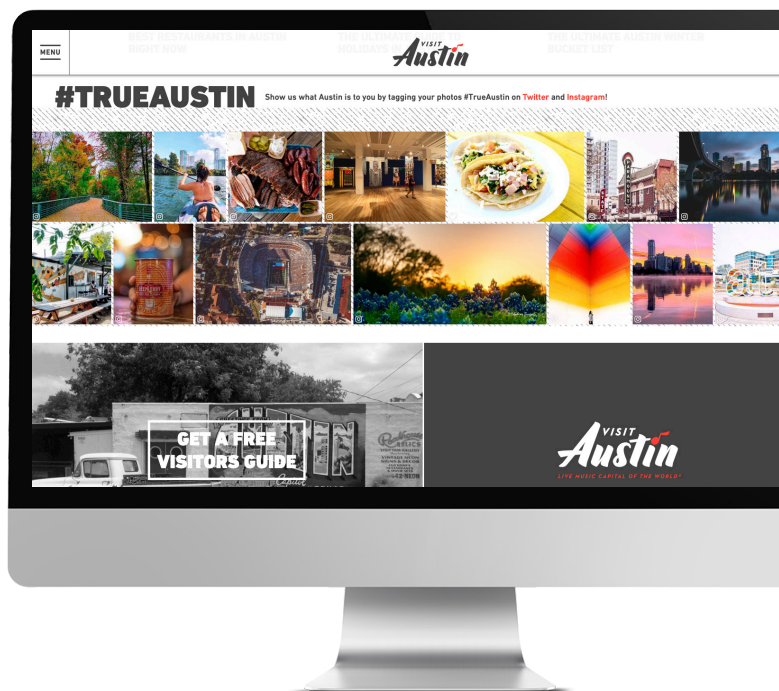
> "I wasn't sure if the onsite immersion was entirely necessary, but after I saw the design that came through and the level of detail included, I realized how important it was for the designers to come to our destination in person and experience it for themselves. I'm really glad we went through with it!"

– **KATIE COOK**
Director of Digital Marketing

HIT THE REFRESH BUTTON

With the redesign, Visit Austin wanted a clean, striking design that featured eye-catching visuals. And while their previous site had plenty of engaging content, it could be difficult for the user to navigate the site to find what they were looking for. As a result, the XD team focused on putting content first and using website data to make the user experience more intuitive and interactive.

Message-wise, the Visit Austin team had several objectives. First and foremost, they wanted to amplify their reputation as The Live Music Capital of the World®, and give potential visitors a taste of what they could expect from the city's music scene.

Overall, the site needed to exude a certain "coolness" factor that might help to negate preconceived notions and stereotypes of Texas from first-time visitors. Austin isn't just tumbleweeds and dude ranches; it's a cool, urban destination with a rich and diverse culture.

BEAUTY IS IN THE EYE – AND EAR – OF THE BEHOLDER

As the Simpleview XD team set to work, they focused on highlighting a few of Austin's key characteristics: its foodie scene, its outdoor offerings and its status as The Live Music Capital of the World®. These are the things that set Austin apart from other destinations, even within Texas itself, and it was important to the team to incorporate these elements into the final design.
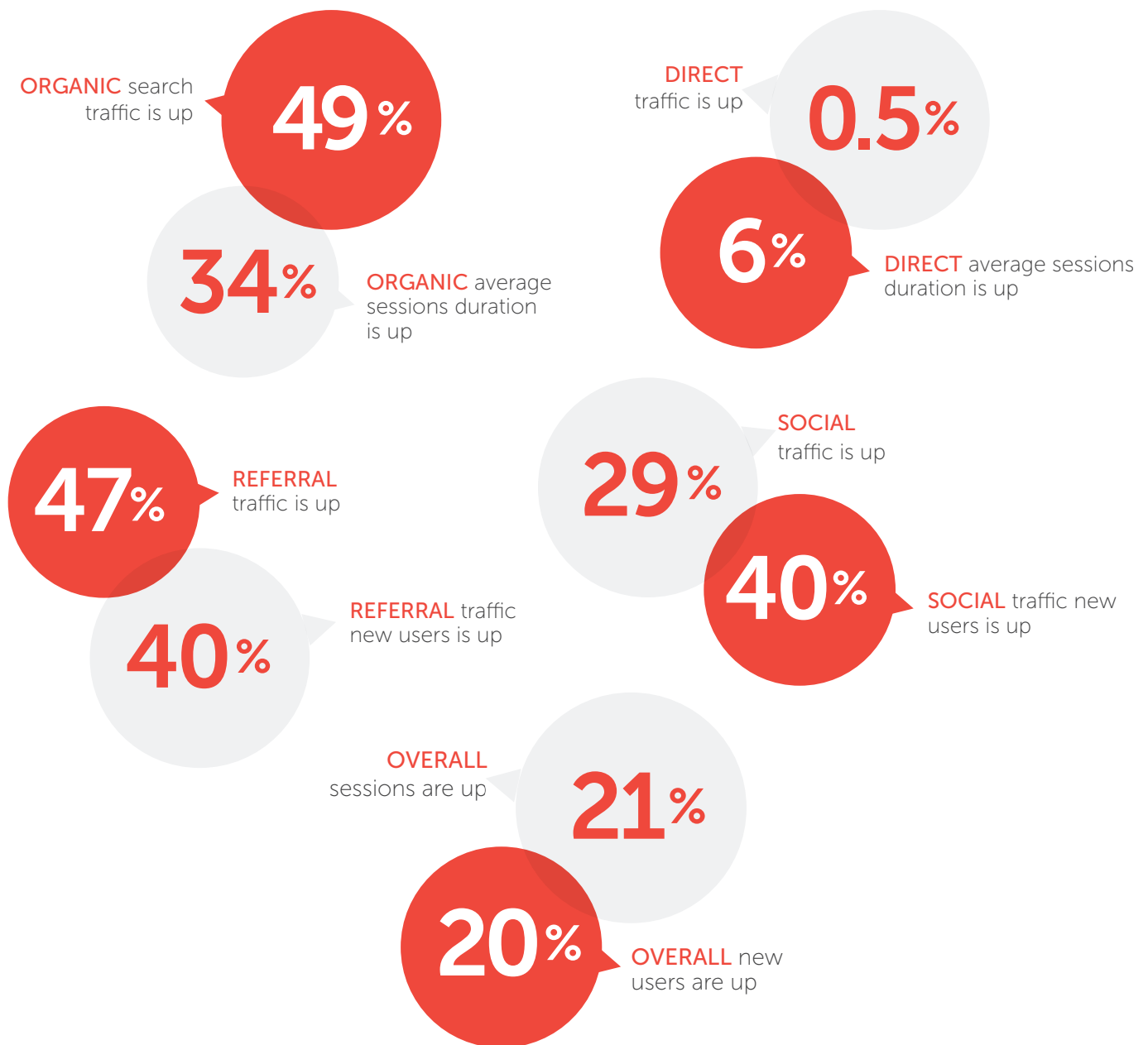
They did so in obvious ways, such as adding a "Music Scene" tab to the navigation bar, and in more subtle ways, by incorporating a grooved texture into the site background, designed to mimic the grooves on a record.

The one-column, mobile-first site also showcased full-width videos and user-generated content (UGC) from visitors, creating visual storytelling elements that encourage visitors to picture themselves in the destination. In addition, features such as fully customizable listings pages and a mobile navigation menu set the site apart from other destination websites and enhance the user experience.

Going forward, the team at Visit Austin is placing an emphasis on increasing engagement metrics such as time on site and pages per visit. In doing so, they've prioritized the integration of video assets and user-generated content into the site, and made sure that editorial content is easier for users to find and consume.

Since it's launch in April 2018, the website has seen impressive metrics and was recognized at the 2019 HSMAI Adrian Awards with a Silver Award in the Digital Marketing – Website category.

ORGANIC search traffic is up **49**%

ORGANIC average sessions duration is up **34**%

DIRECT traffic is up **0.5**%

DIRECT average sessions duration is up **6**%

REFERRAL traffic is up **47**%

REFERRAL traffic new users is up **40**%

SOCIAL traffic is up **29**%

SOCIAL traffic new users is up **40**%

OVERALL sessions are up **21**%

OVERALL new users are up **20**%

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case study | website design

WELCOME TO SKI CITY

PAIN POINTS

- Finding a way to creatively showcase Salt Lake's winter attractions

- Promoting those winter attractions without deterring meeting and event planners from holding events in the region

Website sessions up
27%

Blog sessions up
123%

Super Pass clicks up
141%

Super Pass web sales up
40%

Home of the 2002 Winter Olympics - and a bid city for the 2030 Olympic Games – Salt Lake City has long embraced its reputation as a thriving winter destination. Professionals and hobbyists alike often make their way to the Utah capital to partake in an array of winter sports.

For the team at Visit Salt Lake, the city's reputation as a winter wonderland was both a blessing and a curse. While it made Salt Lake City a prime destination for travelers seeking adventure and recreational snow play, this reputation became a hurdle when trying to book meetings and events in the city.

They quickly realized that each demographic required a unique marketing strategy, and they needed to find a creative way to market to both winter sports enthusiasts looking for adventure and meetings professionals seeking a prime location to host their next event.

And thus, Ski City was born.

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WELCOME TO SKI CITY

To solve their problem, the team at Visit Salt Lake came up with a creative solution: they would double down on the myriad ski assets VisitSaltLake.com provided, but do so on an entirely new platform with the sole purpose of marketing the destination's winter attractions. This would leave VisitSaltLake.com to promote year-round to visitors, meeting and tour planners; while the new site, aptly named SkiCity.com, would showcase Salt Lake's world-class resorts and "the greatest snow on earth."

The goal for SkiCity.com was not only to emphasize the city's devotion to winter sports, but also to highlight that it's ski destination unlike any other. More than just a name, Ski City is a place that offers you unlimited options after a day spent at any one of the four world-class resorts just 30 minutes from the city's center. It's about who the city is. Who the people are. And the feeling you get when you're there. It's about a city that came together to host the 2002 Winter Olympics. It's about making friends with all the snow fanatics who call this place home.

Eric Thompson, vice president of marketing for Visit Salt Lake, put it best, saying: "It's not just a cute name, it's who we are." And it was exactly that sentiment they wanted to capture within the new site. They needed a website design that sold a lifestyle, not just a destination.
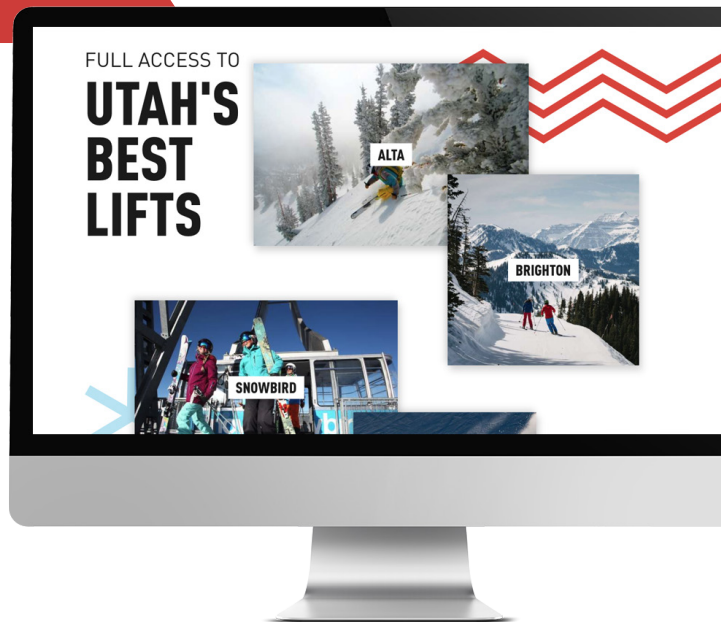
> " The new website needed to convey the message that no matter what you wanted to do, you could do it in Ski City. And I think the Simpleview team delivered on that."
>
> — **KATIE VAN RIPER**
> Ski City Brand Manager

