TOURISM
SANTA FE

MEMO

Date: November 4, 2020

To: Jarel Lapin Hill, City Manager

CC: Fran Dunaway and Mary McCoy

From: Ryan Dodge, Program & Events Manager

Re: CARES Service Agreement (*CARES20TSF*) - Vendor choice for Virtual
Itinerary Builder Platform

This Memo is to request approval for the contract with Wend Your Way in the amount of
$43,700.31, which will terminate on December 31, 2020. The Virtual Itinerary Builder
project was sent out to 3 companies for quotes with a defined Scope of Work outlined
(See Below). Two out of the three quotes were only able to work with our current CMS
platform which was out of scope. The scope of work also detailed a need for the ability to
book instantly and manage payment and the entire booking process. Only one of the
quotes was able to do this within their own platform. Wend Your Way was chosen as the
vendor to perform the Virtual Itinerary Builder Scope of Work due to these reasons.

Thank You,
Ryan Dodge

_____

Munis Contract Number: 3202393
Funding Source: TSF Other Consulting, 2130521.510340

Virtual Itinerary Planner
SCOPE OF WORK

The City of Santa Fe is going out to bid for a virtual itinerary building platform that will help promote and highlight activities and especially experiences that are available to do in the Santa Fe area. The platform will allow visitors and locals to make reservations and book participation in these activities, experiences, family adventures, restaurants and museums online that will create a unique and personalized itinerary quickly and easily. This is needed because as we communicate with the post-COVID traveler, we need tools that engage, inspire and support safe traveling. Tools that highlight activities which are easy to book. The COVID pandemic has created unease and fear in traveling, especially for families and the older demographic. A tool like the virtual Itinerary Planner will allow a central convenient place for current activities to be shared with the potential visitor and allow booking to be made in real time. It will also allow a visitor to be more efficient with their time and movement around the city which is critical in the Covid environment. Visitors that feel safer about planning a vacation are more likely to book. The virtual Itinerary Planner will be a safe, comforting, booking tool that will engage visitors during the scary unknown COVID pandemic time we are currently in. A hyper-local Travelocity if you will.

Services and scope of work for this project are as follows:

1. **Fully responsive digital platform** – A user friendly platform that will allow visitors to select and browse activities and experiences in the area. Must have the ability to search, filter and highlight favorite activities listed on the site. This platform should have the ability to customize experiences to ensure visitors get the opportunity to filter the information based on their personal preferences.

2. **Itinerary builder** – Users must be able to search, educate, plan and <u>book</u> activities in real time in the itinerary builder. Activities and experiences must be displayed based on the dates they will be in the Santa Fe area. Users must have the ability to add multiple activities to their itinerary and book them all in one convenient location. (single shopping cart experience with multiple activities being able to be added)

3. **Central location look and feel** – The user experience needs to feel like a single website and not jumping around to other sites in order to create a customized itinerary. Location of platform can be on a micro-site embedded in our existing website.

4. **Customized Package and Experience Builder –** We want the ability to build preset activities or itineraries in the platform. For example: The best way to experience Santa Fe Museums or Ski Vacation packages.

5. **User Communication** – The platform should offer the ability to communicate with current and future users to market and promote services, offers and seasonal activities. This would include social media and ad campaigns as well. Users should also have the ability to rate experiences or packages for others to see.

6. **Dashboard** – The platform should include a backend dashboard that provides access to analytics, usage data and accounting information. This must be a secure and compliant component leveraging industry leading technology, security practices and be highly scalable. The ability to drill down and see how people are interacting with the platform will be important.

7. **Business/activity onboarding service –** There should be business training and onboarding services included so local activities and partners know how the site works and are provided ongoing customer service and support. Accounting aspects and reporting must also be managed and handled including refunds and rescheduling.

CITY OF SANTA FE

PROFESSIONAL SERVICES CONTRACT

THIS AGREEMENT is made and entered into by and between the City of Santa Fe, New Mexico, hereinafter referred to as the "City," and **WEND YOUR WAY**, hereinafter referred to as the "Contractor," and is effective as of the date set forth below upon which it is executed by the Parties.

PURPOSE

This procurement only covers services, assets, and/or goods that are necessary due to the public health emergency with respect to the Coronavirus Disease 2019 (COVID–19) and incurred on or before December 30, 2020. Specifically, expenditures must be used for actions taken to respond to the public health emergency, such as medical expenses, public health expenses, expenses of actions to facilitate compliance with COVID-19-related public health measures, and other COVID-19-related expenses reasonably necessary to the function of government that satisfy the CARES Act Fund's eligibility criteria.

This procurement does not cover damages covered by insurance; payroll or benefits expenses for employees whose work duties are not substantially dedicated to mitigating or responding to the COVID-19 public health emergency; expenses that have been or will be reimbursed under any federal program; reimbursement to donors for donated items or services; workforce bonuses other than hazard pay or overtime; severance pay; or legal settlements. All work must align with the purpose of this procurement.

IT IS AGREED BETWEEN THE PARTIES:

1. **Scope of Work.**
   A. The Contractor shall perform the following work:

   a) <u>Fully responsive digital platform</u> – A user friendly platform that will allow visitors to select and browse activities and experiences in the area. Must have the ability to search, filter and highlight favorite activities listed on the site. This platform should have the ability to customize experiences to ensure visitors get the opportunity to filter the information based on their personal preferences.

   b) <u>Itinerary builder</u> – Users must be able to search, educate, plan and book activities in real time in the itinerary builder. Activities and experiences must be displayed based on the dates they will be in the Santa Fe area. Users must have the ability to add multiple activities to their itinerary and book them all in one convenient location. (single shopping cart experience with multiple activities being able to be added)

c) <u>Central location look and feel</u> – The user experience needs to feel like a single website and not jumping around to other sites in order to create a customized itinerary. Location of platform can be on a micro-site embedded in our existing website.

d) <u>Customized Package and Experience Builder</u> – We want the ability to build preset activities or itineraries in the platform. For example: The best way to experience Santa Fe Museums or Ski Vacation packages.

e) <u>User Communication</u> – The platform should offer the ability to communicate with current and future users to market and promote services, offers and seasonal activities. This would include social media and ad campaigns as well. Users should also have the ability to rate experiences or packages for others to see.

f) <u>Dashboard</u> – The platform should include a backend dashboard that provides access to analytics, usage data and accounting information. This must be a secure and compliant component leveraging industry leading technology, security practices and be highly scalable. The ability to drill down and see how people are interacting with the platform will be important.

g) <u>Business/activity onboarding service</u> – There should be business training and onboarding services included so local activities and partners know how the site works and are provided ongoing customer service and support. Accounting aspects and reporting must also be managed and handled including refunds and rescheduling.

2. **Compensation.**
   A. The City shall pay to the Contractor in full payment for services satisfactorily performed at the rate of Forty Thousand Three Hundred dollars ($40,300), such compensation not to exceed ($40,300), plus gross receipts tax. The New Mexico gross receipts tax levied on the amounts payable under this Agreement totaling ($3,400.31) shall be paid by the City to the Contractor. **The total amount payable to the Contractor under this Agreement, including gross receipts tax and expenses, shall not exceed ($43,700.31). This amount is a maximum and not a guarantee that the work assigned to be performed by Contractor under this Agreement shall equal the amount stated herein. The parties do not intend for the Contractor to continue to provide services without compensation when the total compensation amount is reached. Contractor is responsible for notifying the City when the services provided under this Agreement reach the total compensation amount. In no event will the Contractor be paid for services provided in excess of the total compensation amount without this Agreement being amended in writing prior to those services in excess of the total compensation amount being provided.**

   B. Payment is subject to availability of funds pursuant to the Appropriations Paragraph set forth below and to any negotiations between the parties from year to year pursuant to Paragraph 1, Scope of Work, and to approval by the City. All invoices MUST BE received by the City no later than December 30, 2020. Invoices received after such date WILL NOT BE PAID.

C. Contractor must submit a detailed statement accounting for all services performed and expenses incurred. If the City finds that the services are not acceptable, within thirty days after the date of receipt of written notice from the Contractor that payment is requested, it shall provide the Contractor a letter of exception explaining the defect or objection to the services, and outlining steps the Contractor may take to provide remedial action. Upon certification by the City that the services have been received and accepted, payment shall be tendered to the Contractor within thirty days after the date of acceptance. If payment is made by mail, the payment shall be deemed tendered on the date it is postmarked. However, the City shall not incur late charges, interest, or penalties for failure to make payment within the time specified herein.

3. **Term.**
THIS AGREEMENT SHALL NOT BECOME EFFECTIVE UNTIL APPROVED BY THE CITY. This Agreement shall terminate on **December 31, 2020** unless terminated pursuant to paragraph 4 (Termination), or paragraph 5 (Appropriations). In accordance with Section 13-1-150 NMSA 1978, no contract term for a professional services contract, including extensions and renewals, shall exceed four years, except as set forth in Section 13-1-150 NMSA 1978.

4. **Termination.**
A. Termination. This Agreement may be terminated by either of the parties hereto upon written notice delivered to the other party at least thirty (30) days prior to the intended date of termination. Except as otherwise allowed or provided under this Agreement, the City's sole liability upon such termination shall be to pay for acceptable work performed prior to the Contractor's receipt of the notice of termination, if the City is the terminating party, or the Contractor's sending of the notice of termination, if the Contractor is the terminating party; provided, however, that a notice of termination shall not nullify or otherwise affect either party's liability for pre-termination defaults under or breaches of this Agreement. The Contractor shall submit an invoice for such work within thirty (30) days of receiving or sending the notice of termination, or December 14, 2020, whichever comes first. Notwithstanding the foregoing, this Agreement may be terminated immediately upon written notice to the Contractor if the Contractor becomes unable to perform the services contracted for, as determined by the City or if, during the term of this Agreement, the Contractor or any of its officers, employees or agents is indicted for fraud, embezzlement or other crime due to misuse of City funds or due to the Appropriations paragraph herein. *THIS PROVISION IS NOT EXCLUSIVE AND DOES NOT WAIVE THE City's OTHER LEGAL RIGHTS AND REMEDIES CAUSED BY THE CONTRACTOR'S DEFAULT/BREACH OF THIS AGREEMENT.*

B. Termination Management. Immediately upon receipt by either the City or the Contractor of notice of termination of this Agreement, the Contractor shall: 1) not incur any further obligations for salaries, services or any other expenditure of funds under this Agreement without written approval of the City; 2) comply with all directives issued by the City in the notice of termination as to the performance of work under this Agreement; and 3) take such action as the City shall direct for the protection, preservation, retention or transfer of all property titled to the City and records generated under this Agreement. Any non-expendable personal property or equipment provided to or purchased by the Contractor with contract funds shall become property of the City upon termination and shall be submitted to the City as soon as practicable.

