

CVB WEBSITE

Consider approval of Resolution 2020-124R, approving an agreement with Simpleview, LLC for the redesign of the San Marcos Convention and Visitor Bureau website in the initial amount of \$102,700.00 and authorizing up to nine annual extensions for website support in a not-to-exceed amount of \$547,000.00; authorizing the City Manager or his designee to execute the agreement on behalf of the City; and declaring an effective date.

HISTORY

Current CVB website was rebuilt in 2012. Functionality has significantly changed since then.



CONTEXT

- As the marketing arm of the City, we are tasked to attract visitors. Visitors fuel our economy and are vital to the financial health of our local businesses.
- Local business listings - multiple local and small retail and restaurants do not have their own website, therefore, rely heavily on their page on our website for marketing.
- As the credible source that validates information to travelers, we amplify official City messages in a way that is relevant to visitors during an emergency.
- Analytics shows our local community uses this website as a source for seeking restaurants, retail, and event information.

PURPOSE

ADA COMPLIANCE

- Highest priority is to become ADA compliant which our current site is not.
- ADA requirements are constructed into the new content management system (CMS) in the backend of the site.

DOWNTOWN MICRO SITE

- The new website will include a downtown (Main Street) micro site with its own flexible navigation.
- Dedicated sections for general visitor interest - business listings, events and parking.
- Dedicated sections for economic vitality - building preservation grants, economic development and lease opportunities.

PURPOSE (CONTINUED)

MARKETING

- Ability to market efficiently. The new site will make targeted digital advertising provide a higher return on investment and stretch our ad spend.
- Cost effective process for converting to new URL VisitSanMarcos.com. Updating Google to score our website at a top level will also be built into the launch of the new site.
- Mobile readiness to prepare for visitors during and “post” COVID-19. Preparing travelers for changing government guidelines and what to expect when visiting.
- Provide in-market visitors and residents with functional digital assets and information on mobile devices instead of print.

TIMELINE AND FUNDING

TIMELINE (30-34 weeks)

- Phase 1 Site Construction & Design – 15-17 weeks
- Phase 2 Production – 11-13 weeks
- Phase 3 Testing & Launch – 4 weeks

FUNDING

- Previous Year Advertising funds
- Replenishing of advertising dollars - Staff is exploring the use of CARES Act funds for expenses incurred to advertise and promote the resumption of travel industry activities and the steps taken by our tourism partners to ensure a safe visitor experience.