ALL THE
STUFF
YOU NEED

THE LIFT

From snow reports, to the best run at your favorite resort, to the
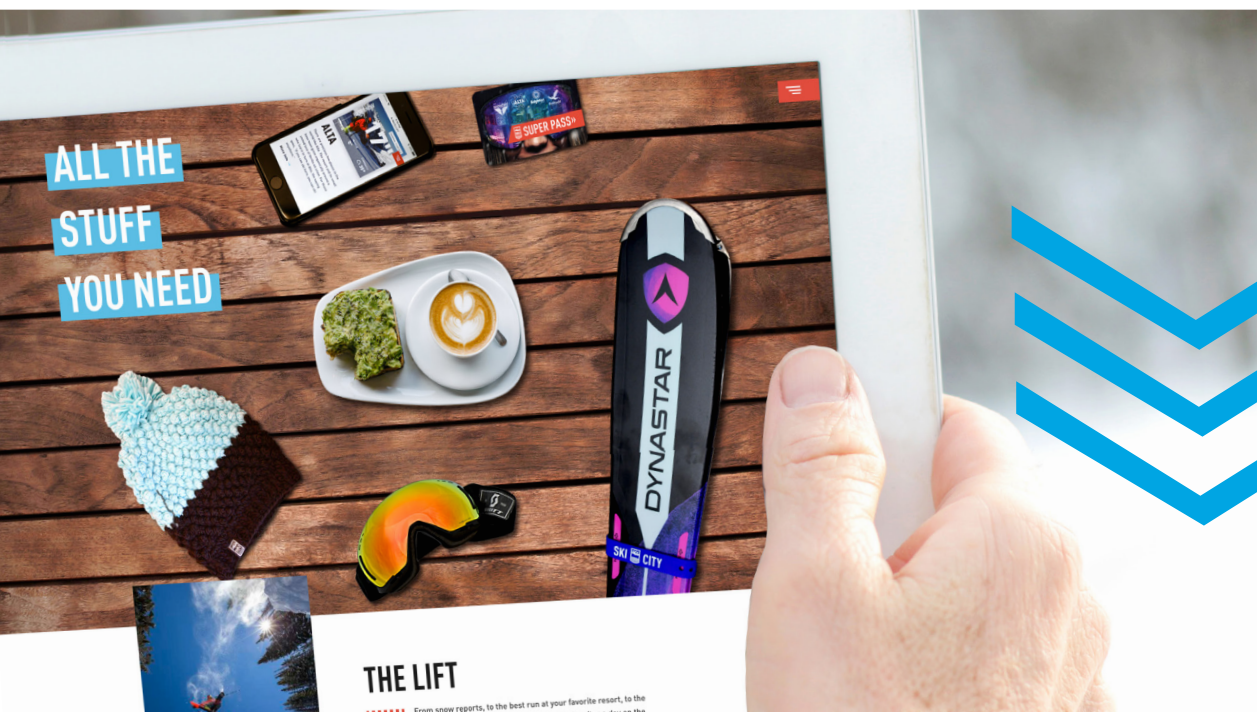
TIME TO HIT THE SLOPES

When Simpleview's Associate Creative Director Travis Yewell got ahold of the Ski City project, he immediately knew that he wanted to create a website that was just as unique as the concept.

Oftentimes, when it comes to promoting winter destinations and ski towns, designers will opt for a more rustic, "cabin in the woods" aesthetic. Instead, Travis and the Simpleview experience design team decided they wanted to convey a cool, mountain sports meets urban lifestyle. With Visit Salt Lake's full support, Travis and team had the creative freedom to begin pushing the boundaries of what was expected. The team recognized their challenge as this: they needed to create a site that was not only cool and conceptual, but also easy-to-use and intuitive.

"

We wanted to create a visually intriguing site with innovative features while maintaining a clean user experience."

– **TRAVIS YEWELL**
 Associate Creative Director,
 Simpleview

As they began brainstorming ways to showcase Ski City, they knew they wanted to rely heavily on high quality visual aspects, including a video overlay, animations and other visual design elements. In order to do so, the site needed a few seconds of load time. Knowing that lagging load times could negatively affect user experience and lead to higher bounce rates, the designers created a custom preloader to enhance the user experience, allowing the homepage to fully load before its reveal.

Then they really got creative, adding features such as full-page navigation and interactive snowfall calculators that update in real time. They even built an interactive widget to drive partner referrals. Need to find somewhere to eat? Click on the avocado toast. Forgot your winter hat at home? Tap on the beanie to find the nearest retail locations.

These innovative features would set the site apart from anything the city had ever done before, and set the user's expectations for a unique winter sports experience in Ski City.

TWO WEBSITES ARE BETTER THAN ONE

At the end of the ski season, Visit Salt Lake was able to see if the risk to separate their content onto two separate sites had paid off.

For SkiCity.com, the results were impressive. Sessions were up 27 percent over visits to the Visit Salt Lake site during the same period, and SkiCity.com's blog sessions soared to a 123 percent increase over the Salt Lake City blog.

The redesigned site also drove a whopping 118 percent increase in clicks to purchase a Super Pass, leading to a 40 percent increase in web sales of the Super Pass from the previous year.

Visit Salt Lake's partners were also thrilled with the investment that the DMO had made into the Ski City brand, knowing how integral winter sports tourism is to the local community.

Website sessions up **27%**

123% Blog sessions up

118% Increase in clicks to purchase a Super Pass

Increase in web sales **40%**

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Information Questionnaire

ATTACHMENT "A"

VENDOR INFORMATION QUESTIONNAIRE

If this document is not submitted with the bid/proposal, it may be considered non-responsive.

Name of Company:	Simpleview LLC
Primary/Principal Office Address:	8950 N. Oracle Road, Tucson AZ 85704
Telephone Number:	(520) 575-1151
Email Address:	Kelly.genzman@simpleviewinc.com
DUNS Number (if applicable):	01-501-3951

Form of Ownership (check one):

- ☐ Corporation State Incorporated/Registered __NC__ / Date Incorporated/Registered __3/11/13__
- ☒ LLC
- ☐ Joint Venture
- ☐ Partnership: If Partnership, select one of the following: ( ) Limited or ( ) General
- ☐ Individual

Company has been in business since: __2001__

List of Partners, Principals, Corporate Officers or Owners:

Name	Title
Ryan George	Chief Executive Officer
Scott Wood	Chief Operating Officer
Keith McLamb	Chief Financial Officer
Scott Meredith	Head of Contracts + Procurement

List of Corporate Directors:

Name	Title
Richard Reasons	President
Bill Simpson	Chief Technology Officer
Brad Wilford	Director
Eion Hu	Director

1. Have you had any contracts terminated for default or other performance reasons? ☐ Yes ☒ No
If yes, explain: _____

2. Has your company been convicted of a criminal offense involving fraud, theft, bribery, kickbacks, or unlawful gifts to a public official? ☐ Yes ☒ No

If yes, has the conviction occurred within three (3) years immediately preceding either the date of submission of a

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Information Questionnaire

bid/proposal, or the date of award of the contract?
If yes, explain: _____

3. Is your company involved in pending investigation or criminal prosecution of a criminal offense involving fraud, theft, bribery, kickbacks, or unlawful gifts to a public official? ☐ Yes ☒ No
If yes, explain: _____

4. Does your company have pending claims, investigations, or civil litigation involving allegations of fraud, misrepresentation, or conversion? ☐ Yes ☒ No
If yes, explain: _____

5. Does your company have previous final judgments against the City for breach of contract, fraud misrepresentation or conversion? ☐ Yes ☒ No
If yes, explain: _____

6. Has your company failed to timely pay/remit sales tax, property tax, or utility payments to the City of San Marcos?
☐ Yes ☒ No
If yes, explain: _____

7. Has your company refused to execute a contract following an award by the San Marcos City Council?
☐ Yes ☒ No
If yes, explain: _____

8. Has your company violated the anti-lobbying provisions in a current or previous City of San Marcos procurement process by making contact with a member of the San Marcos City Council prior to the award of a contract?
☐ Yes ☒ No
If yes, explain: _____

9. Has your company furnished unauthorized substitutions of materials not meeting contract specifications in a current or previous contract with the City of San Marcos? ☐ Yes ☒ No
If yes, explain: _____

I, ___*Scott Meredith*_____ , as ___*Head of Contracts and Procurement*___
     Name of Individual   Title & Authority

of ___*Simpleview LLC*_____ , declare under oath
     Company Name

that the above Statements, including any supplemental responses attached hereto, are true and correct, and that the representations made herein are accurate to the best of my knowledge and are based upon a diligent search of records. I further acknowledge that any failure to conduct a diligent search or to make a full and complete disclosure may result in cancellation of my contract by the City of San Marcos, and possibly debarment.

___*Scott Meredith*_____
     Signature

THIS FORM MUST BE SUBMITTED WITH YOUR BID/PROPOSAL

Price Proposal

Price Proposal Form (Attachment B) is attached. We've also included a further break-down of pricing on the following pages.

ATTACHMENT "B"

PRICE PROPOSAL FORM

If this document is not submitted with the bid/proposal, it may be considered non-responsive.

Name of Company:	Simpleview LLC
Contact Person:	Kelly Genzman
Primary/Principal Office Address:	8950 N. Oracle Road, Tucson AZ 85704
Telephone Number:	(520) 575-1151
Email Address:	Kelly.genzman@simpleviewinc.com

Website Redesign Cost:	$45,000 (one-Time), $25,000 (annually)
Data Migration Cost:	Included w/ one-Time Fee
Implementation Cost:	Included w/ one-TimeFee
Initial Training Cost:	Included w/ one-Time Fee
Hourly Rates: (you may include this as a separate attachment)	$125/hour * Discounted to $100/hour if Support Plan is purchased

*You may attach a separate cost proposal outlining all associated costs for this project. Indicate if costs listed are required for this project or if optional. Include a project cost total for required expenses where appropriate. Also indicate if package/tier/discount rates are available for support, licensing, or other services.

I, _____Scott Meredith_____, as ___Head of Contracts and Procurement___
    Name of Individual   Title & Authority

of _____Simpleview LLC_____, proposes to complete the
    Company Name

Project for the prices listed in this Price Proposal Form for scope of work and services described in the RFP documents.

_____
    Signature

THIS FORM MUST BE SUBMITTED WITH YOUR BID/PROPOSAL

Investment Summary

Website Design	One-Time Cost	Annual Licensing
Responsive Sitemap Consultation & Content Roadmap	$6,000	-
Discovery Session	$2,000	-
Responsive Strategy, Usability & Design Development	$25,000	-
Strategic Planning & Ideation	Included	-
Discovery Session	Included	-
Research & Findings Presentation	Included	-
Wireframes	Included	-
Digital Style Guide	Included	-
High Fidelity Prototypes	Included	-
Interaction Design & Development	Included	-
CMS Development Assets	Included	-
Content Collection, Page Creation & Data Migration	$4,000	-
SEO Site Transition Program	$4,500	-

Website Development Core Engagement	One-Time Cost	Annual Licensing
Navigation & Content Management (CMS)	-	$16,000
Homepage Slideshow & Interior Header Management (Image & Video embed)	-	Included
Metatag Management	-	Included
Redirect Module	-	Included
Articles Module (Includes One Feed; $500 One-Time/Additional Feed)	-	Included
Content Ownership	-	Included
RSS Feeds	-	Included
Template Generator	-	Included
Site Search	-	Included
Hosting and Sitewide SSL Certificate	-	Included
Code Editor (CSS, Template & Javascript Code Overwrite Capabilities)	-	Included
Responsive GEO Triggers (Listings, Coupons, Events)	-	Included
Add This Social Sharing	-	Included
Schema.org and Open Graph Tagging Capabilities	-	Included
Quality Assurance Testing	-	Included
Staff Training (conducted over the phone)	-	Included
Access to our client portal and training video resources	-	Included

Core CRM Integrations	One-Time Cost	Annual Licensing
Form Builder	-	Included
Partner Listings	-	Included
Calendar of Events	-	Included
Special Offers/Coupons	-	Included

Investment Summary

CMS Modules, Add-Ons, & Integrations	One-Time Cost	Annual Licensing
Asset Request	-	$2,500
Blog (Includes One Feed; $500 One-Time/Additional Feed)	-	$1,500
Highlights Module	-	$1,000
Media Gallery	-	$1,000
Itinerary Building Tool	-	$2,500
Google Maps	-	$2,500
Social	**One-Time Cost**	**Annual Licensing**
Crowdriff Embed Integration	-	Included
Compliance & Accessibility	**One-Time Cost**	**Annual Licensing**
GDPR Banner (One-Time Fee)	$500	-
Subtotal	**$42,000**	**$27,000**
Project Management Fee	**$6,300**	**-**
Current CRM Customer Confidential Discount	**-$8,300**	**-$2,000**
Total Cost	**$40,000**	**$25,000**
YEAR ONE TOTAL	**$65,500**	

Payment Schedule

We have proposed our standard payment terms and schedule below. Other arrangements can be discussed.