5. Appropriations.
The terms of this Agreement are contingent upon sufficient appropriations and authorization being made by the City Council for the performance of this Agreement. If sufficient appropriations and authorization are not made by the City Council, this Agreement shall terminate immediately upon written notice being given by the City to the Contractor. The City's decision as to whether sufficient appropriations are available shall be accepted by the Contractor and shall be final. If the City proposes an amendment to the Agreement to unilaterally reduce funding, the Contractor shall have the option to terminate the Agreement or to agree to the reduced funding, within thirty (30) days of receipt of the proposed amendment.

6. Status of Contractor.
The Contractor and its agents and employees are independent contractors performing professional services for the City and are not employees of the City. The Contractor and its agents and employees shall not accrue leave, retirement, insurance, bonding, use of City vehicles, or any other benefits afforded to employees of the City as a result of this Agreement. The Contractor acknowledges that all sums received hereunder are reportable by the Contractor for tax purposes, including without limitation, self-employment and business income tax. The Contractor agrees not to purport to bind the City unless the Contractor has express written authority to do so, and then only within the strict limits of that authority.

7. Assignment.
The Contractor shall not assign or transfer any interest in this Agreement or assign any claims for money due or to become due under this Agreement without the prior written approval of the City.

8. Subcontracting.
The Contractor shall not subcontract any portion of the services to be performed under this Agreement without the prior written approval of the City. No such subcontract shall relieve the primary Contractor from its obligations and liabilities under this Agreement, nor shall any subcontract obligate direct payment from the City.

9. Release.
Final payment of the amounts due under this Agreement shall operate as a release of the City, its officers and employees from all liabilities, claims and obligations whatsoever arising from or under this Agreement.

10. Confidentiality.
Any confidential information provided to or developed by the Contractor in the performance of this Agreement shall be kept confidential and shall not be made available to any individual or organization by the Contractor without the prior written approval of the City.

11. Product of Service -- Copyright.
All materials developed or acquired by the Contractor under this Agreement shall become the property of the City and shall be delivered to the City no later than the termination date of this Agreement. Nothing developed or produced, in whole or in part, by the Contractor under this

Agreement shall be the subject of an application for copyright or other claim of ownership by or on behalf of the Contractor.

12.   Conflict of Interest; Governmental Conduct Act.

A.   The Contractor represents and warrants that it presently has no interest and, during the term of this Agreement, shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance or services required under the Agreement.

B.   The Contractor further represents and warrants that it has complied with, and, during the term of this Agreement, will continue to comply with, and that this Agreement complies with all applicable provisions of the Governmental Conduct Act, Chapter 10, Article 16 NMSA 1978.

C.   Contractor's representations and warranties in Paragraphs A and B of this Article 12 are material representations of fact upon which the City relied when this Agreement was entered into by the parties. Contractor shall provide immediate written notice to the City if, at any time during the term of this Agreement, Contractor learns that Contractor's representations and warranties in Paragraphs A and B of this Article 12 were erroneous on the effective date of this Agreement or have become erroneous by reason of new or changed circumstances. If it is later determined that Contractor's representations and warranties in Paragraphs A and B of this Article 12 were erroneous on the effective date of this Agreement or have become erroneous by reason of new or changed circumstances, in addition to other remedies available to the City and notwithstanding anything in the Agreement to the contrary, the City may immediately terminate the Agreement.

D.   All terms defined in the Governmental Conduct Act have the same meaning in this section.

13.   Amendment.

A.   This Agreement shall not be altered, changed or amended except by instrument in writing executed by the parties hereto and all other required signatories.

B.   If the City proposes an amendment to the Agreement to unilaterally reduce funding due to budget or other considerations, the Contractor shall, within thirty (30) days of receipt of the proposed Amendment, have the option to terminate the Agreement, pursuant to the termination provisions as set forth in Article 4 herein, or to agree to the reduced funding.

14.   Entire Agreement.

This Agreement, together with any other documents incorporated herein by reference and all related Exhibits and Schedules constitutes the sole and entire agreement of the Parties with respect to the subject matter of this Agreement, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to the subject matter. In the event of any inconsistency between the statements in the body of this Agreement, and the related Exhibits and Schedules, the statements in the body of this Agreement shall control.

15. Penalties for violation of law.

The Procurement Code, Sections 13-1-28 through 13-1-199, NMSA 1978, imposes civil and criminal penalties for its violation. In addition, the New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities and kickbacks.

16. Equal Opportunity Compliance.

The Contractor agrees to abide by all federal and state laws and rules and regulations, and Santa Fe City Code, pertaining to equal employment opportunity. In accordance with all such laws of the State of New Mexico, the Contractor assures that no person in the United States shall, on the grounds of race, religion, color, national origin, ancestry, sex, age, physical or mental handicap, or serious medical condition, spousal affiliation, sexual orientation or gender identity, be excluded from employment with or participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity performed under this Agreement. If Contractor is found not to be in compliance with these requirements during the life of this Agreement, Contractor agrees to take appropriate steps to correct these deficiencies.

17. Applicable Law.

The laws of the State of New Mexico shall govern this Agreement, without giving effect to its choice of law provisions. Venue shall be proper only in a New Mexico court of competent jurisdiction in accordance with Section 38-3-1 (G) NMSA 1978. By execution of this Agreement, Contractor acknowledges and agrees to the jurisdiction of the courts of the State of New Mexico over any and all lawsuits arising under or out of any term of this Agreement.

18. Workers Compensation.

The Contractor agrees to comply with state laws and rules applicable to workers compensation benefits for its employees. If the Contractor fails to comply with the Workers Compensation Act and applicable rules when required to do so, this Agreement may be terminated by the City.

19. Professional Liability Insurance.

Contractor shall maintain professional liability insurance throughout the term of this Agreement providing a minimum coverage in the amount required under the New Mexico Tort Claims Act. The Contractor shall furnish the City with proof of insurance of Contractor's compliance with the provisions of this section as a condition prior to performing services under this Agreement.

20. Other Insurance

If the services contemplated under this Agreement will be performed on or in City facilities or property, Contractor shall maintain in force during the entire term of this Agreement, the following insurance coverage(s), naming the City as additional insured.

    A. **Commercial General Liability** insurance shall be written on an occurrence basis and be a broad as ISO Form CG 00 01 with limits not less than $2,000,000 per occurrence and $2,000,000 in the aggregate for claims against bodily injury, personal and advertising injury, and property damage. Said policy shall include broad form Contractual Liability coverage and be

endorsed to name the City of Santa Fe their officials, officers, employees, and agents as additional insureds.

      B.   **Business Automobile Liability** insurance for all owned, non-owned automobiles, with a combined single limit not less than $1,000,000 per accident.

      C.   **Broader Coverage and Limits.** The insurance requirements under this Agreement shall be the greater of (1) the minimum coverage and limits specified in this Agreement, or (2) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the Named Insured. It is agreed that these insurance requirements shall not in any way act to reduce coverage that is broader or that includes higher limits than the minimums required herein. No representation is made that the minimum insurance requirements of this Agreement are sufficient to cover the obligations of Contractor hereunder.

      D.   Contractor shall maintain the above insurance for the term of this Agreement and name the City as an additional insured and provide for 30 days cancellation notice on any Certificate of Insurance form furnished by Contractor. Such certificate shall also specifically state the coverage provided under the policy is primary over any other valid and collectible insurance and provide a waiver of subrogation.

21.   **Records and Financial Audit.**
The Contractor shall retain all receipts of payment, invoices, and any other records of expense, and, if providing services to the City, shall maintain detailed time and expenditure records that indicate the date; time, nature and cost of all services rendered during the Agreement's term and effect. The Vendor shall retain the records for a period of five (5) years from the date of final payment. The records shall be subject to inspection by the City. The City shall have the right to audit billings both before and after payment. Payment under this Agreement shall not foreclose the right of the City to recover excessive or illegal payments.

22.   **Indemnification.**
The Contractor shall defend, indemnify and hold harmless the City from all actions, proceeding, claims, demands, costs, damages, attorneys' fees and all other liabilities and expenses of any kind from any source which may arise out of the performance of this Agreement, caused by the negligent act or failure to act of the Contractor, its officers, employees, servants, subcontractors or agents, or if caused by the actions of any client of the Contractor resulting in injury or damage to persons or property during the time when the Contractor or any officer, agent, employee, servant or subcontractor thereof has or is performing services pursuant to this Agreement. In the event that any action, suit or proceeding related to the services performed by the Contractor or any officer, agent, employee, servant or subcontractor under this Agreement is brought against the Contractor, the Contractor shall, as soon as practicable but no later than two (2) days after it receives notice thereof, notify the legal counsel of the City.

23.   **New Mexico Tort Claims Act**
Any liability incurred by the City of Santa Fe in connection with this Agreement is subject to the immunities and limitations of the New Mexico Tort Claims Act, Section 41-4-1, et. seq.

NMSA 1978, as amended. The City and its "public employees" as defined in the New Mexico Tort Claims Act, do not waive sovereign immunity, do not waive any defense and do not waive any limitation of liability pursuant to law. No provision in this Agreement modifies or waives any provision of the New Mexico Tort Claims Act.

24. **Invalid Term or Condition.**
If any term or condition of this Agreement shall be held invalid or unenforceable, the remainder of this Agreement shall not be affected and shall be valid and enforceable.

25. **Enforcement of Agreement.**
A party's failure to require strict performance of any provision of this Agreement shall not waive or diminish that party's right thereafter to demand strict compliance with that or any other provision. No waiver by a party of any of its rights under this Agreement shall be effective unless express and in writing, and no effective waiver by a party of any of its rights shall be effective to waive any other rights.

