City of Santa Fe, New Mexico

SOLE SOURCE REQUEST AND DETERMINATION FORM

This sole source request form must be submitted to the City of Santa, Purchasing Division for authorization, determination and processing by the Chief Procurement Officer (CPO).

Please ensure to complete this form in its entirety - (*) must be completed.

*Date: March 22, 2023

*Prepared By: Jordan Guenther

*Title: Director of Marketing, Tourism Santa Fe

*Vendor Name Simpleview, LLC

*Address: 8950 N Oracle Rd

*City: Oro Valley   ***State:** AZ   ***Zip Code:** 85704

*Description of Goods/Service to be procured:

*Estimated Cost: $287,200

Term of Contract:
One (1) to Four (4) year from award) Four (4) Years

*Sole Source Request Justification Questions 1-3.

1.   **Explain the purpose/need of purchase. Ensure to include a thorough scope of work for the services, construction or items of tangible personal property (if this is an amendment request to an existing contract, attach current contract).**

SantaFe.org is the foundation of TOURISM Santa Fe's overall marketing strategy and is our brand's anchor and marketing magnet. It is our first impression to prospective visitors and helps them understand our unique experiences and culture.

In 2021, in light of the COVID-19 pandemic's devastation on the City of Santa Fe's tourism community, SantaFe.org was the cornerstone for Tourism Santa Fe's conveyance of updates to the public related to informing them about the frequent travel restrictions and safety updates, changes, and how they can safely enjoy, experience and support the recovery of local tourism businesses while visiting the city.

As such, TSF needed a more efficient and robust CMS solution to be more nimble in implementing website projects and have greater ease in updating crucial website content.

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City of Santa Fe, New Mexico

SantaFe.org is paramount to Tourism Santa Fe's recovery efforts, but our present CMS platform is far from optimal.

Through the use of CARES funds, TSF was able to contract with Simpleview, LLC for a "pick up and move" of our existing website framework from our old CMS platform, to Simpleview, LLC's industry-specialized CMS platform. In order to maintain the integrity and consistency of santafe.org and our workflow, we are seeking to continue the sole source agreement with Simpleview, LLC to continue to perform the following proprietary services for TSF:

SIMPLEVIEW CMS SCOPE:

- Navigation & Content Management (Simpleview CMS)
- Homepage Slideshow & Interior Header Management (Image & Video)
- Media Asset Management Library (images, videos, documents with Toast
- image editing integration)
- Metatag Management
- Redirect Module
- Press Center & Articles Module
- Advanced Site Search
- Microsite Management
- Landing Pages, Vanity URLs
- Content Ownership (granular user roles/permissioning, including Admin)
- RSS Feeds
- Template Generator
- Verizon Digital/EdgeCast Caching Content Delivery Network (CDN)
- Edge Hosting (Databank) and Sitewide SSL Certificate
- Code Editor (CSS, Template & Javascript Code Overwrite Capabilities)
- Responsive GEO Triggers (Listings, Coupons, Events)
- App Smart Banner & Cookie Consent/GDPR Banner
- Add This Social Sharing
- Schema.org and Open Graph Tagging Capabilities
- Access to Client Portal (ticketing system, documentation, webinars, user
- forum, etc.)

Additional CMS Modules and Integrations:

- Form Builder
- Partner Listings
- Calendar of Events
- Special Offers/Coupons
- Asset Request

- Blog Modul
- Destination Travel Network ad serving platform
- Dynamic Content Serving with A/B & Multivariate Testing Module
- Highlights Module
- Media Gallery (Consumer Facing Galleries)
- Related Content Aggregator
- Special Alert Module
- Map Publisher Module
- Trip/Itinerary Builder Module
- Google Maps Integration
- Google AMP (Accelerated Mobile Pages) Integration
- Language Translate
- Weather Feed

Social Integrations:

- CrowdRiff Integration

Compliance and Accessibility

- AudioEye Enterprise - Website Accessibility Monitoring & Remediation
- Managed Service (ensures ongoing WCAG 2.1 & ADA section 508
- compliance)

Website Database:

- Simpleview CRM Base Level Licensing, includes:
  - -Member/Industry Partner Management Module
  - -Member/Industry Partner Extranet Portal with admin validation functionality for partner listings, media, event and special offer submissions
  - -Member/Industry Partner Marketplace (signup/pay for programs such as restaurant week, etc.) – includes 1 active promotion at a time
  - -Event Management Module (member events, annual meetings, seminars,etc.
  - -Consumer/Visitor Inquiries Module
  - -Standard Reports
  - -Report Builder
  - -Form Builder
  - -Hosting, point updates, version upgrades