One-time Cost Payment Schedule	Amount
Project Deposit Equal to 50% of the One-time Cost Due Upon Contract Execution	$20,000
Balance of One-time Cost Due 90 Days After Contract Effective Date	$20,000

Recurring Cost Payment Schedule	Amount
Date of 90-day mark after effective date of agreement sets the anniversary date for Years 2 and beyond.	$25,000

Recommended Items
(Not Included in Proposed Investment)

Recommended Items (Not Included in Proposed Total)	One-time Cost	Annual Cost
SimpleSupport5 - 60 hours/year of post-launch website support for change requests and additional design/development work @ $100/hour vs. standard hourly rate of $125/hour	-	$6,000
AudioEye ADA Complaint Tool	-	$10,000
Search Engine Optimization	-	$24,000
Search Engine Marketing SEM/ Paid Digital Marketing	-	TBD based on media spend
Content Creation and Strategy (annual engagement)	-	$28,000
Email Marketing/Marketing Automation via Act-On	-	TBD based on number of contacts
Map Publisher	$500	$6,000
Book>Direct Widget	-	TBD
XML Listings and Events Feed to integrate VisitWidget	-	$1,200

Additional Services
(Not Included in Proposed Investment)

1. Customer Relationship Management ("CRM")

Simpleview's CMS was designed to fully integrate with Simpleview CRM. Simpleview was the first tourism industry technology provider to recommend and create a technology stack where your CRM, website, and interactive marketing are integrated tightly. Which means any time you update member/partner listing information, Google Maps data, business details, media files, contact information, social media, etc., they are dynamically available on your website. This two-way push/pull of data between the CRM and website will also allow you to capture new opportunities, subscribers, visitor data and literature requests via forms. In addition, any interactions with partner listings, events and coupons are also all tracked back into the CRM's Partner Benefit Summary, so you can seamlessly report on all of your success. The City of San Marcos Convention and Visitor's Bureau is currently in build with our CRM solution and the project will launch early 2020.

2. Email Marketing / Marketing Automation

As digital marketing continues to evolve, we believe, and see a true omni-channel marketing automation strategy is essential to any DMO. Two years ago, we completed a comprehensive review of Marketing Automation platforms and decided to partner with Act-On, a true industry-leader in the Marketing Automation space.

We are the marketing automation leaders in the tourism industry. We have implemented Act-On's marketing automation platform with over 60 DMOs including both Leisure and Meeting Sales programs. Our experience and in-depth knowledge of the tourism industry has enabled us to develop a marketing automation framework that uses multiple channels and translates traffic into leads.

Act-On allows us the ability to lead score your website's interactions with consumers and meeting planners to help automatically move them through the path to purchase. And with a Simpleview CRM integration with Act-On in place, you can ensure that any tracking and lead scoring associated with your marketing programs (emails, social media, landing pages and more) will be captured in your CRM.

Flow Chart: Act-On Integration

CRM

Visitor Submits Form
RFP & Form
Submissions

Profile Data
Contact Details
Firmographic Data
Location

Nightly & On-demand
Data Syncs

Behavioral Data
Website Visits & Analytics
Email Open & Clicks
Form Submissions
Webinar Registration
Social Interactions
Extranet Logins

**Contact Record
Act-On Data Sync**
Lead Scores
Behavioral Data
Unsubscribes
Follow up Traces

VISITOR

Marketing Tools
Automated Programs
Landing Pages
Email Campaigns
Social Media Posts

Image: Act-On seamlessly integrates with our tourism leading CRM. This seamless integration ensures your data and contact lists are always synchronized.

Additional Services
(Not Included in Proposed Investment)

3. SEO

Search Engine Optimization is an ongoing process that continues long after a website has been launched. Our job is to continually refine and evolve your site, building on strengths and correcting weaknesses to constantly improve your organic traffic quality and volume, increase bookings, build your databases and meet other goals. At the beginning of an ongoing SEO engagement, Simpleview gathers all members of the search engine marketing team to review the project scope, goals and objectives in an internal strategy session. Once this has taken place, the team reviews the marketing strategies and KPIs that have been set up and tracked in Google Analytics. A full site evaluation and Competitive Analysis Report is then performed, which provides an SEO roadmap for the upcoming years activities.

Our website analytics services start with correctly reviewing Google Analytics throughout your site to provide detailed information on visitors and their behaviors on your site. Each month, we study the queries and referrals that brought visitors to your site, traffic patterns, bounce rates and other important engagement information, recommending site refinements and marketing initiatives to increase your website returns. Some of our organic optimization activities include the following:

- Developing annual SEO account plan

- Detailed monthly reporting

- Constant monitoring and optimization

- Competitive analysis report

- Technical barrier report

- Deep keyword research and analysis

- On-page optimization

- Redirects and friendly URLs

- Tracking for marketing initiatives

- Link building strategy

- SEO related developer work included with all engagements

Additional Services
(Not Included in Proposed Investment)

4. Search Engine Marketing ("SEM") / Paid Digital Media

Simpleview specializes in managing custom Search Engine Marketing (SEM) and Pay-Per-Click (PPC) campaigns for destinations and attractions in the travel and tourism industry. Our philosophy revolves around having expert, non-automated analysis and optimization of all PPC campaigns. Currently, we average over a 5% click through rate and under $0.30 per click across all DMO accounts. A paid search campaign works best when paired with an organic SEO campaign, which helps to increase overall web traffic from all angles.

Simpleview SEM services offer a full range of media options for destination marketing organizations from strategic planning and media buying to optimizing results for interactive advertising campaigns. We collaborate with our clients to achieve their targeted goals and adjust our tactics to meet market demands. Every member of the SEM team is certified in Google Adwords and only works in the travel and tourism space making us the industry experts in paid media.

As with any campaign our strategy begins with getting a good understanding of your website objectives and goals. Equally important is spending some time researching your competitors to get a true understanding of the overall market. Doing this initial research gives our team the ability to develop a strategy that best fits your needs and takes any potential challenges into account.

The goal of most DMO campaigns is to drive qualified traffic and increase conversions. To achieve the highest traffic and conversions possible it is important to have a team that will constantly optimize (especially since travel is an incredibly competitive space). Our initial focus is to conduct research on the search terms used by your target audience. Since we only work in the travel and tourism space we have years of experience that give us a unique advantage over others. Armed with that knowledge we'll develop an SEM strategy to reach your goals. This may include doing paid search, setting up retargeting campaigns through remarketing lists for search ads (RLSA), contextual and audience targeting, or even social media ads through Facebook advertising. Along the way we'll continually optimize, reducing the costs you pay per click and improve conversion rates to maximize your search engine marketing ROI. Equally important is that we aren't cannibalizing your SEO efforts. Our team keeps a close eye on this by reviewing reports that give us insight into how each channel is performing.

Additional Services
(Not Included in Proposed Investment)

5. Content Development and Strategy

Simpleview proudly offers content creation to our clients. Our team will collaborate with key staff, stakeholders and agency partners, leading the group through a series of exercises designed to ensure website content lets visitors quickly find the information they want and easily complete tasks. At the beginning of a full content marketing engagement our team has a kick-off call with you to discuss key business objectives. This begins the strategy and planning phase of the content creation process.

We'll ask your team questions such as:

- "What are your goals?"

- "What content drives traffic to your site?"

- "What are your current conversion rates?" and

- "What content marketing strategies are currently in place?"

The primary objective for DMOs typically falls into one or more of four buckets:

- Increase referrals to partners (CPR)

- Increase onsite engagement (CPE)

- Increase leads (CPL)

- Increase sales (CPS)

After your primary objective is determined, our research experts take a deep dive into your site and conduct an audit where we execute a sitemap analysis, keyword analysis, competitive analysis, engagement analysis, and content distribution review. The findings of the report lead the way for the content team to create a content roadmap, which will define the types of content needed for future creation.

Once research is complete and a content roadmap developed, content creation activities will begin. A quarterly phone call will be setup to discuss and review your content marketing report as well as to discuss upcoming content creation items.

Additional Services
(Not Included in Proposed Investment)

6. Digital Campaign Development and Strategy

Over the last few years, consumer behavior has experienced huge shifts triggered by a greater demand for personalization, growth of digital channels, and increased mobile use. Visitors are now overwhelmed by an abundance of information and options, a feeling magnified by shorter attention spans to navigate them. The traditional travel purchase cycle we once knew is evolving, which means today's DMO needs to adapt to a new landscape.

Simpleview's Digital Marketing department offers a full suite of services that will lift your brand and website presence. Simpleview provides a comprehensive, fully-integrated solution that includes the services for a successful online marketing campaign through our six-step framework: research, creation, optimization, amplification, testing, and proper measurement.
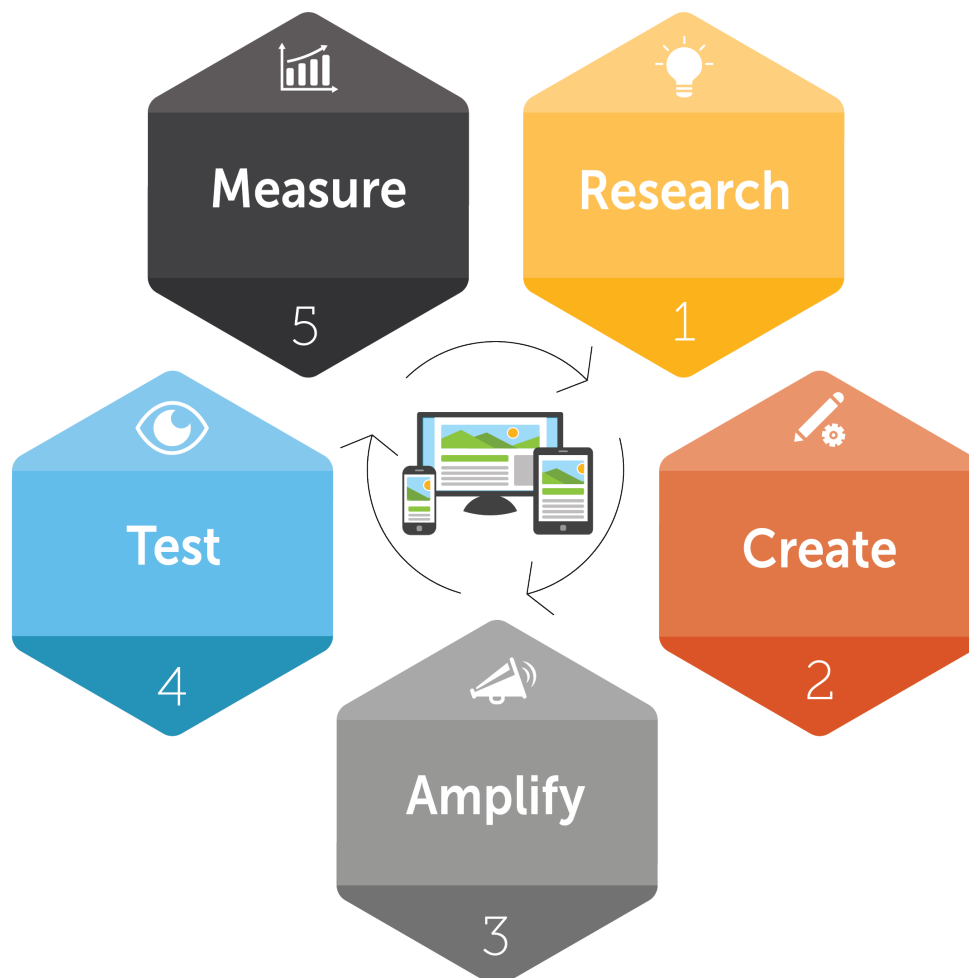
Additional Services
(Not Included in Proposed Investment)

RESEARCH:
Your destination is more than just Keywords. Making an informed data-driven decision begins with research. Research is the foundation of everything we do—it provides a clear roadmap for digital strategy and insights, and paves the way for success.

CREATE:
We develop content that engages your audience and inspires them to take action. Our team recommends telling a story through a combination of original (website, blog), curated (UGC), and even sponsored content (guest bloggers, influencers).

