



**PURCHASING ITEM
FOR
COUNCIL AGENDA**

1. Agenda Item Number:

13

2. Council Meeting Date:

June 25, 2015

TO: MAYOR & COUNCIL

3. Date Prepared: June 1, 2015

THROUGH: CITY MANAGER

4. Requesting Department:

City Manager

5. SUBJECT: Agreement No. ED4-915-3296 for search engine optimization (SEO) and management of pay per click (PPC) advertising services

6. RECOMMENDATION: Approval of Amendment No. 1 to Agreement No. ED4-915-3296 for search engine optimization (SEO) and management of pay per click (PPC) advertising services, on-line advertising, maintenance and reporting with Simpleview, LLC, in an amount not to exceed \$54,000 for a one-year period.

7. BACKGROUND/DISCUSSION: Proposition 302 Maricopa County Grant (Prop 302) is available to destination marketing organizations (DMO) within Maricopa County and is administered by the Arizona Office of Tourism. The purpose of this grant program is to provide funding for new and expanded tourism marketing activities such as advertising, website development, public relations and travel industry marketing that focus on marketing the community as a destination. The City of Chandler has utilized Prop 302 to fund the development, maintenance and support of the City's tourism website, www.VisitChandler.com to varying degrees since 2003.

The website features essential Chandler tourism information including, but not limited to, hotel accommodations, attractions, a calendar of events, and a dining guide. It is a key marketing tool to reach potential visitors. VisitChandler.com is featured on all promotional materials and advertisements, and is also used to measure the success of advertisements and general promotions. The website is a key source of information for people researching travel to Chandler and continues to drive traffic. Year to date growth through May for FY15 has seen a total of 213,762 unique visits as compared to 136,406 for the same period last year, representing a 57% increase in web traffic.

PPC ads are strategically placed website advertisements which appear on the right and on top of natural search engine results for specific keywords and phrases. PPC is typically a strong marketing strategy when trying to rank with highly competitive keywords and phrases with more immediate results. SEO is an organic method of increasing the likelihood that a website is found by a user when searching for a keyword or phrase through a search engine, thereby, connecting the user with the content that they are seeking. SEO is a strong, long-term strategy which requires a continual investment of time, but provides lasting website growth.

For the extension term, fees for PPC will be \$25,200 and PPC Management fees will be \$4,800. SEO fees will be \$24,000.

8. EVALUATION PROCESS: On November 7, 2013, City Council approved Agreement No. ED4-915-3296 with Simpleview, LLC, for search engine optimization (SEO) and management of pay per click (PPC) advertising services, on-line advertising, website hosting, maintenance and reporting. The term of the agreement was November 1, 2013, through June 30, 2015, with options to renew for three additional one-year periods. Staff recommends extending the agreement for the term of July 1, 2015, through June 30, 2016. This is the first extension term.

9. FINANCIAL IMPLICATIONS: Funds for this agreement have been appropriated in account 217.1580.5219.3ED001, Grants – Tourism – Other Professional Services.

10. PROPOSED MOTION: Move to approve Amendment 1 to Agreement No. ED4-915-3296 for search engine optimization (SEO) and management of pay per click (PPC) advertising services, on-line advertising, maintenance and reporting with Simpleview, LLC, in an amount not to exceed \$54,000 for the term of July 1, 2015, through June 30, 2016.

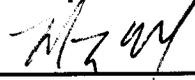
APPROVALS

11. Requesting Department



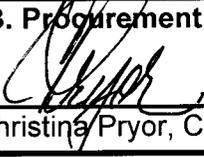
Kimberly Janes
Tourism Development Coordinator

12. Department Head



Micah Miranda
Economic Development Director

13. Procurement Officer



Christina Pryor, CPPB

14. Acting City Manager



Marsha Reed

AMENDMENT NUMBER ONE
TO AGREEMENT BETWEEN THE CITY OF CHANDLER
AND
SIMPLEVIEW, LLC
FOR
AGREEMENT NO. ED4-915-3296

This Amendment No. 1 to that certain Agreement (Agreement) between the City Of Chandler (City) and Simpleview, LLC (Contractor) for search engine optimization (SEO) and management of pay per click (PPC) advertising services dated, November 8, 2013 and is entered into this day of _____, 2015.

WHEREAS, the parties have agreed;

NOW THEREFORE, the parties agree as follows:

1. Section 4.1 of the Agreement is amended to provide that City shall pay Contractor Fifty Four Thousand Dollars (\$54,000) as set forth in Amended Exhibit C, attached hereto and made a part hereof by reference.
2. Section 5.1 of the Agreement is amended to provide for an extension for a one year term from July 1, 2015 through June 30, 2016.
3. All other terms and conditions of the above referenced Contract shall remain unchanged and in full force and effect. All terms and conditions in the original Contract not specifically amended herein shall be incorporated by reference in its entirety and shall remain in full force and effect.

IN WITNESS WHEREOF, the parties have hereunto subscribed their names this _____ day of _____, 2015.

CITY OF CHANDLER:

By: _____
Mayor

CONTRACTOR:

By: Scott Meredith
Title: VP of Finance

APPROVED AS TO FORM:

City Attorney

ATTEST: (If corporation)

ATTEST:

City Clerk

Secretary

WITNESS: (If individual or Partnership)

Pam Peary

[SEAL]

AMENDED EXHIBIT C

PRICING

The fee to provide the Scope of Work shall not exceed fifty four thousand dollars (\$54,000.00) to be paid per the following pricing fee structure.

Pricing Schedule July 1, 2015 – June 30, 2016

Search Engine Optimization

Organic SEO & Reporting	\$2,000/Month
Google Analytics	Included
SEO Cost (\$2,000/month x 8 months)	\$24,000

Pay Per Click

PPC Management (\$400 x 12 months)	\$4,800
PPC Spend	\$25,200
PCC Cost	\$30,000

Total Cost July 1, 2015 – June 30, 2016	\$54,000
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