26. **Notices**.
Any notice required to be given to either party by this Agreement shall be in writing and shall be delivered in person, by courier service or by U.S. mail, either first class or certified, return receipt requested, postage prepaid, as follows:

To the City: Ryan Dodge, 201 W. <arch St. Santa Fe, NM 87501
rhdoge@santafenm.gov

To the Contractor: Eric Miller, 147 SW Shelvin Hixon Dr, Ste. 201 Bend OR 97702
eric@wendyourway.com

27. **Authority.**
If Contractor is other than a natural person, the individual(s) signing this Agreement on behalf of Contractor represents and warrants that he or she has the power and authority to bind Contractor, and that no further action, resolution, or approval from Contractor is necessary to enter into a binding contract.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the date of the signature by the required approval authorities below.

CITY OF SANTA FE:

Jarel LaPan Hill
Jarel LaPan Hill (Dec 3, 2020 10:49 MST)
_____
JAREL LAPAN HILL, CITY MANAGER

DATE: Dec 3, 2020 _____

CONTRACTOR:
WEND YOUR WAY

Refer to next page
_____
ERIC MILLER

_____

DATE:_____

CRS#: 03-535997

Business License Registration # 20-228629

ATTEST:

Yolanda Y. Vigil
_____
YOLANDA Y. VIGIL, CITY CLERK

CITY ATTORNEY'S OFFICE: *XIV*
                              XIV

Marcos Martinez
Marcos Martinez (Nov 2, 2020 13:00 MST)
_____
SENIOR ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

Mary McCoy
_____
MARY MCCOY, FINANCE DIRECTOR

Org. Name/Org#.: TSF/Other Consulting, 2130521.510340

CITY OF SANTA FE:

CONTRACTOR:

WEND YOUR WAY

_____
JAREL LAPAN HILL, CITY MANAGER

NAME

DATE:_____

_C.O.O_____
TITLE

DATE: _3 NOVEMBER 2020_

CRS# _09·535997·00·8_

Registration # _228629_

ATTEST:

_____
YOLANDA Y. VIGIL, CITY CLERK

CITY ATTORNEY'S OFFICE:

_____
SENIOR ASSISTANT CITY ATTORNEY

APPROVED FOR FINANCES:

_____
MARY MCCOY, FINANCE DIRECTOR

_____
Org. Name/Org#.

CARES PSA Template 2020-Oct

<u>**Attachment 1**</u>

<u>Scope of Work</u>

Virtual Itinerary Planner
SCOPE OF WORK

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2020 11 02 CARES Wend Your Way final pdf

Final Audit Report   2020-11-02

Created:	2020-11-02
By:	Irene Romero (ikromero@ci.santa-fe.nm.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAAH05ZjOI9378Yw-gd6cL_DnUjFTdot1Gp

"2020 11 02 CARES Wend Your Way final pdf" History

📄 Document created by Irene Romero (ikromero@ci.santa-fe.nm.us)
2020-11-02 - 6:42:25 PM GMT- IP address: 63.232.20.2

📧 Document emailed to Marcos Martinez (mdmartinez@santafenm.gov) for signature
2020-11-02 - 6:43:50 PM GMT

📄 Email viewed by Marcos Martinez (mdmartinez@santafenm.gov)
2020-11-02 - 7:59:45 PM GMT- IP address: 174.56.49.116

✒️ Document e-signed by Marcos Martinez (mdmartinez@santafenm.gov)
Signature Date: 2020-11-02 - 8:00:03 PM GMT - Time Source: server- IP address: 174.56.49.116

✅ Agreement completed.
2020-11-02 - 8:00:03 PM GMT

VIRTUAL ITINERARY PLANNER - BID REQUST

Vendor Submissions	Scope of Work Services							Notes	Estimated Cost
	Fully responsive digital platform	Itinerary builder	Central location look and feel	Customized Package and Real-Time Booking Ability	User Communication	Dashboard	Business/activity onboarding service		1 Year of Service
WendyourWay	X	X	X	X	X	X	X	True Itinerary Building Platform with realtime booking	$ 40,300.00
Visit Widget	X	X	X	3rd Party booking	X	X	Uses our CRM. No interaction with businesses	Augmented Reality option	$ 35,500.00
TripHobo	X	X	Partial	N/A	X	X	N/A. Uses our CRM	Off shore Dev & client team, No DMO experience. Monthly maintance fees of up to $2,000	$17,000 license & Setup + up to $24,000 a month for maintanance

CITY OF SANTA FE PROCUREMENT CHECKLIST

Contractor Name: _____ Wend Your Way _____

Procurement Title: _____ Cares Act – Visitor Resources _____

Procurement Method: State Price Agreement ☐   *Cooperative* ☐   *Sole Source* ☐   *Other*   ☒ *Quotes*

Exempt ☐   *Request For Proposal (*RFP) ☐   *Invitation To Bid (ITB)* ☐   *Contract under 60K* ☒   *Contract over 60K* ☐

Department Requesting__Tourism_____ Staff Name ___Ryan Dodge, Program Mngr.___

Procurement Requirements:
A procurement file shall be maintained for all contracts, regardless of the method of procurement. The procurement file shall contain the basis on which the award is made, all submitted bids, all evaluation materials, score sheets, quotations and all other documentation related to or prepared in conjunction with evaluation, negotiation, and the award process. The procurement shall contain a written determination from the Requesting Department, signed by the purchasing officer, setting forth the reasoning for the contract award decision before submitting to the Committees. .

REQUIRED DOCUMENTS FOR APPROVAL BY PURCHASING*

YES	N/A	
☒	☐	Approved Procurement Checklist (by Purchasing)
☒	☐	Memo addressed to City Manager (under 60K) Committees/City Council (over 60K)
☐	☒	State Price Agreement
☐	☒	RFP
☐	☒	Evaluation Committee Report
☐	☒	ITB
☐	☒	Bib Tab
☒	☐	Quotes (3 valid current quotes)
☐	☒	Cooperative Agreement
☐	☒	Sole Source Request and Determination Form
☐	☒	Contractors Exempt Letter
☐	☒	Purchasing Officers approval for exempt procurement
☐	☒	BAR
☐	☒	FIR
☒	☐	Executed Contract, Agreement or Amendment
☒	☐	Current Business Registration and CRS numbers on contract or agreement
☒	☐	Summary of Contracts and Agreements form
☒	☐	Certificate of Insurance
☐	☒	All documentation presented to Committees
☐	☐	Other: _____

_____Ryan Dodge, Program Manager_____

Department Rep Printed Name (attesting that all information included)	Title	Date

Fran Dunaway _____

Purchasing Officer (attesting that all information is reviewed)	Title	Date

Include all other substantive documents and records of communication that pertain to the procurement and any resulting contract.

*

City of Santa Fe
Real Estate Summary of Contracts, Agreements, Amendments & Leases

Section to be completed by department

1. Munis Contract # **3202393**

   Contractor: **Wend Your Way (Wend LLC)**

   Description: **Contract is for a Virtual Itinerary Builder platform that will help visitors plan, book and schedule their vacations to Santa Fe**

Contract ⭕   Agreement ⭕   Lease / Rent ⭕   Amendment ⭕

Term Start Date: **October 28, 2020**   Term End Date: **December 31, 2020**

☐ Approved by Council   Date: _____

Contract / Lease: **Trip Planning Services during COVID 19 for the amount of $43,700.31**

Amendment # _____ to the Original Contract / Lease #_____

Increase/(Decrease) Amount $ _____

Extend Termination Date to: _____

☐ Approved by Council   Date:_____

Amendment is for:

2. **HISTORY** of Contract, Amendments & Lease / Rent - Please Elaborate (option: attach spreadsheet if multiple amendments)

3. **Procurement History:**_____

   Fran Dunaway   Nov 15, 2020
   _____   _____
   Purchasing Officer Review: Date:
   Comment & Exceptions: Cannot exceed $60k. DEC 30,2020 CARES ACT FUNDS

4. **Funding Source:** **CARES20TSF** _____ Org / Object: **2130521.510340**
   Alexis Lotero
   Alexis Lotero (Nov 12, 2020 08:49 MST)   Nov 12, 2020
   _____   _____
   Budget Officer Approval: Date:
   Comment & Exceptions:_**Cares Act Contract**

   Staff Contact who completed this form: **Ryan Dodge** _____ Phone #**X6232**

   Email: **rhdodge@santafenm.gov**

To be recorded by City Clerk:

Clerk #_____

City of Santa Fe

Treasury Department
200 Lincoln Ave.
Santa Fe, New Mexico 87504-0909
505-955-6551

BUSINESS REGISTRATION

Business Name: WEND LLC
DBA: WEND LLC

Business Location: 1483 BISHOPS LODGE RD
SANTA FE, NM 87506

Owner: ERIC WEND

License Number: 228629

Issued Date: October 30, 2020

Expiration Date: October 30, 2021

CRS Number: 03-535997-00-8

License Type: Business License - Renewable

Classification: Out of Jurisdiction Business License

Fees Paid: $10.00

WEND LLC
1483 BISHOPS LODGE RD
SANTA FE, NM 87506

THIS IS NOT A CONSTRUCTION PERMIT OR SIGN PERMIT.
APPROPRIATE PERMITS MUST BE OBTAINED FROM THE CITY
OF SANTA FE BUILDING PERMIT DIVISION PRIOR TO
COMMENCEMENT OF ANY CONSTRUCTION OR THE
INSTALLATION OF ANY EXTERIOR SIGN.

THIS REGISTRATION/LICENSE IS NOT TRANSFERRABLE TO
OTHER BUSINESSES OR PREMISES.

TO BE POSTED IN A CONSPICUOUS PLACE

Ver. 16   2/7/2020

City of Santa Fe,

We are excited to submit a proposal to create a hyper-local travel planner for Santa Fe. COVID has shined a spotlight on the importance of helping travelers to plan their stays in advance of their arrival. This focus on pre-arrival planning enables hospitality businesses to properly allocate resources and manage groups, thus providing a positive and safe travel experience.

Wend combines a software tool, industry knowledge and services to help you achieve this goal. Our unique itinerary builder coupled with real-time availability and pricing allows you to authoritatively market and sell safe travel experiences. In the following pages you will find our responses to the requirements specified in your RFP.

