



Legislation Text

File #: Res. 2020-124R (b), **Version:** 1

AGENDA CAPTION:

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 an estimated 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.

Meeting date: September 1, 2020

Department: Destination Services Department - Rebecca Ybarra-Ramirez, Director (By Lynda Williams, Purchasing Manager)

Amount & Source of Funding

Funds Required: \$102,700

Account Number: 12024224

Funds Available: [Click or tap here to enter text.](#)

Account Name: Advertising

Fiscal Note:

Prior Council Action: Postponed from June 16th Meeting

City Council Strategic Initiative: [Please select from the dropdown menu below]

Choose an item.

Choose an item.

Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]

☐ Economic Development - Choose an item.

☐ Environment & Resource Protection - Choose an item.

☐ Land Use - Choose an item.

☐ Neighborhoods & Housing - Choose an item.

☐ Parks, Public Spaces & Facilities - Choose an item.

☐ Transportation - Choose an item.

☒ Core Services

☐ Not Applicable

Master Plan: [Please select the corresponding Master Plan from the dropdown menu below (if applicable)]

Choose an item.

Background Information:

The City of San Marcos received eighteen (18) proposals in response to RFP 219-365 for San Marcos Convention and Visitor Bureau Website Redesign. A City-staffed evaluation team reviewed all proposals submitted and interviewed the top three (3) firms. Following interviews, the evaluation team selected Simpleview, LLC, located in Tucson, Arizona, as the most qualified firm to perform these services.

Toursanmarcos.com is one of the key marketing tools used to entice tourists to visit San Marcos with a mixture of inspiration and informational content in an aesthetically pleasing and engaging manner. The purpose of this contract is to recommend and provide website development services, management of a content management system, website analytics, and incorporation of a search engine. The awarded firm will work closely with Destination Services/Convention and Visitor Bureau staff during the planning, developing, and execution stages of the Tourssanmarcos.com redesign and launch.

The contract will be for an initial one (1) year period with the option to extend for nine (9) additional one (1) year periods, not to exceed a maximum contract term of ten (10) years. Below is the cost breakdown, which includes added features and Search Engine Optimization (SEO) as indicated:

Initial Year 1: \$102,700

- \$65,000 for design and annual licensing
- Add ons:
 - o SimpleSupport5 \$6,000
 - o SEO \$24,000
 - o Map Publisher \$6,500
 - o XML Feed \$1,200

Year 2 (and even number years no SEO): \$38,700

- \$25,000 Annual Licensing
- \$13,700 Add Ons (no SEO)

Year 3 (and odd number years with SEO): \$62,700

- \$25,000 Annual Licensing
- \$37,700 Add Ons (with SEO)

The total maximum contract amount for these services over a ten (10) year period will not exceed \$547,000.

Council Committee, Board/Commission Action:

Click or tap here to enter text.

Alternatives:

Click or tap here to enter text.

Recommendation:

City staff recommends awarding a contract to Simpleview, LLC, for San Marcos Convention and Visitor Bureau Website Redesign.