2. **Provide a detailed explanation of the criteria developed and specified by the department as necessary to perform and/or fulfill the contract.**

<table>
<tr><td>X</td><td>The contractor has affirmed sole source for the services, construction or items of tangible personal property (Attach memo from vendor). Provide documentation of due diligence for other possible vendors/contractors to provide the requested services/goods proved unsuccessful; or</td></tr>
</table>

    Other: explanation of the reasons, qualifications, proprietary rights or unique capabilities (*unique and how this uniqueness is substantially related to the intended purpose of the contract*) of the prospective contractor that makes the prospective contractor *the one source* capable of providing the required professional service, service, construction or item(s) of tangible personal property. (Please do not state the source is the "best" source or the "least costly" source. Those factors do not justify a "sole source.") U*nique and how this uniqueness is substantially related to the intended purpose of the contract*.

3. **Explain why other similar professional services, services, construction or item(s) of tangible personal property *cannot* meet the intended purpose of the contract.**

Simpleview's industry-specific destination management platform will continue to allow TOURISM Santa Fe to seamlessly manage all of our website content, navigation, microsites, landing pages, and vanity URLs.

The current CMS is proprietary because it is owned by Simpleview. The ability to stay within the current construct is imperative for TSF as this allows us to seamlessly manage and maintain santafe.org.

*Approvals:

Based on the above facts, the City of Santa Fe Purchasing Officer has made the determination that the justification for a Sole Source procurement is in accordance with the State Procurement Code, Section 13-1-126 Sole source procurement., NMSA 1978 and shall be posted for a 30-day period prior to award.

Travis Dutton-Leyda 3/30/23
_____
Travis Dutton-Leyda, CPO Date
Purchasing Officer for the
City of Santa Fe

Pursuant to the State Procurement Code, Section 13-1-126 Sole source procurement., NMSA 1978, the 30-day posting period of the Notice of Intent to Award this Sole Source request was met and no obligation to the award to the above referenced contractor were received. *This Sole Source determination will be valid for a period of one (1) year from the date of the award.*

_____
Travis Dutton-Leyda, CPO **Date**
Purchasing Officer for the
City of Santa Fe

*Required Attachments:
 *Letter from Contractor acknowledging they are the only source (on their business letterhead and signed by the head of business or financial operations),
 *Quote from sole source Contractor
 *Agenda Item to be presented to City Council if over $60,000 for Professional Services and $60,000 for Goods and Non-Professional Services

Simpleview, LLC
950 N Oracle Rd
Oro Valley, AZ 85704
(520) 575-1151

MEMO
To: Whom it may concern
From: Richard Reasons
Date: March 29, 2023
RE: Simpleview, LLC as a Sole Source Provider

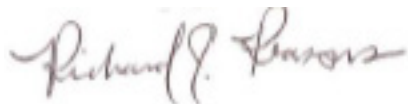This letter is to confirm that Simpleview, LLC is a sole source software platform.

Simpleview, LLC is a proprietary visual marketing platform that has been providing industry-specific technology solutions to the Destination Marketing industry for more than 20 years. We work with more than 1,000 of the world's most successful Destination Marketing Organizations (convention & visitors bureaus, tourist boards, etc.) across six continents.

Our most popular proprietary solution, the industry-specialized Simpleview CMS platform, is a robust, cloud-based software solution designed exclusively to help DMOs manage all of their website content, navigation, microsites, landing pages, vanity URLs, and includes dozens of industry-specialized modules, widgets, and supported integrations. Simpleview is only full-service and comprehensive digital marketing agency that focuses solely on digital marketing in the DMO industry.

- Simpleview develops, designs and maintains websites and CMS/CRM platforms, which are designed specifically to meet the unique requirements of DMOs/CVBs

- Simpleview CMS/CRM is the only fully-integrated industry-specific destination management platform

- Simpleview provides the sole CRM system that is specific to CVB's that is integrated with CVENT, which is a proprietary hospitality/CVB lead generation platform.

- Simpleview provides proprietary research methodology that measures CVB/DMO marketing performance to determine the economic value of destination marketing activities.

- Simpleview provides a proprietary service that analyzes social media, news and review sites that determine visitor perceptions of the destination and makes recommendations to the CVB/DMO based on those findings.

- Simpleview is the only full-service digital marketing company offering services including search engine optimization and search engine marketing tailored specifically to destination marketing and works with more DMOs on these initiatives than any other firm in the world.

If you have any questions about our business or our software, please contact Andrew McLeod, Customer Service Director via Andrew.McLeod@simpleviewinc.com | 520.481.7630.