Sincerely,

Derek Swanson

&

Eric Miller

1. Fully Responsive Digital Platform

The Wend Platform provides the enduser the ability to search via a date range for the real time availability and pricing of activities, attractions, events, dining, and lodging within a specific region. The enduser has the ability to sort experiences by category and subcategory and add available experiences to their customizable itinerary.
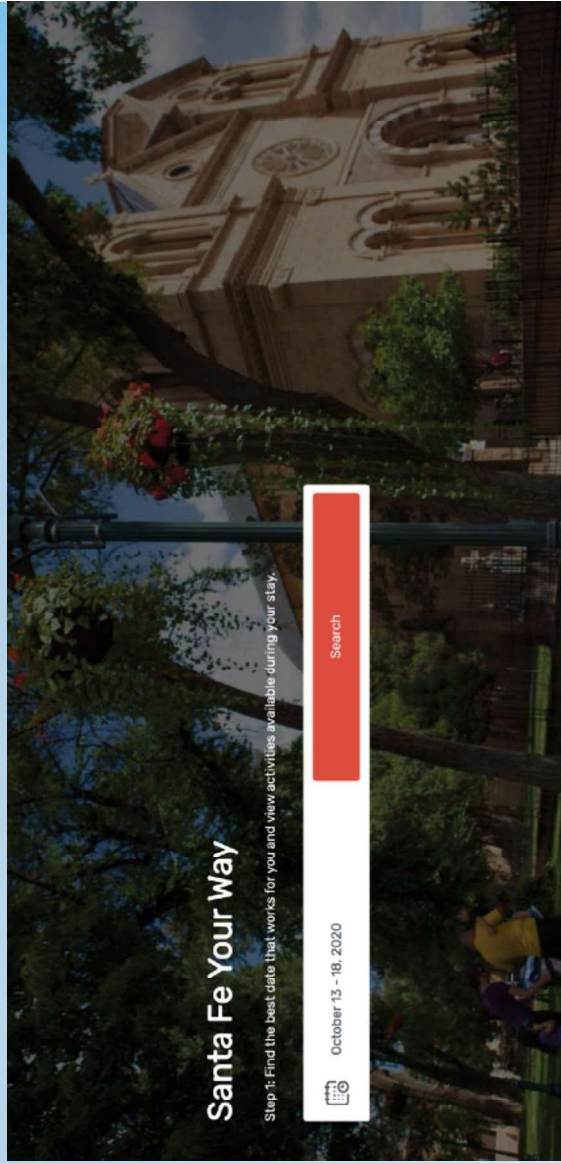
Santa Fe Your Way

Step 1: Find the best date that works for you and view activities available during your stay.

October 13 – 18, 2020

Search

What do you want to do?

Step 2: Browse the experiences below and add your favorites to your backpack.

All   Museums   Family Fun   Tours
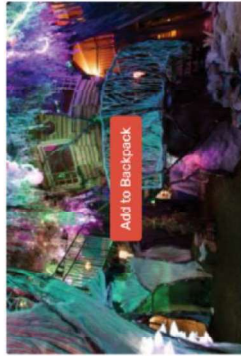
Add to Backpack

Visit Meow Wolf

Meow Wolf's House of Eternal Return is an immersive, permanent art installation featuring an astonishing form of non-linear storytelling. This unique and exploratory...

Provided by Meow Wolf

Add to Backpack

CANYON ROAD

Visit Canyon Road

Visit a street dedicated to the country's finest art. On a road that encourages a pleasant stroll, you will be able to see fine art from artists throughout the United States an...

Provided by Canyon Road

Add to Backpack

Visit The Loretto Chapel

Come visit one of the most specialplaces in all of New Mexico. At The Loretto Chapel we take pride in our uniquehistoryand joy we have brought into the lives of...

Provided by The Loretto Chapel

WEND

2. Itinerary Builder

Building an Itinerary is one of the strengths of the Wend system. Once an enduser has selected their preferred experiences, they are brought to our itinerary scheduling tool that allows them to schedule their times, adjust their quantities (Number of rooms, tickets, tours, etc.) and their durations (example 2 hour, 4 hour, all-day bike rental). After adjusting their itinerary to their liking, they are able to checkout in a single cart transaction. When a multi-experience transaction occurs on the system, Wend's accounting module divides and provides payment via ACH transfer to the purchased experience providers.

3. Central Location Look and Feel

Wend is a white-label platform that can meld into your existing website. Our development team will build a version of Wend that will copy your website navigation and use URL masking to create a seamless transition from your site to your Wend page.
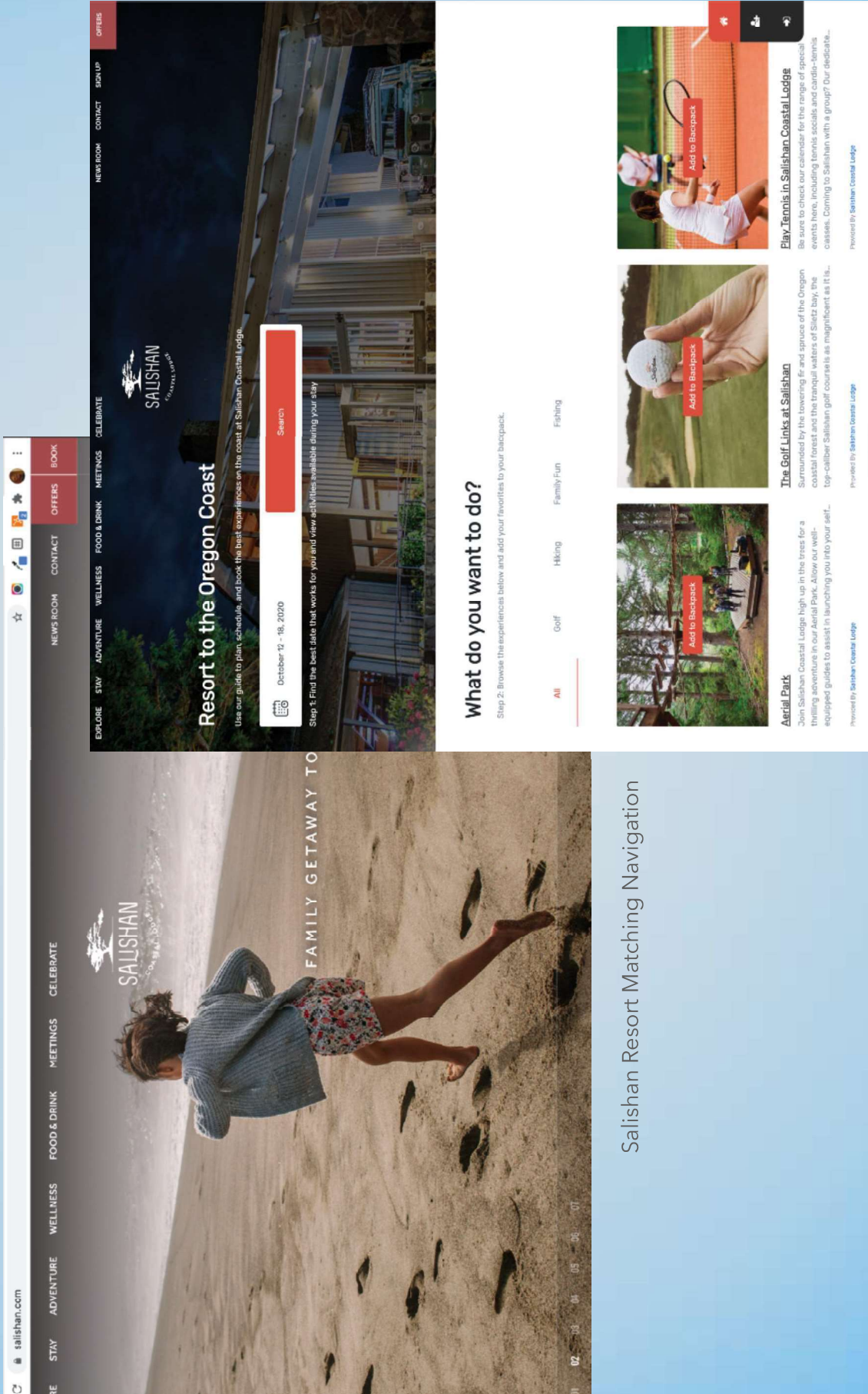
Salishan Resort Matching Navigation

GET THE GUIDE   TRAILHEAD EMAGAZINE

WHERE TO STAY   RELOCATION   MEETINGS   CALENDAR OF EVENTS   GETTING HERE

THINGS TO DO   DINE & DRINK   LOCAL STORIES/BLOGS   GOLF

BECOME A MEMBER   RELOCATION   MEETINGS   CALENDAR OF EVENTS   TRAILHEAD EMAGAZINE

WHERE TO STAY   THINGS TO DO   DINE & DRINK   GETTING HERE   LOCAL STORIES/BLOGS   GOLF

YOUR ADVENTURE
EXPLORE THE LIMITLESS ACTIVIT

GET INSPIRED WITH TRIP IDEAS

LET US HELP YOU PLAN YOUR STAY

Use our guide to plan, schedule, and book the best experiences in Central Oregon.

October 12 - 18, 2020

Search

Step 1: Find the best date that works for you and view activities available during your stay

What do you want to do?

Step 2: Browse the experiences below and add your favorites to your backpack.

All Experiences   Dining & Nightlife   Activities   Services   Events

Bike around Sherar's Falls Scenic Bikeway

For decades, the town of Maupin has served as a focal point for adventurers rafting the Deschutes River. The town For decades, the town of Maupin has served as a...

Provided By **Visit Central Oregon**

Add to Backpack

Cascade Lakes Canoe Tour

Wanderlust Tours is the premier destination for canoe tours in Bend, Oregon! Join us on this iconic paddling tour on the high elevation mountain lakes in the mighty...

Provided By **Wanderlust Tours**

Add to Backpack

Brews and Views Canoe Tour

Our famous Cascade Lakes Canoe Tours in Bend, Oregon, with the added fun of a beer tasting event! Join us on a Brews and Views Canoe Tour and paddle the water of...

Provided By **Wanderlust Tours**

Add to Backpack

Visit Central Oregon Matching Navigation

## 4. Customized Package and Experience Builder

The Wend Packaging Module will provide Santa Fe the ability to create pre-built packages and itineraries. Wend combines a multi-day hotel booking experience and a single day booking experience into a single transaction. The Package Calendar uses real time availability from all the experiences in the package to calculate the overall availability of the package. In addition, this booking process can be customized based on the needs of the package.