OPTIMIZE:

Our team spends nearly 30,000 hours per year optimizing DMO websites for search—no other agency can make that statement. The landscape is ever-changing for DMOs, yet organic search is still the #1 source of traffic, accounting for more than 53% of overall site traffic. The City of San Marcos Convention and Visitor's Bureau is empowered to take advantage of this through our full SEO services suite, which ultimately positions you to reach engaged travelers who are actively looking for the information and inspiration The City of San Marcos Convention and Visitor's Bureau has to offer.

AMPLIFY:

We provide intelligent and effective PPC, email marketing, social media advertising, influencer marketing, YouTube ads, and more. These channels not only promote, but amplify digital content to increase the likelihood of destination arrivals. Our team recommends targeting, tracking, testing, and optimizing paid media efforts to deliver the right message to the right person at the right time.

Additional Services
(Not Included in Proposed Investment)

TEST:

Are you balancing your site's intentions with your visitor's experience? Testing and CRO will let you know. Conversion is one of the most crucial metrics that DMOs should consistently monitor. For destination marketers, this doesn't always mean a sale; however, it does indicate that a visitor completed an action that pushes them further down the funnel toward a purchase. The The City of San Marcos Convention and Visitor's Bureau is currently engaged with Simpleview in our full-service CRO and testing program that compliments your Dynamic Content and A/B Testing modules. More importantly, it allows you to avoid decisions based on gut feelings and instead focus more on data-driven digital marketing strategies.

MEASURE:

DMOs often drown in data, and focus on the wrong metrics. As a destination marketer, it's possible to track many metrics well, yet never measure what really matters for your organization. We begin by identifying the outcomes your DMO wants to achieve, and then determine the best way to measure for those goals. Our Business Intelligence team will work with you to analyze information with detailed reporting and data-visualization tools, like Destination Dashboards, so your team has helpful insights.

Appendix A:
Additional Information

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
2/20/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: Lori Steiner	
Crest Insurance Group, LLC 5285 E Williams Cir. Ste 4500 Tucson AZ 85711	PHONE (A/C, No. Ext): 520-881-5760	FAX (A/C, No): 520-325-3757
	E-MAIL ADDRESS: LSteiner@crestins.com	

	INSURER(S) AFFORDING COVERAGE	NAIC #
	INSURER A : American Casualty Co. of Reading PA	20427
INSURED SIMPHOL-01	INSURER B : Continental Insurance Company	35289
Simpleview LLC 8950 N. Oracle Road Tucson AZ 85704	INSURER C : Columbia Casualty Company	31127
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES   CERTIFICATE NUMBER: 745127644   REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR		TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)		LIMITS	
A	X	COMMERCIAL GENERAL LIABILITY			6050463165	9/29/2018	9/29/2019	EACH OCCURRENCE	$ 1,000,000	
		CLAIMS-MADE [X] OCCUR						DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 300,000	
								MED EXP (Any one person)	$ 15,000	
								PERSONAL & ADV INJURY	$ 1,000,000	
		GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$ 2,000,000	
	X	POLICY [ ] PRO-JECT [ ] LOC						PRODUCTS - COMP/OP AGG	$ 2,000,000	
		OTHER:							$	
A		AUTOMOBILE LIABILITY			6050463151	9/29/2018	9/29/2019	COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000	
		ANY AUTO						BODILY INJURY (Per person)	$	
		OWNED AUTOS ONLY [ ] SCHEDULED AUTOS						BODILY INJURY (Per accident)	$	
	X	HIRED AUTOS ONLY [X] NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$	
									$	
B	X	UMBRELLA LIAB [X] OCCUR			6050463179	9/29/2018	9/29/2019	EACH OCCURRENCE	$ 8,000,000	
		EXCESS LIAB [ ] CLAIMS-MADE						AGGREGATE	$ 8,000,000	
		DED [X] RETENTION $ 0							$	
A		WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N		N / A	6056637307	12/31/2018	12/31/2019	X PER STATUTE [ ] OTH-ER		
		ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)						E.L. EACH ACCIDENT	$ 1,000,000	
		If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$ 1,000,000	
								E.L. DISEASE - POLICY LIMIT	$ 1,000,000	
C		Professional Liability/ Cyber Liability			596832209	9/29/2018	9/29/2019	Per Claim Aggregate	$ 3,000,000 $ 5,000,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
Professional Liability-Policy Number 596832209, 9/29/18-9/28/19- Business Interruption & Extra Expense Limit $3,000,000

CERTIFICATE HOLDER	CANCELLATION
   Proof of Insurance	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE *Cody Ritchil*

Website Design & Development

Smart, proven, beautiful design. That's what you see, but Simpleview websites are more than meets the eye.

We've been building destination websites since 2001, and have continued to build more than 400 sites for places as far apart and different as the town of Mat-Su, Alaska, the State of New Mexico, and the country of Norway.

WHAT YOU'LL FIND IN THIS SECTION:

Design Overview

EXPERIENCE DESIGN (XD)

Smart, proven, beautiful.

Simpleview's Experience Design group creates each DMO's website from scratch, specific to the destination, and focuses on the quality of the user's overall experience. We work with you to bring your location to life in distinctive ways, creating a custom design meant to leave a lasting impression.

We collaborate closely with our talented CMS developers, who turn your individual design into an easily and efficiently managed content solution. All along the way, your dedicated Simpleview Project Manager, Experience Design Lead, Interactive Designer, Search Engine Optimization (SEO) Analyst, and CMS Developers communicate openly so there are no surprises.

WEBSITE BUILD PROCESS

Based on collaboration and technology expertise, and carefully reviewed-over time, our design and build process has evolved into a refined, 12-step method, meticulously designed to provide the best experience for our clients and streamline internal workflow. This proven design process reduced turnaround time from the project kick-off to design approval by more than 60%, and over 30% of the website designs presented were approved as is. Some recent design presentations even received client approval on the spot, an impressive accomplishment for all involved and a testament to prudent planning and communication.

RESPONSIVE DESIGN

As smartphone and tablet use continues to proliferate, (not to mention smart TVs and wearable tech) it is critically important to make your content available to audiences when and where they want it. While there are certainly cases where a dedicated native app makes sense (Simpleview has an entire division – VisitApps– dedicated to mobile app development), Simpleview's go-to approach in recent years has been responsive design.

For the majority of our clients, traffic from mobile devices has surpassed desktop traffic. We therefore recommend a mobile-first approach, and we can collaborate with you to prioritize the most important requirements and elements for various screen sizes and use cases – we can hide elements to minimize the need to scroll. Additionally, we can continue to allow users to search "what's nearby" using geo-location.

SIMPLEVIEW'S MOBILE-FIRST APPROACH
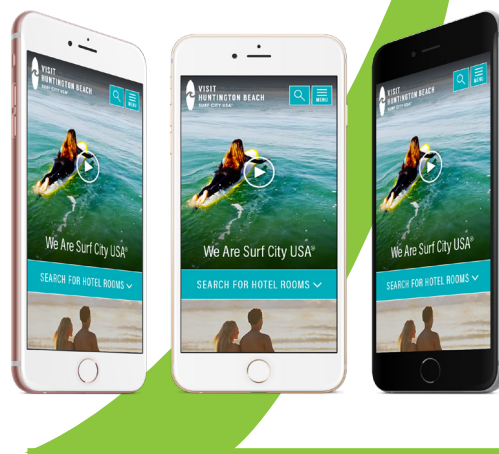
GRAPHIC DESIGN FOR MOBILE

MOBILE USER EXPERIENCE

MOBILE INTERACTION DESIGN

Simpleview has designed and developed more responsive-design websites for destinations than any other firm. Through extensive analysis and usability testing, we have honed our mobile-first responsive design approach; a great deal of thought and planning goes into information architecture, wireframing, creative and UI design to ensure an optimal experience.

Whether it's a desktop PC, tablet, smartphone, kiosk or smart TV, Simpleview will help create the best possible experience for your audiences. As we will highlight later in our proposal, the Simpleview CMS itself is responsive, and allows real-time previews of pages in desktop, tablet and smartphone views.

1. Project Kick-off

- Introduce Simpleview website team
- Review process
- Identify key decision maker(s)

2. Orientation Meeting

- Review contract
- Discuss timeline
- Q & A with your dedicated Project and Account Manager

3. Discovery Meeting

- Review site with your dedicated Design Lead and Search Engine Optimization (SEO) Analyst
- Discuss site expectations in addition to your brand, engagement, and content strategy
- Collaborate and refine goals and KPIs for the new site

4. Research & Planning

- Your SEO Analyst will identify your website audience needs.

5. Findings Presentation

- (Optional) Destination Immersion led by DMO staff
- Receive analytic data from your SEO Analyst that defines your website audience
- Review findings from brand assessment with our Creative Director
- Your Simpleview team presents the recommended new site structure

6. Digital Style Guide

- Learn how to communicate the essence of your brand for the web

Advanced Sitemap

- Review recommended content road map

7. Design Presentation (High-fidelity Prototypes)

- Receive highly detailed functional prototypes from our Experience Design group for prototyping
- Approve design, then website moves into development
- Set website launch date

8. Website Development

- Powered by Simpleview CMS, the industry's most advanced content management system for creating, revising and managing website content
- Built as a SaaS (Software as a Service) platform

9. CMS Training

- Simpleview staff trains your team on CMS basics
- Access the online user forum, webinars, and document library

10. Website Review

- Site functionality tested and reviewed by our quality assurance team
- Website reviewed by our Experience Design group to ensure it matches the design and intended performance
- Final inspection completed by your Project Manager before it's turned over to you for review

11. Website Launch

- An exciting, collaborative event requiring participation across multiple departments
- Time to celebrate a successful project!

12. 30-Day Punch List

- A 30-day transition (post-launch) period for you to identify any issues and request functionality adjustments

Integrated Solution

Two-gether is better.

Two solutions are better than one. And when they integrate seamlessly to let your team accomplish more goals in less time, make your partnerships more powerful, and engage more visitors, two solutions become one powerful pair. Find out why more than 250 destinations use Simpleview's integrated solution.

WHAT YOU'LL FIND IN THIS SECTION:

Integrated Solution (CRM + CMS) Overview
Tool Descriptions: CRM, CMS
Software as a Service (SaaS) Defined

Integrated Solution

Simpleview CRM & CMS: A Fully Integrated Management System, a Full-Service Solution

Your website and business relationships don't exist in separate worlds, and neither should the tools you use to manage them.

Through the years, we've designed and launched hundreds of DMO websites—all powered by the Simpleview Content Management System (CMS)—and have implemented Simpleview Customer Relationship Management (CRM) for 300+ DMOs. As you would expect, the Simpleview CMS is inherently and seamlessly integrated with the Simpleview CRM system.

In fact, Simpleview was the first in the industry to link CRM and CMS, and the first company to extend the integrated solution to sites optimized for mobile web. The goals of this integrated marketing approach? To make the destination marketer's job easier and, most importantly, provide a better user experience for staff, partners, and customers. What's more, it allows your team to accomplish more in less time, make your partnerships more powerful, and engage more customers by eliminating inefficiencies, lost data, and lost revenue that can result from juggling information across multiple systems.

In addition to enhanced capabilities for site administrators with regard to database-driven content and forms (among other advantages), this single platform approach also eliminates the costs associated with integration and means single-source accountability. Nearly 200 clients (including some of the largest destinations in the United States) utilize this integrated solution every day to make processes and communication easier.

Simpleview CRM & CMS:
A Fully Integrated Management System

Simpleview CRM & CMS Communication

SIMPLEVIEW CMS

WEBSITE

SIMPLEVIEW CRM
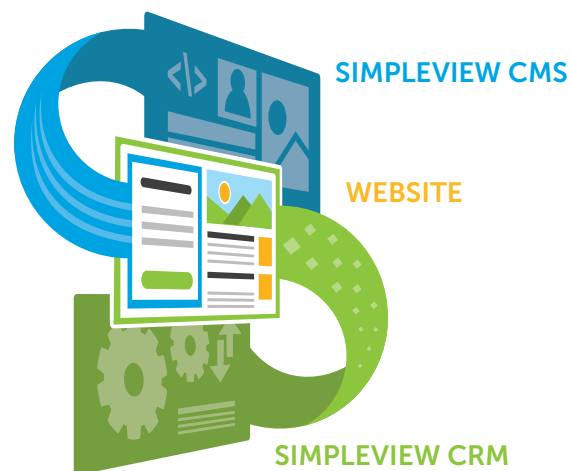
Consumer information, such as form submissions and tracking data, flows from the Website/CMS into your CRM.