Sincerely,

Richard Reasons
President
Simpleview, LLC

Current quote for services that will be rendered in the coming Fiscal Year, July 1st, 2023 – June 30th, 2024

	Fee
Website Development, CMS platform and module/integration and website database support and updates, Website Maintenance, Bandwidth, Security, Hosting Services, WCAG 2.1 AA compliance, etc. detail	
Navigation & Content Management (Simpleview CMS)	$16,000
Homepage Slideshow & Interior Header Management (Image & Video)	Included
Media Asset Management Library (images, videos, documents with Toast image editing integration)	Included
Metatag Management	Included
Redirect Module	Included
Press Center & Articles Module	Included
Advanced Site Search	Included
Microsite Management	Included
Landing Pages, Vanity URLs	Included
Content Ownership (granular user roles/permissioning, including Admin)	Included
RSS Feeds	Included
Template Generator	Included
Verizon Digital/EdgeCast Caching Content Delivery Network (CDN)	Included
Edge Hosting (Databank) and Sitewide SSL Certificate	Included
Code Editor (CSS, Template & Javascript Code Overwrite Capabilities)	Included
Responsive GEO Triggers (Listings, Coupons, Events)	Included
App Smart Banner & Cookie Consent/GDPR Banner	Included
Add This Social Sharing	Included
Schema.org and Open Graph Tagging Capabilities	Included
Access to Client Portal (ticketing system, documentation, webinars, user forum, etc.)	Included
Additional CMS Modules and Integrations	
Form Builder	$1,500
Partner Listings	$1,500
Calendar of Events	$2,000
Special Offers/Coupons	$1,000
Asset Request	$2,500
Blog Module (Includes One Feed; $500 One-Time/Additional Feed)	$1,500
Destination Travel Network ad serving platform	$3,600
Dynamic Content Serving with A/B & Multivariate Testing Module	$4,500
Highlights Module	Included
Media Gallery (Consumer Facing Galleries)	$1,000
Related Content Aggregator	$3,500
Special Alert Module	$500
Map Publisher Module	$3,000
Trip/Itinerary Builder Module	$2,500
Google Maps Integration	$1,500
Google AMP (Accelerated Mobile Pages) Integration	$2,500

Language Translate	$1,000
Weather Feed	$500
Social Integrations	
CrowdRiff Integration (separate agreement for CrowdRiff platform required and available through Simpleview starting at $12,000/year if not already in place)	$500
Compliance and Accessibility	
AudioEye Enterprise - Website Accessibility Monitoring & Remediation Managed Service (ensures ongoing WCAG 2.1 & ADA section 508 compliance)	$8,000
Website Database	
Simpleview CRM Base Level Licensing, includes: -Member/Industry Partner Management Module -Member/Industry Partner Extranet Portal with admin validation functionality for partner listings, media, event and special offer submissions -Member/Industry Partner Marketplace (signup/pay for programs such as restaurant week, etc.) – includes 1 active promotion at a time -Event Management Module (member events, annual meetings, seminars, etc. -Consumer/Visitor Inquiries Module -Standard Reports -Report Builder -Form Builder -Hosting, point updates, version upgrades	$1,200
TOTAL COST	**$59,800**

Our hourly fee for change requests and training is $125 per hour. Any change requests or training requests will be charged to the SimpleSupport plan in quarter hour increments on a monthly basis (see following page).

Features

SimpleSupport allows you to bundle account planning, creative work, website development and future maintenance and support needs under one umbrella for simple budgeting all while taking advantage of a discounted hourly rate. Your SimpleSupport plan will also provide extra value offers and incentives to help stretch your marketing budget further. Rollover hours can be used or saved for larger initiatives, work orders or new modules and any unused hours can be rolled over to the next year's SimpleSupport plan, if contracted.

Specifications

This SimpleSupport plan includes the following:

- 126 Total Support Hours
    - 10 Support hours per month (for a total of 120 hours for the year)
    - .5 bonus hour included per month (for a total of 6 hours for the year)
- $100 hourly rate (vs. $125/hour standard hourly rate)
- Monthly Planning call with Account Manager
- 1 day of consulting at Simpleview's offices

Simpleview will provide monthly time logs and a reconciliation of total hours utilized during the term of the Support agreement.

Support hours can be applied to new work orders by request. Should all support hours be utilized, a separate invoice will be generated at our prevailing hourly rates to cover those costs, or Client can purchase another SimpleSupport package.

FEE SCHEDULE

PAYMENT SCHEDULE	
SimpleSupport10 Plan Invoiced July 1st, 2023	$12,000
CMS Fees Invoiced January 1st, 2024	$59,800
Total For Fiscal Year July 2023-June 2024	$71,800