The Packaging Module is launched via an iframe or lightbox from your website. This implementation method enables Santa Fe to integrate packages seamlessly into your existing and future content marketing efforts.

1. Package Calendar
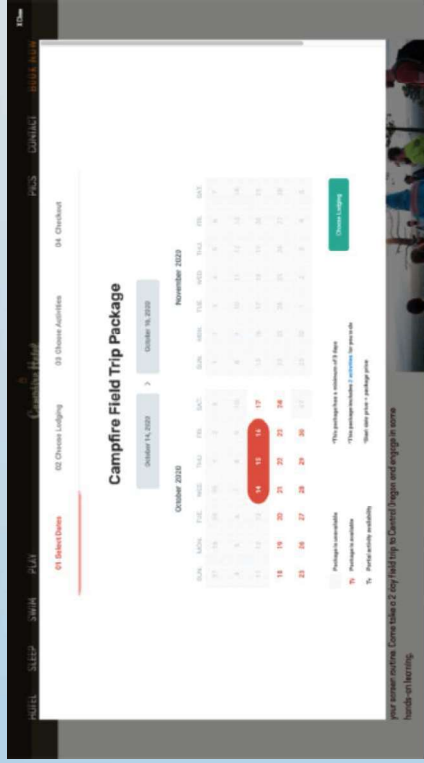
2. Book Lodging
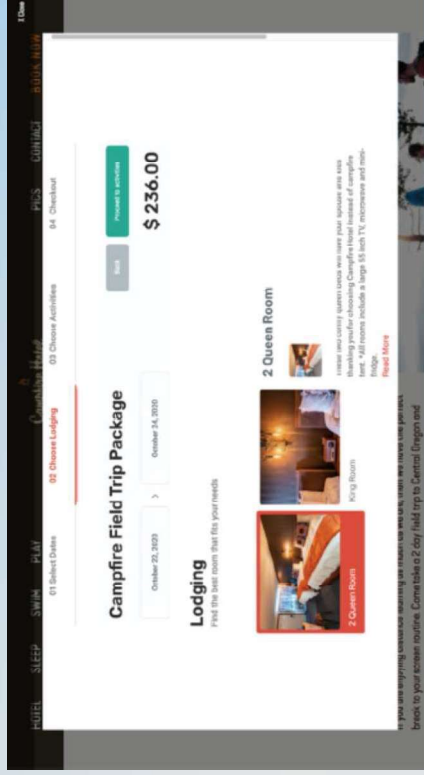
3. Book Activities
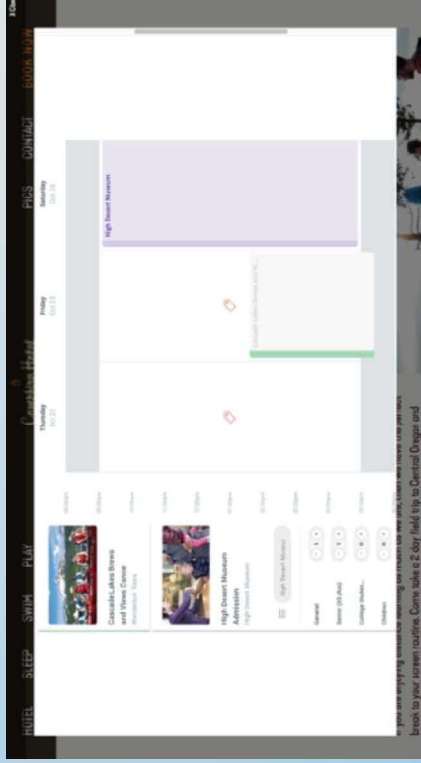
4. Checkout
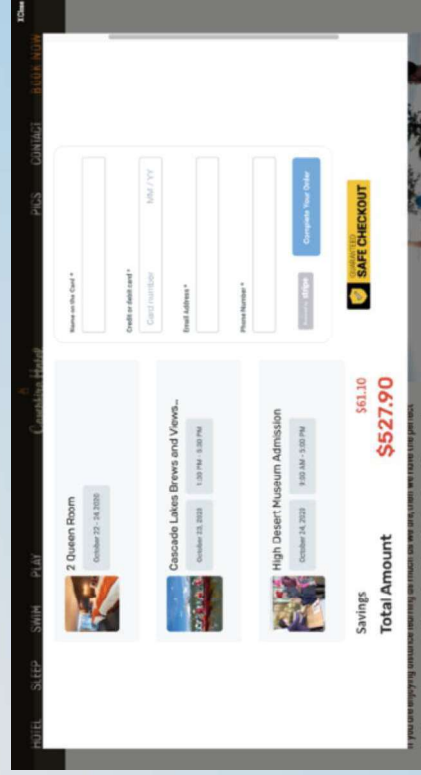
5. **User Communication**

When an enduser makes a purchase on the system their contact information is stored for ongoing customer service purposes. Users can also create accounts to sign up for notifications about offers and packages that match their indicated interests. When a user creates an account they can login to view all of their current and past itineraries, they can also access their account to download copies of purchased vouchers and tickets.

6. Dashboard

A Wend Dashboard will be provided to Santa Fe. The Dashboard tracks all purchases made on your Wend page. In addition the platform integrates with Google Analytics and Facebook Pixel so you can track the ROI of any ad spends. From this dashboard you can also add or remove businesses you wish to promote, add or remove offers, build packages, and customize the look and feel of your Wend page.

All businesses that participate with Santa Fe by creating offers and packages will also receive a dashboard. This dashboard will provide customer reservation information, accounting reports, and provides the ability for each business to adjust price, availability, and inventory for any of their offers.

7. Business/Activity Onboarding Service

In addition to our software platform, Wend will help you to maintain a robust experience eco-system. Connecting your activity eco-system is an ongoing process. As we increase the connectivity of your members your ability to effectively market and sell experiences improves.

At your direction we will interface with your members to onboard their experiences. This includes helping to gather their marketing assets and descriptions, accessing their inventory either by allocation or by api connection, and verifying reservation information when purchases are made.

While working to onboard your members, Wend will also help to identify specific pre-set itineraries and packages.

Lastly, we provide customer support to endusers that have made purchases and might require a refund or rescheduling.

8. **Terms**

The Wend Itinerary Platform will be live in Santa Fe on or before December 31, 2020, and we will provide ongoing services through December 31, 2021. The total cost for the software platform, member services, and customer service will total $40,300 over the above specified time period. Below is a cost breakdown.

Santa Fe Virtual Itinerary

Descriptions	Total
Booking Software API Connection Development	$7,500
Experience Onboarding	$10,000
Package Creation and Landing Page Development	$4,800
Ongoing Eco-system Maintenance	$9,000
Ongoing Customer Support	$9,000
Total	**$40,300**

The Visitor
Engagement
Platform

Powered by
VisitWidget

Santa fe
THE CITY DIFFERENT

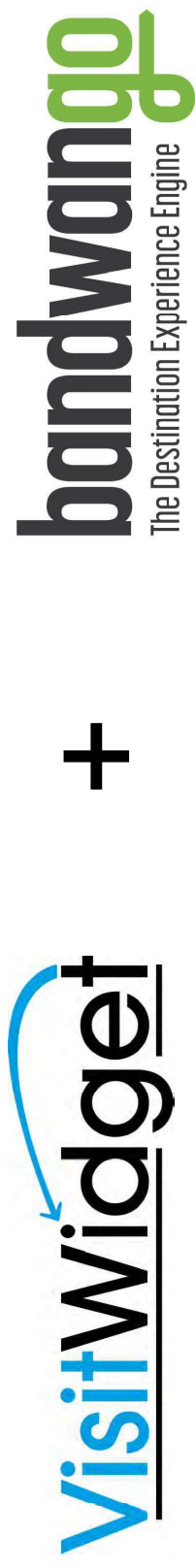VisitWidget

The Solution Summary

Visit Widget consists of a multi-faceted & feature rich, cross device solution enabling users to initiate itinerary building from any device and take their plan with them when on the go. It includes:

- **Responsive Web Widget** - Full Content Integration with existing website
- **Universal iOS App** - Full Content Integration with existing website
- **Universal Android App** - Full Content Integration with existing website
- **Push Messaging** with interest segmentation, geographic, and version targeting
  - Immediate Delivery
  - Scheduled Delivery
- **Automated Proximity Messaging** campaigns via beacons and geo-fences
  - Scheduled Delivery for both campaign time frame and operational hours of attraction
  - Frequency capping to eliminate nuisance notifications
  - Listening Campaigns for analytical reports on visitor traffic

- Conditional Listening Campaigns for Attribution Analytics on message delivery influence
- **Pre-Planning, In-Destination, & Post Visit Features**
  - Full & Dynamically Updated Partner Listings, Event listings, and Ad Units
  - Ability to select timeframe for visit, and add Places Events, and Itineraries to a fully routed digital plan.
  - GPS Enabled mapping with inline interest filtering, proximity and alphabetic sorting.
  - Personalization via interest selection.
  - Walking & Hiking Routes leveraging KMZ file map overlays.
  - Integrated Social Share options throughout UX/UI.

Note: Augmented Reality is an optional advanced featu with a one-time setup fee as described on the budgeta estimates on page 17.

VisitWidget

The Solution Summary

VisitWidget + bandwango
The Destination Experience Engine

Visit Widget & Bandwango Integration

Our proposed solution includes a partnership with Bandwango to offer integrated activity booking throughout the end user experience for streamlined, safe, and simple itinerary building + booking.

The Visit Widget platform is a centralized and simplistic virtual itinerary building platform that is leveraged by over 150 DMOs and CVBs to help promote and highlight activities and experiences in their respective areas.

The Bandwango Destination Experience Engine (DXE) provides a "one stop shop" for the visitor or local who is looking to build an itinerary of activities, it drives additional ways for that business to sell their tickets and tours, and it shows attribution and ties economic impact back to the DMO!

The partnership between Visit Widget and Bandwango would allow Santa Fe to leverage cutting edge of travel technology with integrated routing and streamlined activity booking, under one centralized end user experience.

