Chandler · Arizona Where Values Make The Difference	**PURCHASING ITEM FOR COUNCIL AGENDA** MAY 26 2016	**1. Agenda Item Number:** #13 **2. Council Meeting Date:** May 26, 2016
TO:	**MAYOR AND COUNCIL**	**3. Date Prepared:** April 22, 2016
THROUGH:	**CITY MANAGER**	**4. Requesting Department:** City Manager

5. SUBJECT: Amendment No. 2 to Agreement No. ED4-915-3296 for Search Engine Optimization and Management of Pay Per Click Advertising Services

6. RECOMMENDATION: Staff recommends City Council approve Amendment No. 2 to Agreement No. ED4-915-3296, for search engine optimization (SEO), management of pay per click (PPC) advertising services, customer relationship management (CRM), Simple Support, responsive design, on-line advertising, maintenance, and reporting, with Simpleview LLC, in an amount not to exceed $87,600, for a one-year period, July 1, 2016, through June 30, 2017.

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 March for FY16 has seen a total of 201,817 visits as compared to 170,580 for the same period last year, representing an 18% increase in web traffic.

In FY16, the website was moved to a responsive platform which will allow all VisitChandler.com content to be viewable either by desktop, tablet or mobile device. In addition, a Customer Relationship Management (CRM) program was integrated with the website to facilitate communications, data management and reporting mechanisms.

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. It is anticipated that with additional website growth, more visitors will be drawn to Chandler thereby increasing revenue to Chandler businesses.

Simple Support is a basic, flat monthly support plan for routine maintenance and development of the site.

For the extension term, fees for PPC are $25,200 and PPC management fees are $4,800. SEO fees are $24,000. The responsive design license fees are $23,200. The CRM and data reporting annual hosting fees are $4,400. The Simple Support fees are $6,000.

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

year periods. Simpleview LLC, has agreed to extend for one additional year at the same terms, conditions, and pricing.

Staff recommends extending the agreement for the term of July 1, 2016, through June 30, 2017. This is the second 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 City Council approve Amendment No. 2 to Agreement No. ED4-915-3296, for search engine optimization (SEO), management of pay per click (PPC) advertising services, customer relationship management (CRM), Simple Support, responsive design, on-line advertising, maintenance, and reporting, with Simpleview LLC, in an amount not to exceed $87,600, for a one-year period, July 1, 2016, through June 30, 2017.

ATTACHMENT: Amendment No. 2

APPROVALS

11. Requesting Department Kimberly Janes Kimberly Janes Tourism Development Coordinator	**12. Department Head** Micah Miranda Economic Development Director
13. Procurement Officer Christina Pryor, CPPB Purchasing and Materials Manager	**14. City Manager** Marsha Reed Marsha Reed

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

This Amendment No. 2 to that certain 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 _____, 2016.

WHEREAS, a twenty month Agreement with four additional one-year extension options was awarded to;

NOW THEREFORE, the parties agree as follows:

1. Section 4, The City shall pay the Contractor not exceed eighty seven thousand six hundred dollars ($87,600) as set forth in Amended Exhibit C, attached hereto and made a part hereof by reference.

2. Section 5, This Agreement, as amended, is hereby extended for a one-year period, July 1, 2016 through June 30, 2017.

3. All other terms and conditions of the above referenced Contract shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties have hereunto subscribed their names this _____ day of _____, 2016.

CITY OF CHANDLER:

By: _____
Mayor

CONTRACTOR:

By: Scott Meredith
Title: VP of Finance

APPROVED AS TO FORM:

_____
City Attorney

ATTEST: (If corporation)

ATTEST:

_____
Secretary

_____
City Clerk

WITNESS: (If individual or Partnership)

_____

[SEAL]

AMENDED EXHIBIT C
FEE SCHEDULE

The fees to provide the Scope of Work shall not exceed eighty seven thousand six hundred dollars ($87,600) to be paid per the following fee structure.

Pricing Schedule July 1, 2016 – June 30, 2017

Search Engine Optimization

Organic SEO & Reporting	$2,000/Month
Google Analytics	Included
SEO Cost	**$24,000**

Pay Per Click

PPC Management	$4,800
PPC Spend	$25,200
PCC Cost	**$30,000**

Responsive Design License

Responsive Design License Cost	**$23,200**

Customer Relationship Management

CRM Annual Hosting and Reporting Cost	**$4,400**

Simple Support

Simple Support Cost	**$6,000**

Total Cost July 1, 2016 – June 30, 2017	**$87,600**