Below are just a few of the consumer information pieces that travel from the website/CMS to CRM:

- Visitor Guide/brochure request forms
- RFP submission forms
- eNewletter signup forms
- Partner listing views
- Listing click-throughs

Member/Partner content and data flows from your CRM to the website/CMS.

Below are just some of the member/partner details that travel from the CRM to the website/CMS:

- Business information
- Listing descriptions
- Amenity information
- Images
- Special offers
- Meeting facility information
- Events
- Geo data

Simpleview CRM & CMS

A FULLY-INTEGRATED DESTINATION MANAGEMENT SYSTEM

The union of this powerful pair offers a seamless full-service solution. The integration equates to:

Efficiency
A more consistent experience for staff, partners, and customers.

Accountability
Automatic tracking of all your activities and successes in one system, with the results tied back to your partners to show them the value of your efforts.

Savings
Lower costs than having disparate solutions. Not to mention the time you'll save due to powerful partner integrations.

Support
Always available, but you'll probably need less of it, as both tools are built especially for the way DMOs work, and function that way right out of the box.
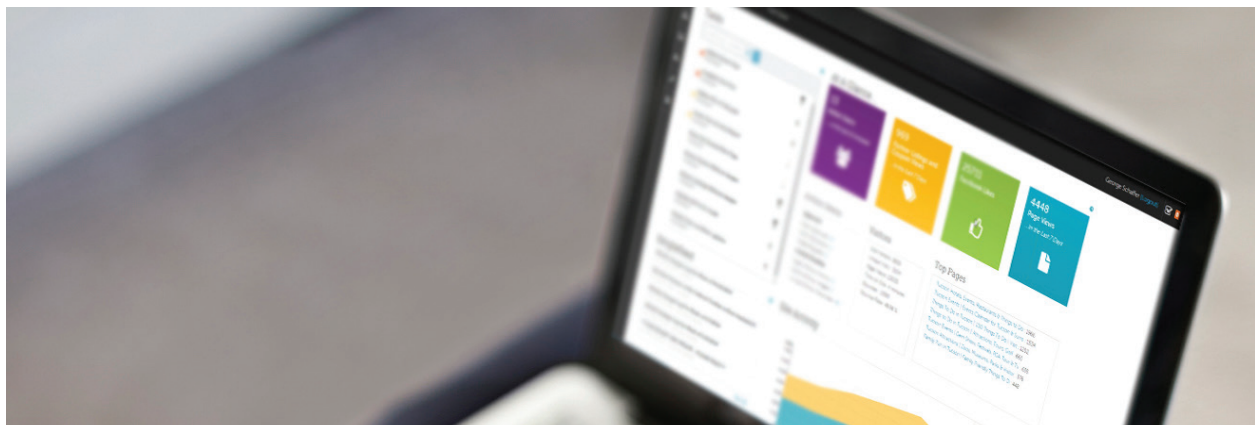
Simpleview CRM & CMS

TOOLS THAT WORK TOGETHER FOR DMOs

SIMPLEVIEW CRM
Partner Listing Analytics, Visitor Guide Requests, RFPs, and More Feed From the Website into the CRM

SIMPLEVIEW CMS
Partner Listings, Events, and Forms are Managed in the CRM and Feed to the Website Via the CMS

WEBSITE
CRM & CMS Work Together to Create the DMO's Website
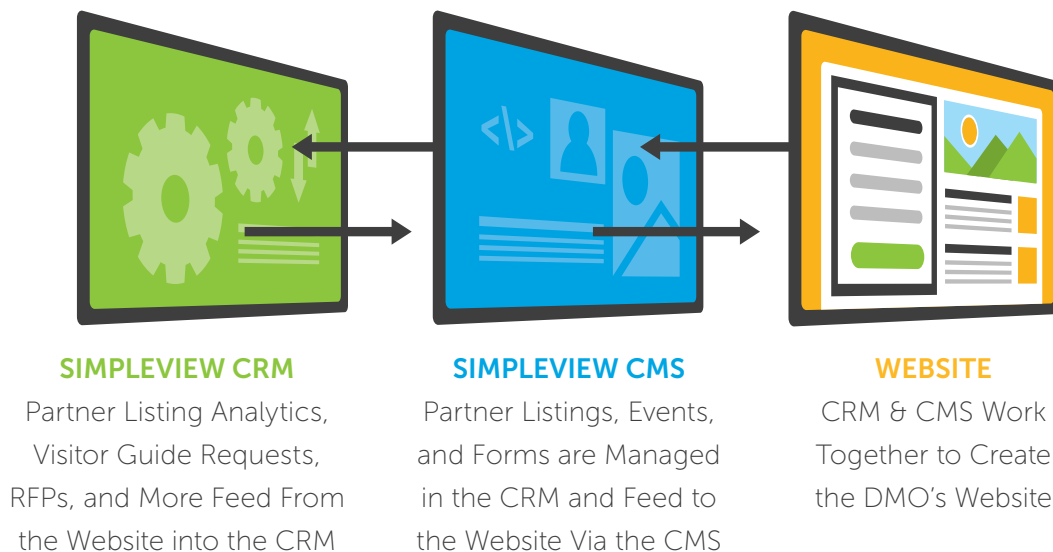
On a feature-by-feature comparison, these two tools have more power than any other options out there — and they have years of user group input, advisory board insights, and client and partner feedback to back them up. This not only makes them more intuitive to your organization's needs from the get-go, but also drives our continuous research, development, and innovation so you can rest assured you're always building on the best tools in the market.

Not only are you able to seamlessly push data out of CRM to the website, but the integrated solution also pushes partner tracking (listing views/click-throughs, coupon downloads, event views, etc.) back to the CRM including consumer data captures (newsletter signups, guide requests etc.). The CRM can facilitate fulfillment of these items or integrate with a third party fulfillment company. The tracking can be viewed via the partner extranet, be part of ongoing reporting at a more granular partner-by-partner level, or at a more macro regional/state level.

These tools are also scalable; making the benefits of integration available and affordable for DMOs of all sizes and budget ranges. Both Simpleview CRM and CMS are offered as Software as a Service (SaaS) platform, which ensures users are always protected and provided with updates as soon as they're released.

Industry Specific Tools

Our integrated solution combines industry-specific, cloud-based tools of the highest quality, vetted by thousands every day.

Simpleview **CRM**

Simpleview CRM combines relationship management with sales, reporting, forecasting and more. Our industry-specific CRM is created for every customer you serve — not just those planning a vacation, and not just partners and meeting planners, but your board, film crews, sports teams — everyone. It's also the industry's only CRM solution seamlessly tied to a powerful content management system: Simpleview CMS.

Simpleview **CMS**

Simpleview CMS is the destination marketing industry's most advanced platform for creating, editing, managing and distributing web content, and is harmoniouslly integrated with Simpleview CRM. Continually evolving through collaboration with DMOs, our CMS is designed to work the way you work. It gives you as much control over your web content as you want — not just text and images, but also special offers from your partners, video galleries, social media and more.

Industry Specific Tools

On a feature-by-feature comparison, these two tools give you more power than any other options out there — and they have years of user group input, advisory board insights, and client and partner feedback to back them up. This not only makes them more intuitive to your organization's needs from the get-go, but also drives our continuous research, development, and innovation, so you can rest assured you're always building on the best tools in the market.

SIMPLEVIEW CMS

WEBSITE

SIMPLEVIEW CRM

- Form submissions and tracking data flows from the website/CMS into CRM
- Brochure request forms, e-newsletter sign-up forms, and RFP submission forms
- Partner listing views, listing click-throughs, clicks to call, and more
- Partner content and data flow from CRM to the website/CMS
- Business info, listing descriptions, amenity information
- Images, special offers, meeting facility information, events, geo data

"Simpleview's CRM and CMS systems are very robust– you can do so much with the integration."

Jasmyn Goodwin, Visit Omaha

"We've found a lot of efficiency by having both the CRM and CMS within one organization at Simpleview."

Lilly Kelly, Visit Anchorage

THE POWER OF Software-as-a-Service (SaaS)

HOW THE COMPETITION DOES IT:

The "old school" approach to website development was a broken model: it requires a major up-front investment to develop a website on the current version of a CMS, using current approaches to UI/UX and the immediately starts to become outdated as soon as the site launches. This forces DMOs to get as much "mileage" as possible out of their investments, often using the same site for over five years – all the while technology is evolving. After enough time has passed, they have to do the whole process over again.

HOW SIMPLEVIEW DOES IT:

Simpleview has broken the cycle y creating a CMS that is a Software-as-a-Service (SaaS) platform. Customers now pay-as-they-go for a CMS license – this allows the CMS to update as needed, with no additional fees to the customers, ensuring that customers always have the best and latest technology available for DMOs.

QUALITY *over* TIME

QUALITY

YEAR 1   YEAR 2   YEAR 3
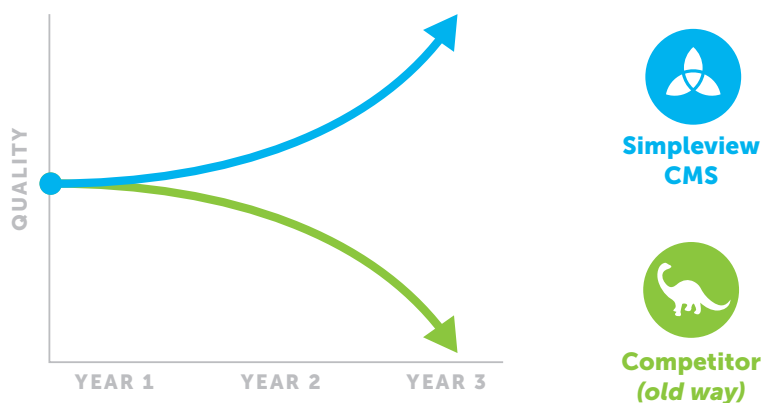
Never out of date,
constantly improving

Simpleview CMS

Competitor
(old way)

COST *over* TIME

$

YEAR 1   YEAR 2   YEAR 3
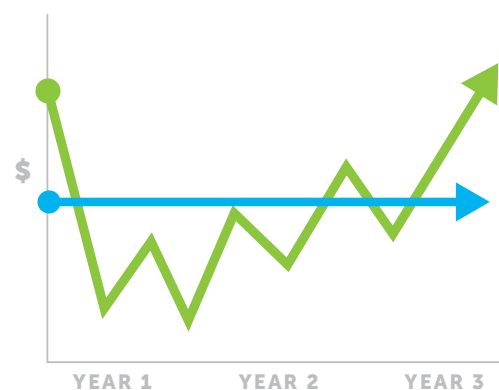
Predictable pricing,
easy to budget

ADVANTAGES OF SaaS – WHAT'S INCLUDED?

All Updates, Versions, and Upgrades Included – This model allows our developers to push core updates, enhancements, point upgrades, and full version upgrades to all clients simultaneously, in real time, ensuring that they are protected and will always have the latest and greatest technology available as the platform grows and evolves over time.

Website support Costs are Reduced – Browser updates, general code fixes, and third-party API updates will be included. This removes the "white noise" of web maintenance and insulates you when the Twitters and Googles of the world update their APIs. The

Freedom of Design – You are no longer limited by development layers. Easily and inexpensively refresh the look of your site or take on a full redesign without having to rebuild the entire site on a new version of the CMS.

Open Source Community – Not only can a developer utilize open source extensions, but solutions developed by your team are yours to keep.

World-Class Hosting and Global Content Delivery Network – We've partnered with Edge Hosting to provide tier one hosting for our customers, and Verizon's EdgeCast global content delivery network (CDN) to serve your content faster to users around the world and eliminate downtime.

SaaS at a Glance:

SaaS

Incredibly fast service

Nimble response to emerging technologies

A new, affordable pricing structure with the ability to plan long term for budgets

Significant extension of the life of customer websites and relationships

LEARN MORE ABOUT SAAS

Check out our blog: Lightning in a Bottle: The Benefits of Software as a Service

Simpleview CMS

Simpleview CMS allows everyday users to accomplish anything they **need** to do, while empowering advanced users to do anything they **want** to do.

As industry leaders in destination marketing, we've once again pushed our platform further than ever before. Guided by client and user group feedback, Simpleview CMS is the most powerful and user-friendly content management system available for DMOs.