VisitWidget

User Experience Overview

The following section details the various interface elements, features and configuration options available with Visit Widget's web-based widget, branded mobile apps & analytics dashboard.

- **Page 4:** Web Widget Interface Overview
- **Page 10:** Mobile Apps Overview
- **Page 16:** Analytics Dashboard
- **Page 17:** Budgetary Estimate
- **Page 18:** Bandwango Overview

VisitWidget

Web Widget Interface Overview

Content List View

The Content List View shows a listing of events, places, feed posts, or tours. Events, as shown in the photo below, are ordered chronologically and provides a date range picker for users to easily adjust travel dates.

Main Navigation

The Main Navigation of the widget, kiosk and apps is configurable based on client requests and can contain up to 6 main navigation items.
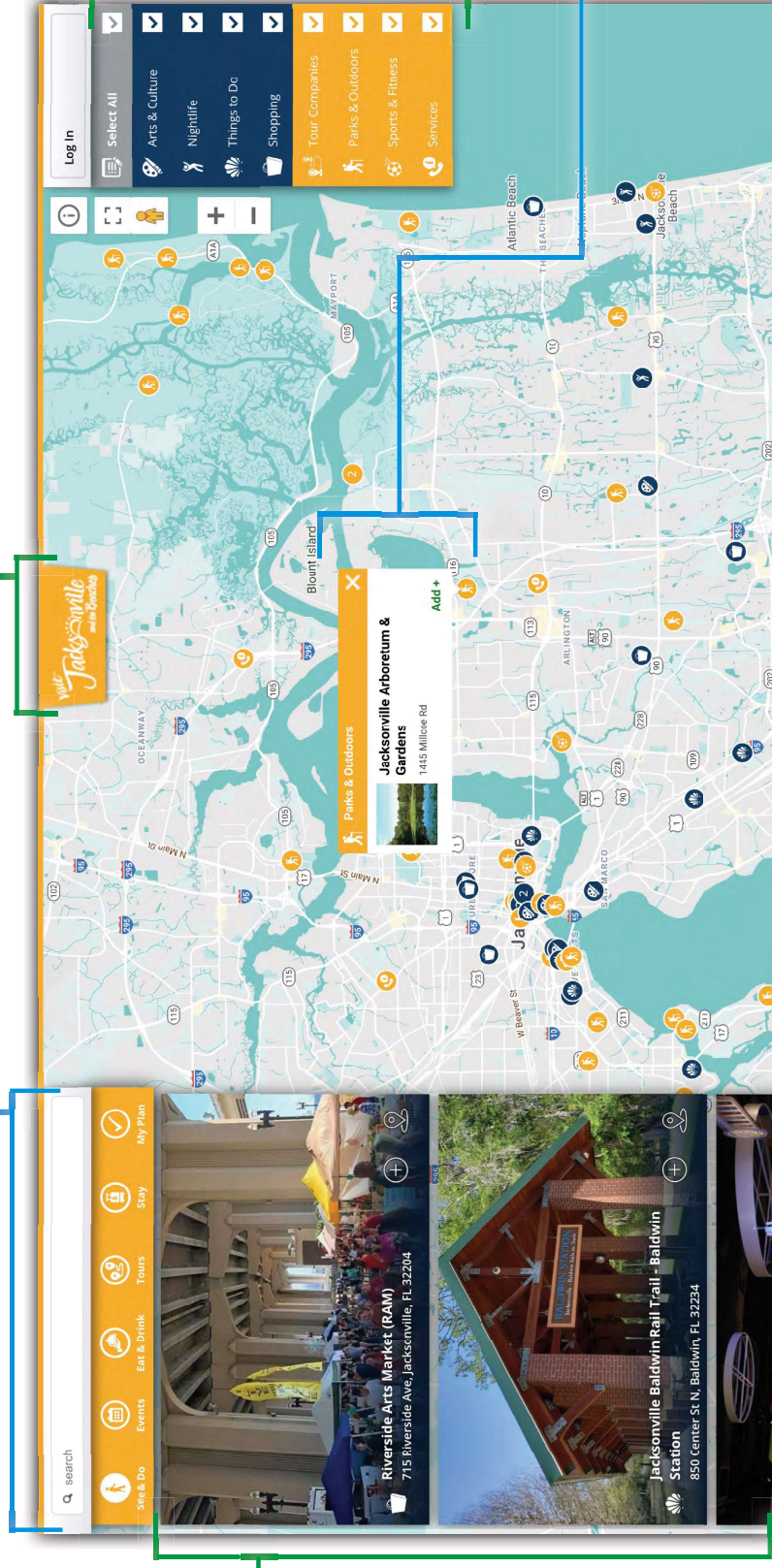
Primary Logo

The primary logo is easily configurable and can be designed to overlap on the map area.

Interest Categorie

Interest Cate can be uniqu each content Clients can se labels, order, color coding, premium cate and default s active or inac default view.

Info Wind

The info wind any item can accessed by c on the map p provide a qui option for use

Select All

Arts & Culture
Nightlife
Things to Do
Shopping

Tour Companies
Parks & Outdoors
Sports & Fitness
Services

Log In

Parks & Outdoors

Jacksonville Arboretum & Gardens
1445 Millcoe Rd

Add +

Atlantic Beach
Jacksonville Beach
MAYPORT
Blount Island
OCEANWAY
ARLINGTON
SAN MARCO

search

See & Do
Events
Eat & Drink
Tours
Stay
My Plan

Riverside Arts Market (RAM)
715 Riverside Ave, Jacksonville, FL 32204

Jacksonville Baldwin Rail Trail - Baldwin Station
850 Center St N, Baldwin, FL 32234
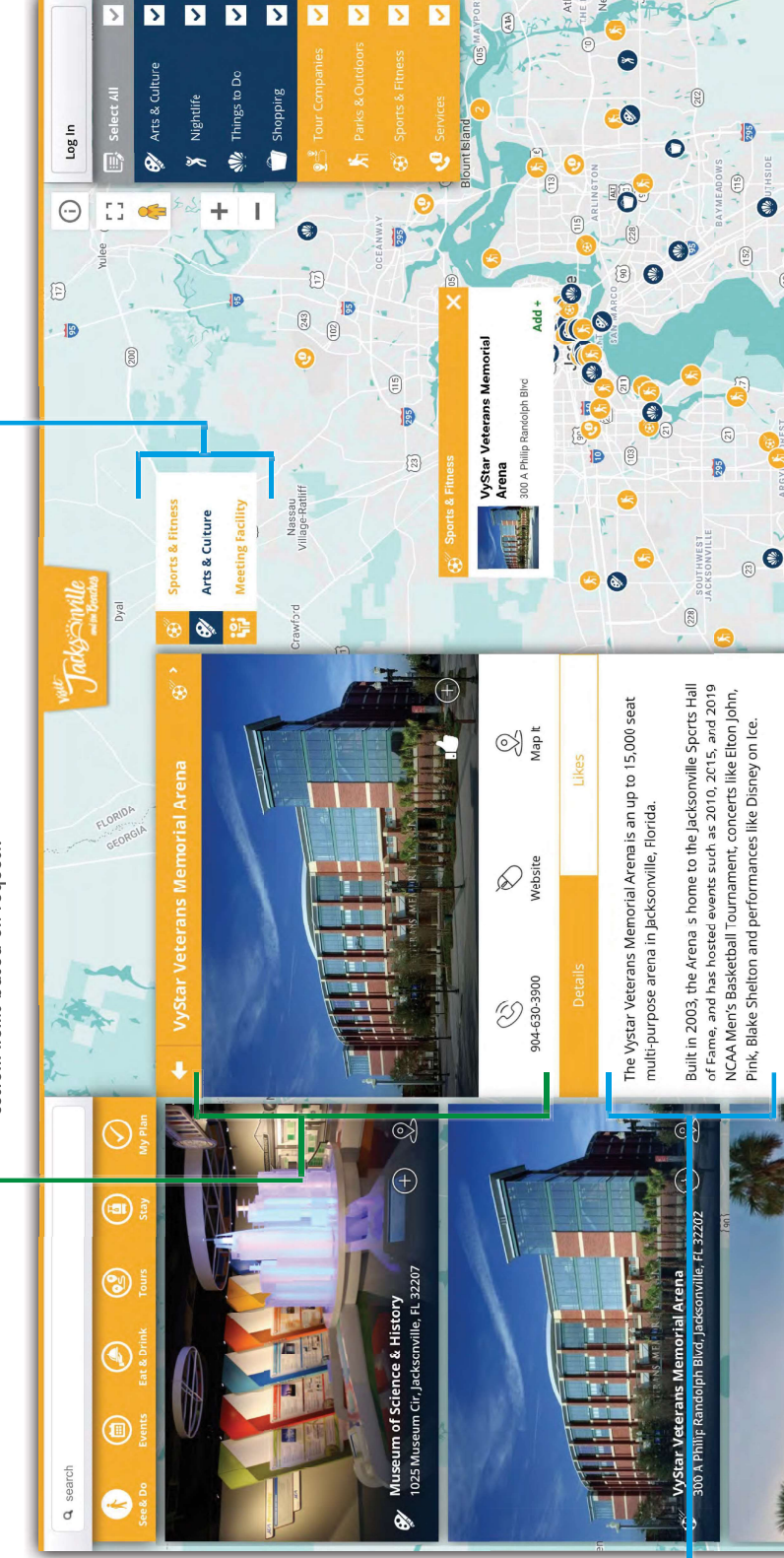
VisitWidget

Web Widget Options

Description

, Places, and Feed Posts all include a
ption area on the detail page for the item.
ntent is imported from client datasources
ny unnecessary html is stripped out to
a clean and legible textual overview.

Cover Photo & Action Bar

The ideal dimensions for an item cover photos is 960x600 pixels to provide the highest resolution across all supported device types. However we have built-in image handling to scale and crop images for ideal display when they are not uniform in the client data source. The action bar can include a Phone Number, Website button, and Map It button, as well as custom items based on request.

Category Assignments

VW will provide a recommendation of categories during the kickoff process based on the client data sources. Items can be assigned to one or more categories.

VyStar Veterans Memorial Arena
300 A Philip Randolph Blvd

VyStar Veterans Memorial Arena

904-630-3900   Website   Map It

Details   Likes

The VyStar Veterans Memorial Arena is an up to 15,000 seat multi-purpose arena in Jacksonville, Florida.

Built in 2003, the Arena s home to the Jacksonville Sports Hall of Fame, and has hosted events such as 2010, 2015, and 2019 NCAA Men's Basketball Tournament, concerts like Elton John, Pink, Blake Shelton and performances like Disney on Ice.

Museum of Science & History
1025 Museum Cir, Jacksonville, FL 32207

VyStar Veterans Memorial Arena
300 A Philip Randolph Blvd, Jacksonville, FL 32202

Sports & Fitness
Arts & Culture
Meeting Facility

Select All
Arts & Culture
Nightlife
Things to Do
Shopping
Tour Companies
Parks & Outdoors
Sports & Fitness
Services

Log In

See & Do   Events   Eat & Drink   Tours   Stay   My Plan

VisitWidget

Web Widget Options

Stops

Stops are listed in the recommended order set up by client. All stops on a tour must already be set up as a coming from the website integration or manually unless you would only like to show up on a tour. Stops is added individually to your plan or you can add entire tour with one click on the cover photo.

Cover Photo & Action Bar

Ideal dimensions for the tour cover photo are also 960x600px. Categories applicable to to the tour show on the right and on the action bar you see the number of stops and total drive or walk time it takes to complete the tour. You can map it so show routing and Add all stops to your plan from the button overlaid on the cover photo.

Tour Route

After clicking "Map It" you are able to see the tour fully routed out on the map. Once the tour stops are added to your plan you can drag and drop the order based on your schedule and the route will automatically recalculate.
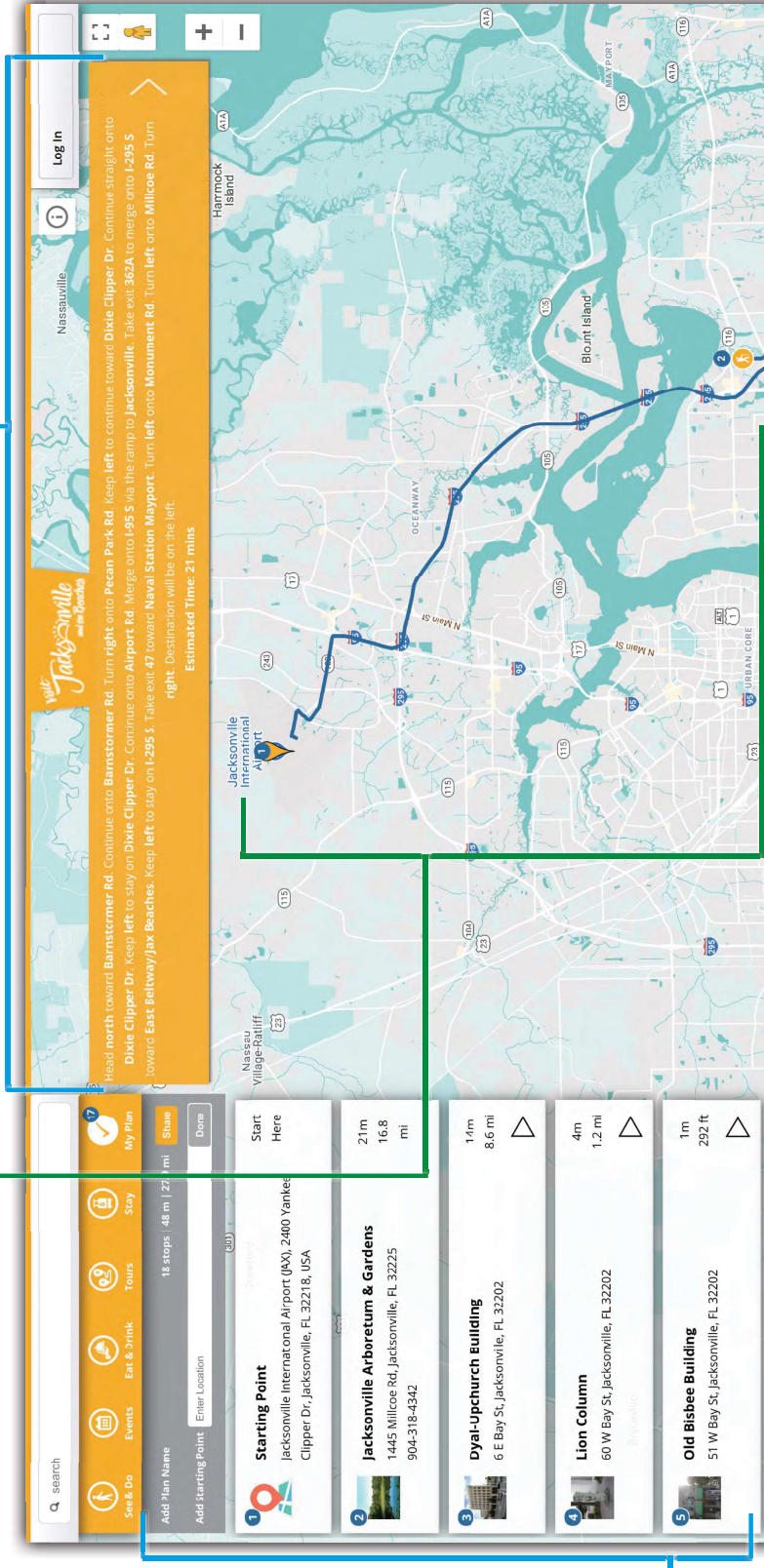
Web Widget Options

Plan List

y Plan view allows you to name your Plan and
e total number of stops/travel time in the grey
r. Below are all of the stops added to your
n the order added. You are able to drag and
o reorder based on your schedule and the
ill update instantaneously.

Segmented Routing

When a user clicks "Start Plan" at the bottom of
the "My Plan" list, segmented routing appears,
starting with Stop 1 - Stop 2. Chained routing is
used for plans containing more than 25 items.
Users can append a starting point to their plan
based on their current location or an address.

Route & Travel Time

Textual directions appear at the top of the
segmented routing screen. When a user is ready
to move to the next stop, they click the arrow on
the right to see the next set of textual routing
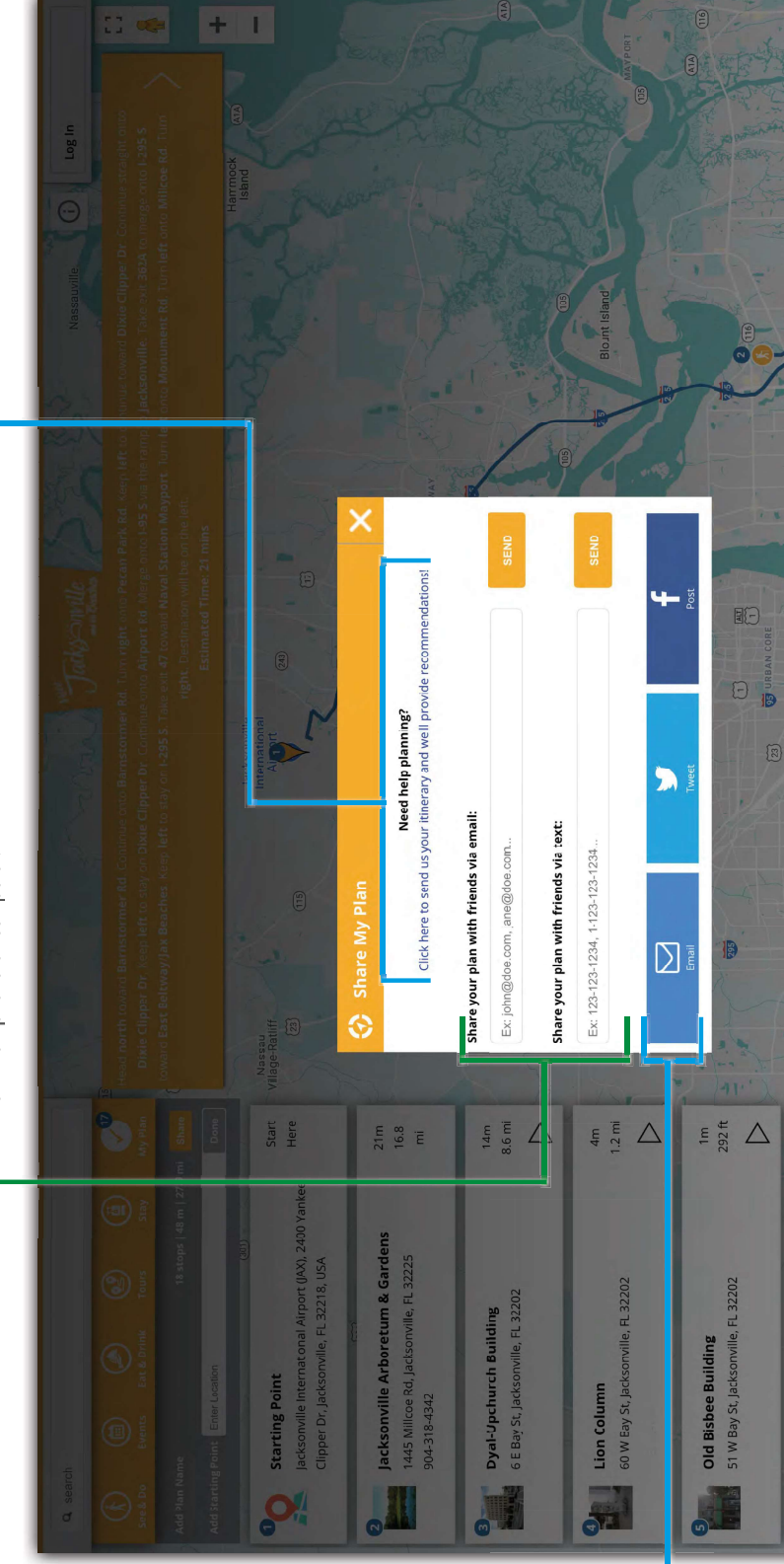directions.

Web Widget Options

al Share

he "My Plan" header, a user can choose
re their Plan. The social share options
the user's plan to be shared via email,
r or Facebook.