WHAT YOU'LL FIND IN THIS SECTION:

Simpleview CMS Overview

Module & Integration Examples

simpleview

CMS ▾   Experience Grand Rapids

Tasks ❓ ✚
All your tasks are complete!

See All

At A Glance... ❓

29
Active Users

6,145,768
Member Views

85,455
Facebook Likes

27,501
Page Views

Action Items ❓

0	Asset Requests Pending
15	Unpublished Pages in Site: Primary
1	Listings Pending
505	Listings without Media
189	Listings without Geocoding
30	Events Pending
86	Events without an Image
226	Events without Geocoding

Stats ❓

● Facebook ● Instagram ● Twitter ● Pinterest ● TripAdvisor ● Disqus

Social Referrals ▾

5%
93%

SimpleFeed ❓

12/15/2015	
10/27/2015	New Feature and Documentation Up...
9/21/2015	New Feature and Documentation Up...	Read More
8/20/2015	New Feature and Documentation Up...	Read More
7/20/2015	New Feature and Documentation Up...	Read More
6/30/2015	New Feature and Documentation Up...	Read More
6/3/2015	New Feature and Documentation Up...	Read More
5/7/2015	New Feature and Documentation Up...	Read More
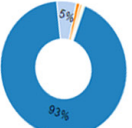
Top Pages ❓

1	4,945	
2	3,892	/events/
3	3,562	/blog/post/grand-rapids-golf-course-becoming-a-wi...
6	3,309	/events/search-events/
6	2,091	/things-to-do/
7	1,719	/blog/post/9-west-michigan-festivals-and-events-yo...
8	1,426	/things-to-do/attractions/
		/things-to-do/family-fun/

Site Activity ❓

5,184
4,000
3,000
2,000
1,000

● Returning Sessions   ● New Session
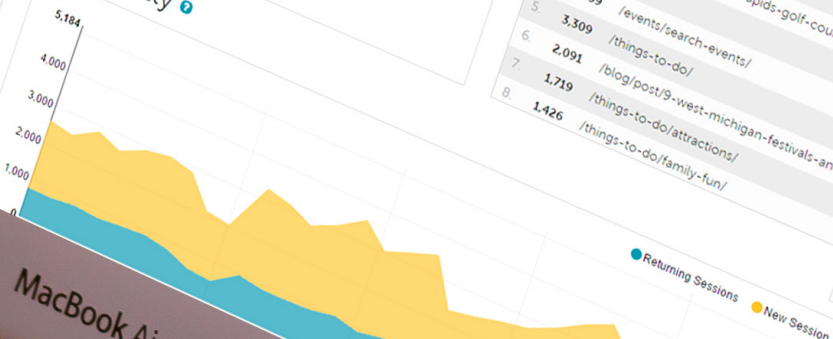
MacBook Air

SV Sam Br

Simpleview CMS

Content Management Designed for Destination Marketing Organizations

Guided by years of client and user feedback, Simpleview CMS delivers DMOs a website management system flexible enough for both standard and advanced users, and incorporating features uniquely designed to bring the best information and services to visitors, planners, and partners. From web modules like itinerary builders to consolidated visual analytics, our CMS options are intended to address the day-to-day needs of DMOs, right out of the box. Because our CMS is built as a Software as a Service (SaaS) platform, users receive higher quality updates, faster. Plus, you benefit long-term from the scalability. Redesigning your site down the line to meet new goals is easier and more cost-efficient.

Open Source Solutions

+

Industry-Tailored Tools

+

Years of Client/User Feedback

= a CMS for you & users of all levels
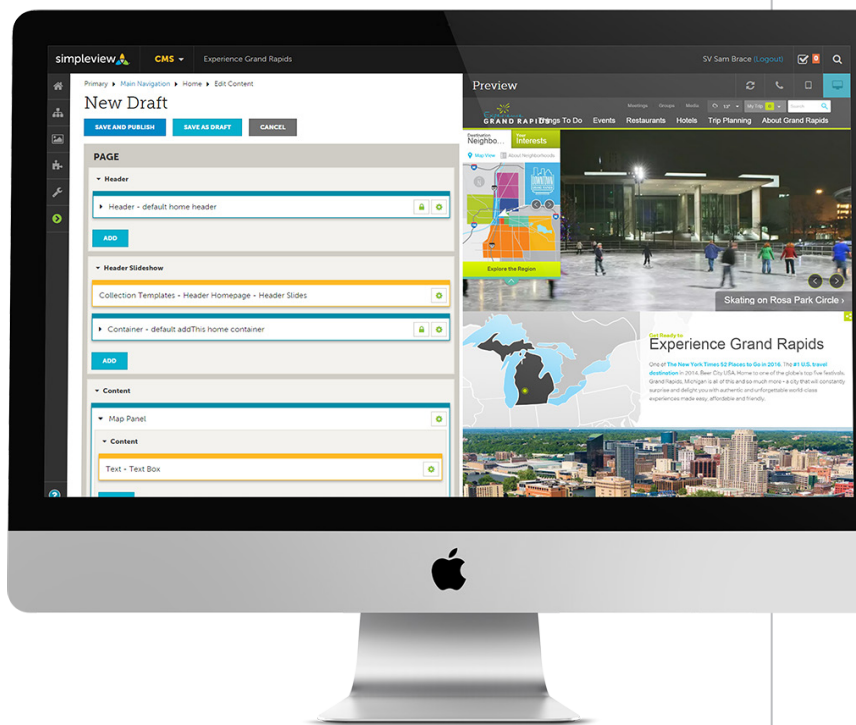
Simpleview CMS Delivers
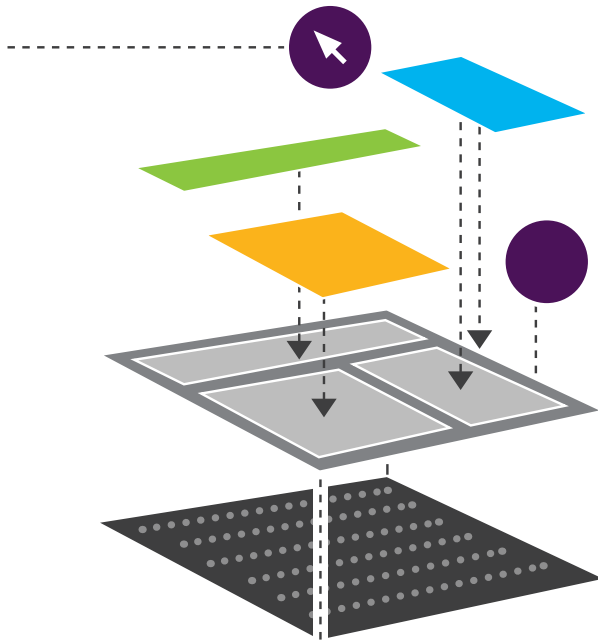
*A short CMS overview demonstration can be viewed online at
https://youtu.be/VIxFMs4A0XM*

- Exactly what your marketers **need**, plus everything an advanced users **wants**

- An **industry-specific** tool vetted by thousands of DMO users and leaders daily

- **A scalable, modular solution** for DMOs of every size and budget

- A **SaaS platform**, providing the most up-to-date technology and better support

- The most **advanced, open source technologies**

- **Freedom of design**, without technology limitations

- Simpleview **CRM integration**

Software as a Service (SaaS) Platform

The industry standard, SaaS is web-based software that delivers:

- Faster access to high-quality technology and security updates

- A scalable, modular solution for DMOs of all sizes

- Quicker content delivery

- Smoother, more cost-effective redesign options

Open Source Technologies

node.js is our primary development language. JavaScript is the language behind this cross-platform environment and a language that just about every programmer knows, making it easier for your programmers to work seamlessly with us, and for us to hire quality talent. It offers better scalability, a huge user community, with the #1 code repository on Github, and it's where companies like LinkedIn, PayPal, eBay, AirBnB and others have moved.

MongoDB is a document database that provides easy scalability, and high performance and availability. In MongoDB, objects map nicely to programming language data types, and embedded documents and arrays reduce need for joins. In addition, it is also faster, takes up less storage, and uses less processing power.

Origin server   Edge servers
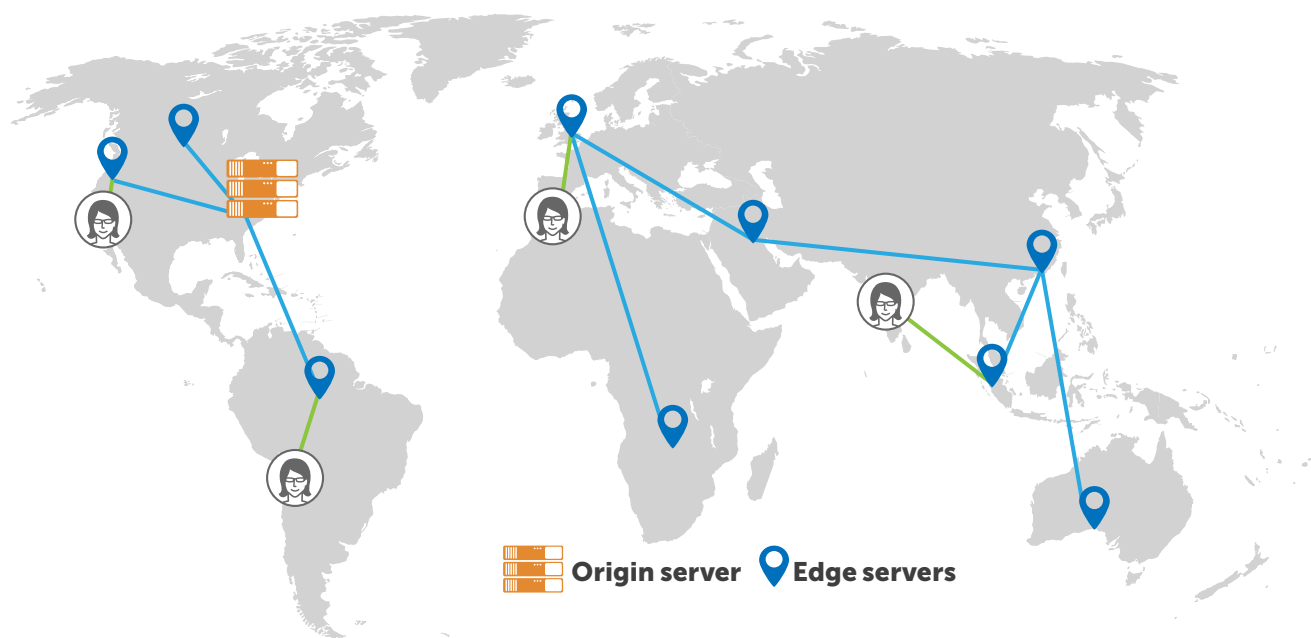
We use **Edgecast** to effectively replicate your site all over the world. Riding on the biggest Content Delivery Network (CDN) on the planet, we can connect users to a real-time copy of your site at a node that is closest to them. This not only means faster performance, which adds to the user experience, but also increases search rankings and improves reliability. Should something happen to a site at our datacenter, whether there's a bug, a denial of service attack, or any other issue, these nodes remain up while we address the problem. This is something that no other CMS natively offers as part of licensing.

With Simpleview CMS, DMOs benefit from:

- Reimagined feedback and design

- Unrivaled industry tools

- Intuitive content creation

- Powerful updates and support

Reimagined Feedback & Design
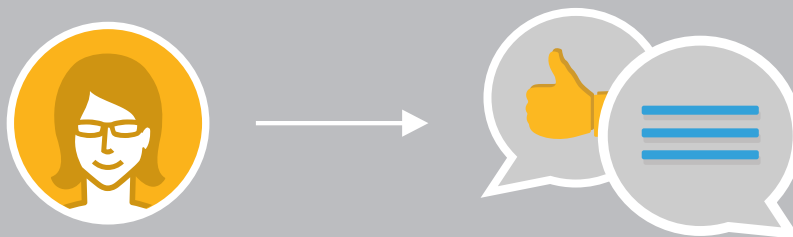
Dashboard analytics, tasks, and updates:
Get a snapshot of key site statistics, tasks, and updates all in one, centralized location.

Easy-to-use navigation and iconography:
Finding information and completing tasks goes smoother than ever.

Greater screen real estate:
Display more information in one place.

Advanced user access:
Ability to not only make cost-effective customizations to your site with CSS, HTML, and Javascript, but also edit stylesheets, upload templates, and more.

Real-time feedback page editing:
Don't waste time previewing each individual change; see them as they happen, without stepping out of the editor.

Unrivaled Industry Tools
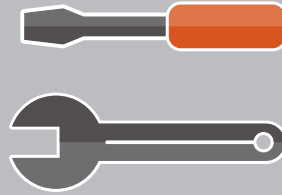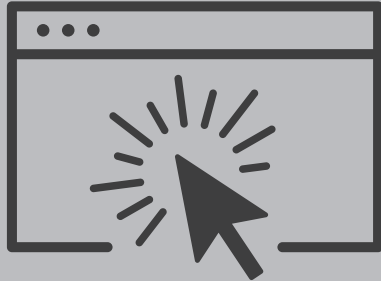
Industry-specific **web modules, functionality**
and partner integrations:
Battle-tested by DMOs for over a decade, our industry-leading modules include event calendars, partner listings, forums, itinerary builders, and more.

Full permissions and task management:
Encourage efficient workflows.

Responsive page preview:
Test how your website appears across all devices, including mobile, tablet, and everything in between.

Simpleview CRM integration:
Seamless service both internally and externally. Simpleview CRM and CMS were designed to work together, allowing you do more in less time.

Destination Dashboards integration:
Destination Dashboards allow you to view all your data in one centralized location, expanding your reporting capabilities and presenting key metrics in a visual way, proven to be more effective for communicating data to key stakeholders.

Intuitive Content Creation

Content control:
You have as much control as you want, not just for text and images, but also for special offers from partners, video galleries, social media, and more.

Top response times:
Our content delivery network (CDN) allows users worldwide to see your content faster and helps prevent site crashes.

Drag-and-drop functionality:
Drag widgets from one column or row to another, instantly changing the layout of your content.

Reusable Content Collections:
Save collections of code to reuse on similar pages, or combine to create entirely new ones.

User-friendly template building:
Use panels and widgets to organize specific content where you want it to reach the right audience.

Microsites:
Quickly create event-specific or campaign sites with specialized content.
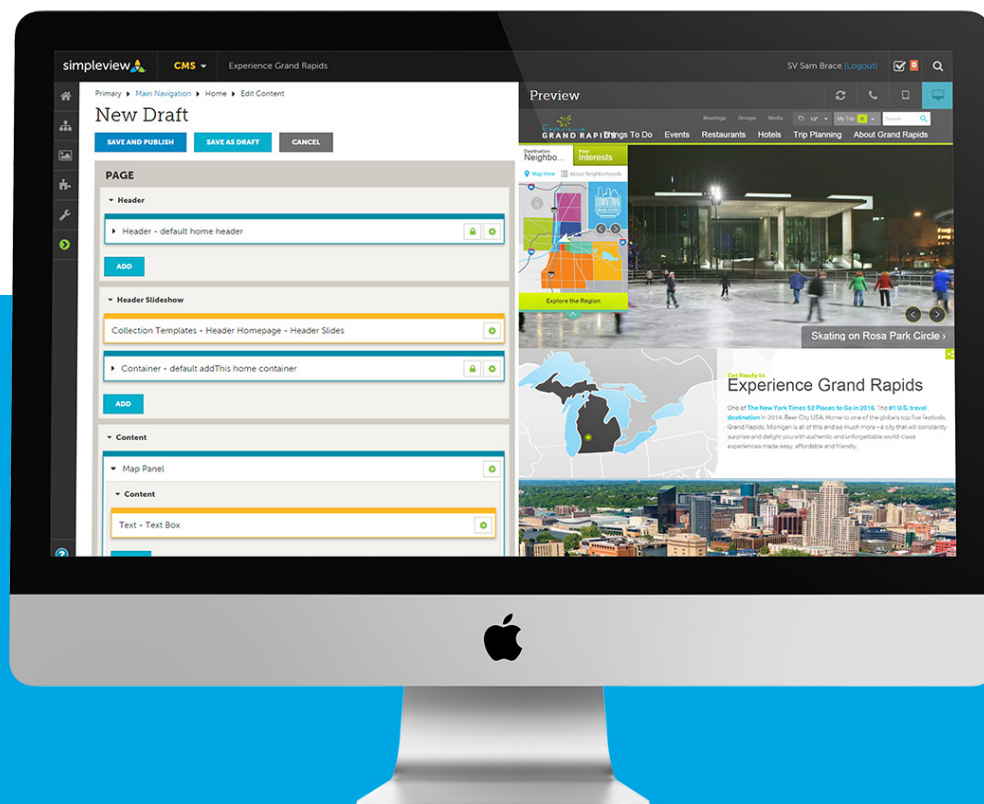
Powerful Updates and Support

Single to multi-tenant platform:
Whether a small town or big city, one or multiple sites, Simpleview CMS is scalable to meet your needs.

Higher quality updates, faster:
The SaaS platform ensures core updates are rolled out to everyone at once— meaning developers don't need to update each individual product.

Enterprise level global content delivery network (CDN):
We've partnered with Cloudinary to provide faster turnaround for delivering your content.

Safe and secure:
Spend less time on the technology, and more time marketing your destination. Coupled with hosting, you can minimize IT expenses.

Training and ongoing education:
We always offer training and ongoing education, no matter how you want to learn more about Simpleview CMS and it's capabilities. Get hands-on training for your staff from our experts or free online guidance through the CMS knowledge base and peer-to-peer forum.

Project Timeline: Website Design & Development

Website development is an intensely collaborative process, with deliverables and deadlines on both sides. The lynchpin in any site development is the design phase, the length of which hinges on how much time clients need for review. In most cases, when designs meet quick approval, we can complete the entire process in as little as 30 – 34 weeks, closely paralleling this timeline chart.

PHASE 1: SITE STRUCTURE & DESIGN	TIME
Project kickoff	Week 1
Orientation meeting - contract review and coordination of initial project requirements	Week 2
Discovery meeting - initial creative and SEM discussion regarding brand, audience, goals, KPIs, etc.	Week 2
Collect client branding assets (logos, fonts, images, print samples, etc.)	Weeks 1 - 3
Collect content files (imagery, blog data, etc.)	Weeks 2 - 17
SEM research - analyze site traffic, search data, and industry trends to generate sitemap recommendations	Weeks 2 - 4
Creative research - reviewing brand assets and SEM research to generate initial wireframes	Weeks 4 - 6
Findings presentation - deliver sitemap and wireframe recommendations	Week 7
Style guide - create and present digital style guide after findings approval	Weeks 8 - 9
Develop advanced sitemap document after findings approval and gain approval	Weeks 8 - 17
Design - create high-fidelity prototypes after style guide approval	Weeks 10 - 14
Present design	Week 14
Acquire design approval	Weeks 15 - 17
PHASE 2: PRODUCTION	**TIME**
Cut up design files into individual image assets	Weeks 18 - 20
Initial CMS setup and configuration	Week 21
Development of contracted modules and functionality	Weeks 21 - 25
Content & data migration	Weeks 26 - 27
Internal quality assurance testing and review	Weeks 28 - 30
PHASE 3: TESTING & LAUNCH	**TIME**
Client CMS training	Weeks 31 - 34
Client site review	Weeks 31 - 40
Launch website & CMS	Week 34
30 business day post-launch review period begins	Week 34

Modules, Add-Ons, Integrations

PARTNER LISTINGS

- Rank listings in order of membership priority

- Overwrite account information that will be displayed on the website

- Associate multiple sub-categories to avoid duplication

- Set maximum amount of characters for listing types

Display listings by categories and allow users to filter by sub cat, region and/or keyword

Display member/partner account amenities

Modules, Add-Ons, Integrations

Upcoming Events
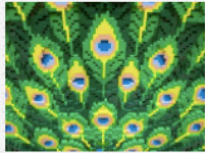
Apr 26, 2017 (Recurring daily)
Nature Connects: Art with LEGO® Bricks
[MORE]

May 10, 2017
Chance the Rapper: Spring Tour 2017 Concert
[MORE]

May 13, 2017
58th Annual Florence Days Parade
[MORE]

CALENDAR OF EVENTS

- Easily add information about your member/partners' events from your Simpleview CRM to your website

- Visitors can sort events by proximity with geolocation features

- Define the date range for displayed events

FORM BUILDER

- Ability to place any form developed in Simpleview CRM on any page of the website

- Collect visitor data on the website and instantly import it into your Simpleview CRM User Groups

- Form data from vistors, captured into the CRM, can then be exported to CSV or Excel without Vendor involvement

Salt Lake Visitors Guide

View the Fall/Winter 2016/17 Visitors Guide

Looking for summer information? Download the **Summer 2016 Visitors Guide**

Utah Travel Guide

Looking for something with a little wider range?

Check out the Utah Travel Planner **online** or **request one.**

Utah's Special Needs Travel Guide

Get specialized information about access & travel across the state of Utah.

Download

Request a Free Visitors Guide

Delivery Information

Fill out the form below to request your FREE mailed Salt Lake information.

Visit Salt Lake produces a variety of informative email newsletters. **sign up here**

First Name:
Last Name:
Company:
Email:
Address 1:
Address 2:

Modules, Add-Ons, Integrations

SPECIAL OFFERS/COUPONS

- Display coupons from your members/partners in your Simpleview CRM onto your website

- Display all available coupons in a list view

- Use the Coupons feed in other site features, such as your Collection Templates and Related Content Aggregator

Modules, Add-Ons, Integrations

Surf City USA Blog

Why I Surf HB Contest Offers "Circle of Honor" Spots to Surfers

Tuesday, May 16, 2017 10:00 AM by Rachel Volbert

In fall of 2016, the International Olympic Committee officially declared surfing an Olympic event

Comments | Continue Reading »

Search

From: mm/dd/yyyy

To: mm/dd/yyyy

Keyword

SEARCH

Tag Cloud

Active (46) Art (23) Beach (50)
Biking (12) Bonfire (5) Brewery (13)
Deals (25) Dining (78)
Downtown (64)
Event (67) Fall (12)
Family Fun (68)
Happy Hour (19) Health (12)
Holidays (31) Local (50)
Must-See (24) Nature (10) Nightlife (21)
PCH (19) Pet Friendly (9) Photography (1)
Pier (15) Romance (7) Running (4)
Shopping (25) Skate (8) Spa & Salon (8)
Sports (28) Surf (29) Yoga (6)

Authors

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Antonina Ruszkowska (1)
Bonnie Gruttadauria (22)

BLOG

- Ability to create blog posts for your site with full text styling and access to HTML code
- Associate meta data for search engine optimization purposes
- Create categories and tags to enhance organization
- Moderate all visitor comments via Disqus.com integration (leading comment hosting and moderation site in the world)

ASSET REQUEST

- Ability to provide images from Asset Library as downloadable files
- Add media-specific descriptions to all content
- Set up email notifications to assigned staff members of pending requests

Technical Integrity

We know you have a lot invested in our technology. You rely on it's consistent dependability, and so do we. Support, maintenance, and security surrounding our technology and your data are of the utmost importance to us, and specifically to our Network Operations team.

WHAT YOU'LL FIND IN THIS SECTION:

Technical Specifications

Network Operations

Service Level Agreement (SLA)

Hosting

Technical Specifications
HIGHEST SECURITY STANDARDS

HOSTING
Simpleview provides professional website and data hosting at a Tier 1 data facility to support our client, including security measures and traffic analysis by industry leader Google and Omniture when requested.

APPLICATION INFRASTRUCTURE
Software Architecture
Simpleview employs logical tiers for all products to separate presentation layers from business logic and data components.

HARDWARE ARCHITECTURE
Simpleview maintains web/application servers and database servers in separate subnets for security.

ACCESSIBILITY
Simpleview site designs are always developed to comply with W3C WCAG1, WCAG2 (WAI) and Section 508 accessibility guidelines.

APPLICATION DESIGN
Simpleview has built role-based security into all our technologies. We validate query strings using strong type validation to prevent injection attempts and use IDS devices under firewalls for further protection.

HIGHLIGHTS
- 24 Hour Manned Facility
- Tier I and II Support On-Site
- 5-Tier Security platform
- N+2 for all critical components
- SSAE 16, SAS 70, HIPAA, PCI, FISMA and EU Safe Harbor Compliant Hosting

APPLICATION IMPLEMENTATION
Infrastructure Design Requirements
For all our technology implementations, Simpleview uses separate environments for any required development, staging and production. As needed, we can provide network design documents of our production environment/data center.

WEB APPLICATION SECURITY WITHIN THE SOFTWARE DEVELOPMENT LIFE CYCLE
Simpleview offers mature products already in use. Should the need arise, our veteran development environments are protected by thorough security measures.

SYSTEM AND INFRASTRUCTURE DOCUMENTATION
Simpleview can provide documentation as required for our existing development and staging environments.

Hosting

CLUSTERED ENVIRONMENT FOR MAXIMUM SCALABILITY AND REDUNDANCY

Both our Web Application and Database Servers utilize a clustered and load balanced environment to provide flexible peak demand scalability and downtime protection. In our clustered environment, there are always two exact copies of each website running simultaneously. If one of the servers in the cluster becomes taxed, the load balancer will automatically route new requests to the other cluster. In the unlikely scenario that one of the web or database servers fails, our platform will automatically switch over to the secondary cluster to avoid downtime. This same mechanism allows us to provide zero-downtime server maintenance since there is always a copy of the website running during the maintenance window.

INTEGRATED SANDBOX ENVIRONMENT

In order for changes to be completed and tested without affecting the live website, any organization that has to make changes to code must maintain a development/sandbox environment. Traditionally, this would require a large investment in IT infrastructure to create development versions of the Web and Database Servers that are required to host the application, as well as allow for the IT staff required to handle the maintenance of the environment.

Our platform has a sandbox/development environment directly built in, enabling our clients to create an exact copy of the live website within minutes. This means your developers can create features without worrying about the overhead associated with a separate development environment. Furthermore, changes in the development environment can be deployed to live with a single click, and in the case of uncaught bugs or errors, our integrated Source Control Solution makes recovery simple.

GLOBAL MARKET REACH WITH THE EDGECAST CONTENT DELIVERY NETWORK

Traditional hosting solutions are limited by the physical location of the web server. The further the distance between the visitor and the web server, the longer it takes for the visitor to receive the information for which they are searching. Any delays in serving content increases the likelihood of that visitor bouncing from the site, as they look for a faster source for that information. Since one of the major goals, if not the most important, of a tourism website is to attract visitors from distant locations and keep them engaged, network latency due to distance is a major barrier to achieving that goal and serving those visitors' needs.

Hosting

(continued) With our integrated Content Delivery Network (CDN), your website's content is served from hundreds of servers located in dozens of data centers around the world. Whether visitors are on the opposite coast of the United States, within the European Union or inside the crucial emerging markets of Asia, they will receive content from the location closest to them. For international clients, this can mean eliminating frustrating wait time from each page view.

In addition to serving content locally, a CDN network also provides unparalleled redundancy. If one of the datacenters experiences a problem, the rest of the network will automatically deliver your content. In addition, since the content is cached throughout the world, your website will also continue to serve static content, even if the web servers hosting your CMS crash.

CONTINUOUS SERVER PERFORMANCE MONITORING AND OPTIMIZATION

In a traditional hosting environment, server optimizations are cost prohibitive. Due to budget constraints, most organizations cannot afford to have an engineer spend hundreds of hours shaving off 200ms from each page load. However, the power of multi-tenancy Software as a Source(SaaS) ensures that any optimization we make will positively impact each of our clients. This creates an economy of scale where we can provide a constant stream of improvements to our platform without any additional cost to our clients. Our engineering team is largely invested in creating systems that measure the real-time performance of your website and alert us to any potential problems, often before they have a negative impact. Through a detailed understanding of how the platform as a whole and each individual client is performing, our engineering team proactively optimizes to continually improve the speed and accuracy of each request.

Disaster Recovery Plan

DATA INTEGRITY

We place the integrity of client data and our developed data at the highest level of importance in our disaster recovery plan. We established the following efforts to ensure data is always as safe as possible.

DEVELOPMENT ENVIRONMENT

In our development environment, we have multiple development servers that store and host our data for testing and development purposes. This data is backed up daily to a local Network Attached Storage (NAS) and replicated to an offsite NAS. In the event of a server failure we are able to recover data from the most recent backup onto another server allowing our Dev teams to continue working on existing projects. The databases are backed up in full weekly with daily incremental backups and transaction log snapshots throughout the day. These database backups are stored on a local NAS and replicated to an offsite NAS.

PRODUCTION ENVIRONMENT

In our production environment we have multiple web and database servers running and serving our live data. These are either private virtual machines on multiple VMware hosts or physical database servers configured with RAID5 to allow for single drive failure without the loss of data. All private virtual machines are backed up daily using Veeam replication software with periodic daily snapshots. Our databases are backed up in full weekly with daily incremental backups and transaction log snapshots taken throughout the day. This data is stored on an isolated Storage Area Network (SAN) in the data center. All our servers are built into a redundant and fail-over network to ensure maximum up-time, in the event of a primary server failure, the transactions are migrated to a standby server that will continue to manage the site and serve data while the primary is repaired or replaced. This is an automated process, however there is a possibility of momentary service loss resulting from the migration of the services from one server to another resulting in minimal interruption.

Disaster Recovery Plan

DATA CENTER PHYSICAL ATTRIBUTES

SPACE

- 10,000 square feet total space
- Nine-foot ceiling height clearance
- Raised floors with structural capacity of 1,200 lbs/rack
- Overhead ladder racking
- Zone 1 seismic code construction

POWER

- Direct connection to power grid at 13.2 kV
- N+1 electrical design and distribution, including redundant UPS n+1 configuration and battery backup with n+1+1
- Automatic transfer switches ensure smooth transition to backup power
- 72-hour, 750 kW backup generator with 2,300 gallons of fuel onsite, enough capacity to power more than 1,500 homes
- At least 200 watts/sq. ft. density in raised floor area.

ENVIRONMENTAL CONTROLS

- Manned Facility — Security and Engineers onsite 24/7/365
- Technical support available 24/7/365
- Focused on complex managed hosting environments

STRINGENT, MULTI-LAYERED SECURITY CONTROL PROCEDURE

- 24/7 security monitoring
- Biometric palm scan and photo ID access cards required to enter colocation area. All visitors supervised and escorted.
- 24/7 closed-circuit video monitoring and logging with backup tape storage
- Support Connectivity

DATA CENTER PROVIDES AND MAINTAINS ALL INTERNET CONNECTIVITY FOR CUSTOMERS AS PART OF SERVICE

- 7 diverse fiber paths
- 23 Internet carriers
- FCP best-path routing

Disaster Recovery Plan

HARDWARE/ SOFTWARE BASED SECURITY

Our network is protected by a four tier security platform.

TIER 1 - DATACENTER BORDER SECURITY

a. Traffic enters and leaves our hosting provider through one of 13 redundant multi-homed Internet carriers and is always routed for best performance.

b. All traffic hits the first line of defense in the 5-Tiered Security, our data center border routers and firewalls. These redundant devices filter known threats, automated attacks, malicious traffic, bogon IPs, bad ports and untrusted networks.

TIER 2 - INTRUSION PREVENTION AND DETECTION

a. If a request makes it through the first tier of security, it enters our hosting providers intrusion prevention and detection systems (IPS/IDS). Here, all requests go through a deep packet inspection and are analyzed for legitimacy.

b. Our hosting providers IPS/IDS systems monitor traffic in real time at gigabit speeds, and blocks over 2 million attacks per day. Rules are updated routinely and include most zero-day exploits.

TIER 3 - DEDICATED HIGH PERFORMANCE REDUNDANT FIREWALLS

a. Dedicated high-performance Cisco ASA firewalls are used to achieve complete isolation between environments.

Because our security needs are unique and we are dedicated to the security of our clients data, our staff work directly with the firewall administrators at our data center provider to tune our firewall rules for your data security.

b. Firewalls limit ingress and egress traffic, perform stateful packet inspections and establish VPN connectivity to our offices and for our remote users.

TIER 4 - ENTERPRISE ANTI-VIRUS SYSTEM

a. The fourth tier works to protect our clients from mistakes and accidents. Our enterprise class anti-virus system uses the latest anti-virus software combined with a host intrusion prevention system to detect and remove viruses and malware from your servers before they can ever execute.

RECOVERY PLANS

When possible the desire is to recover data as rapidly as possible and ensure that the redundancy systems have kicked in and determine the need for intervention. Secondary to that, if there is a system failure, recover data as rapidly as possible to either a standby server or to a server of equal capability to ensure that clients web presence remains online.

In the event of catastrophic data center loss, recover the data from the NAS / SAN and begin the process of acquiring and rebuilding servers utilizing disk imaging system to assist with rapid deployment of servers into the domain.

Service Level Agreement (SLA)

1. SERVER MAINTENANCE

a. Scheduled Maintenance

Simpleview reserves a monthly maintenance window during the third week of the month between the hours of midnight and 3:00 AM Mountain Time for all our North American clients to apply security updates, patches, and other software related updates that require a reboot of a system. Total downtime of a server should not exceed 15 minutes and could occur at any point within this window. For all Clients outside of North America, we will schedule this maintenance as best as we are able in accordance with your work schedules to ensure no disruption of service during your primary business hours. Client will receive a notification via email at least 24 hours prior to any other scheduled out-of-band maintenance not within this window.

b. Emergency Maintenance

If unplanned downtime occurs or is required to restore the availability of any server/services, all efforts will be made to notify clients. Various means of communication will be used, which may include email, forum/blog, tickets, or phone call.

2. MONITORING SERVICE

Simpleview employs an enterprise-level monitoring service to alert technicians to any potential issue in availability of any service. Technicians are on-call 24/7 if any alerts are received and issue will be analyzed immediately.

3. SERVICE LEVEL AGREEMENT

a. Network Uptime

Simpleview's data center network has 100% guaranteed uptime in a given month, excluding scheduled maintenance. The data center network Simpleview managed switches, routers, and cabling. It does not include client's local area network or client-provided internet connectivity.

b. Infrastructure

Simpleview's data center HVAC and power has 100% guaranteed uptime in a given month, excluding scheduled maintenance. Power includes UPS's, PDU's, and cabling, but does not include power supplies on your server(s). Infrastructure downtime exists when a particular server is shut down due to power or heat problems..

c. Hardware

Simpleview employs redundant hardware systems where possible to prevent downtime related to hardware failure. If a failure occurs hardware will be replaced at no cost and client will be notified if any downtime results. All hardware has a maximum life of 3 years and is replaced routinely without interruption of service.

Service Level Agreement (SLA)

4. RESPONSE TIME

Response times indicate when the problem will be addressed, when the client will be contacted, and when resolution will begin. In many cases, the issue will be resolved within the response window. In other cases, it may take more time to troubleshoot and correct an issue, in which case client will be notified as to the estimated time necessary to complete a request. Response time deadlines will start when the issue is brought to the attention of Simpleview through:

RESPONSE LEVELS

- **Critical** (Priority 1 – 1 hour)
  The problem results in extremely serious interruptions to the system. It has affected, or could affect, all users. Tasks that should be executed immediately cannot be executed because of a complete crash of the system or interruptions in main functions of the system.

- **Urgent** (Priority 2 – same business day)
  The problem results in serious interruptions to normal operations. Important tasks cannot be performed, but the error does not impair essential operations; processing can still continue in a restricted manner. The problem hinders productivity by users. The service request requires timely processing, because a long term malfunction could cause serious interruptions to several users or negatively impact business decisions.

- **Important** (Priority 3 – next business day)
  The problem causes interruptions in normal operations. It does not prevent operation of a system, or there could be minor degradation in performance. The error is attributed to malfunctioning or incorrect behavior of the software. The issue will only affect a few users or there is a reasonable way to work around the issue temporarily.

- **Minor** (Priority 4 – three business days)
  The problem results in minimal or no interruptions to normal operations (no business impact). The issue consists of "how to" questions, configuration inquiries, enhancement requests, new reports, or documentation questions.

If Simpleview Technical Support estimates that a reported technical issue or business situation requires additional attention, an internal management escalation procedure will be followed. A management escalation process will be enacted when response-time targets are, or will be, exceeded, when a Work Order is necessary, or when you are dissatisfied with the solution provided.

AFTER HOURS AND EMERGENCY CONTACT

Simpleview provides an after-hours line that will alert designated on-call staff members during not business hours based on Arizona/Mountain time. This is to be used to report Critical issues (see definition above) and client will receive a response back within one hour.