Email & SMS Share

An easy way to share a plan via text or email is
to enter multiple phone numbers or emails in the
text boxes on the share modal. Clicking send
immediately sends a link with a unique plan ID to
those friends, allowing them to view the plan
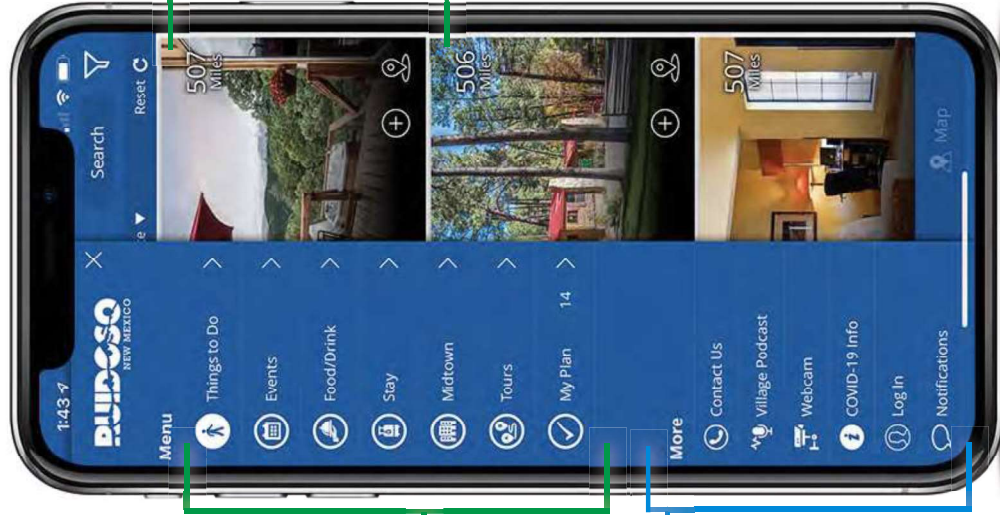from their phone or computer.

DMO Share

To allow users to ask for help planning, they are
able to send their itinerary to a designated
contact within each client's organization, along
with a textual message that will come through to
the client's email.

Share My Plan

Need help planning?
Click here to send us your itinerary and we'll provide recommendations!

Share your plan with friends via email:

Ex: john@doe.com, ane@doe.com...

SEND

Share your plan with friends via text:

Ex: 123-123-1234, 1-123-123-1234 ...

SEND

Email   Tweet   Post

VisitWidget

Starting Point
Jacksonville International Airport (JAX), 2400 Yanke
Clipper Dr, Jacksonville, FL 32218, USA

Start
Here

Jacksonville Arboretum & Gardens
1445 Millcoe Rd, Jacksonville, FL 32225
904-318-4342

21m
16.8
mi

Dyal-Upchurch Building
6 E Bay St, Jacksonville, FL 32202

14m
8.6 mi

Lion Column
60 W Eay St, Jacksonville, FL 32202

4m
1.2 mi

Old Bisbee Building
51 W Bay St, Jacksonville, FL 32202

1m
292 ft

Log In

Mobile Apps Overview

Category Filter Search

On the default load map, the categorie not shown. To view of categories, user click the filter icon the top right. To se for a particular plc event, users can cli Search bar and it expand across the bar. As users type, system will show a narrow the search

Categories

Once the filter ico selected, the categ become a flyout o right hand side an users are able to deselect the categ they would like to listings for.

List View

Each Place or Event utilizes a cover photo with the name, ability to map it and add it to a plan. Users are able to click the cover photo to go to a details page for more information.

Map View

Once on the map view users will see pins for Places/Events that correspond to the categories the user has selected along the right. Users are able to zoom in/out and move the map to see more or different locations.

Map/List Toggle

Users are able to toggle between the list view (shown here in the left phone screen) and Map (shown on the right).

app side menu, able to select which would like to Once selected the closes and can be ed via the menu bar left of the device.

s

gs include a way to users who want to account or already access to ons (push messages, s, upcoming event s, etc). 3rd party URLs ther page clients want s to have easy access torials that users can fer back to.
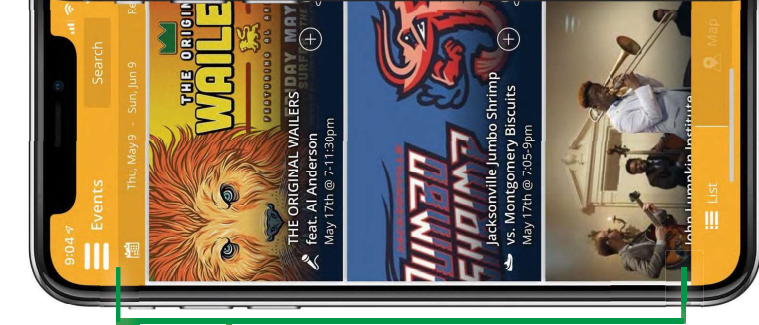
Mobile Apps Options – Navigation

Grid Menu

The Grid Menu shows as the default view upon launch of the app. Each button reflects the same options as the side menu, but in a grid format. Users are able to use the grid icon in the top left to return to the grid menu from other feeds.


Side Menu

The Side Menu is accessed through the menu icon on the top left of the app screen upon launch. Once clicked, users are shown a list of all Menu Items and Settings and can choose which feed or option they would like to view.

Mobile Apps Options - Events

Map View

If a user toggles to the Map view, the map shows pins for events corresponding to the categories selected. If a user clicks on a pin, more information appears along the bottom. To go to the Detail view, users can click anywhere in the box that appears.
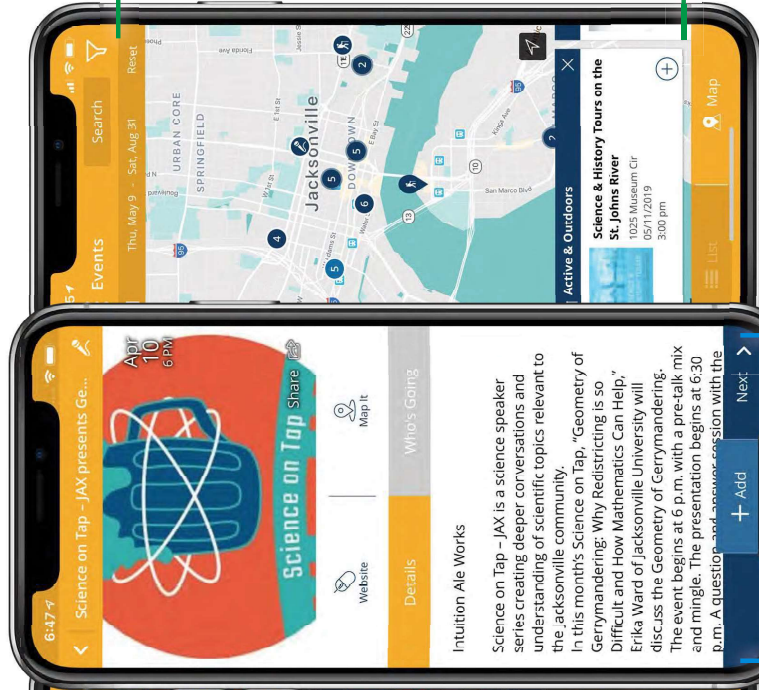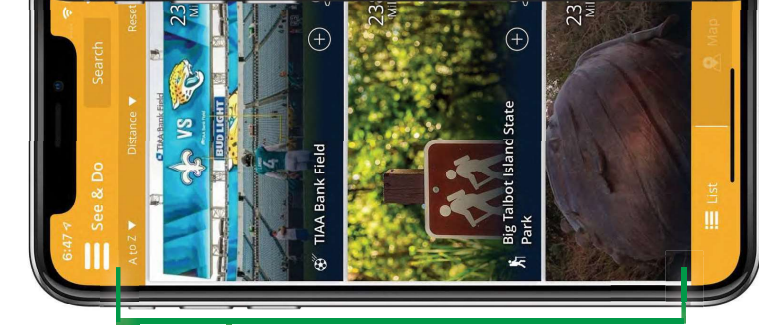
Detail View

The details page shows the cover photo with date, time and ability to share overlaid, and the ability to go to a website with more information or map it from the top bar. By default, the details show more information on that particular event. To add the Event to a plan, users can select "+ Add" at the bottom of the screen or click "Next" to view the next event chronologically.

List View

From the Events list view, each event has a cover photo with name, date/time and the ability to map or add that item to their plan. For more information a user is able to click anywhere on the cover photo to take them to the detail page,

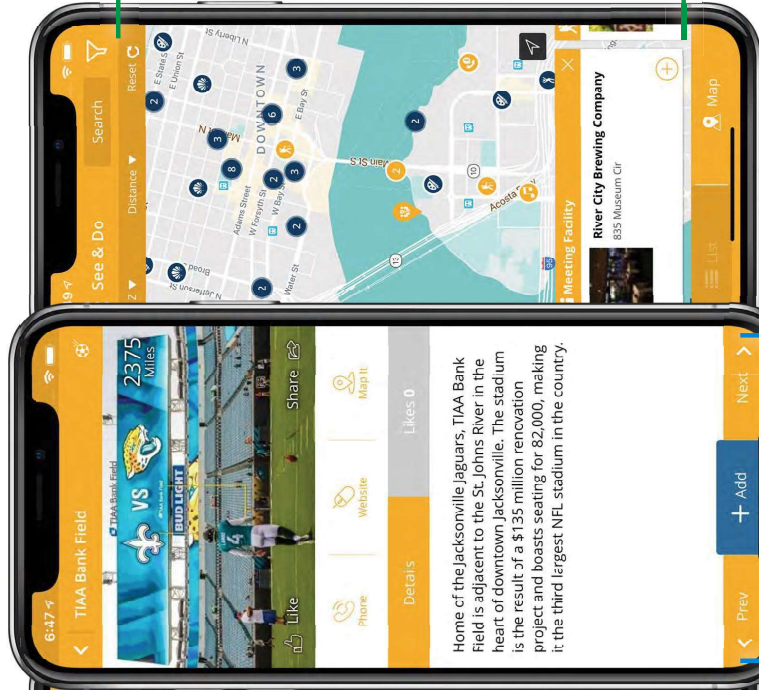VisitWidget

Mobile Apps Options - Attractions

List View

From the Places list view, each place has a cover photo with name and the ability to map or add that item to their plan. For more information a user is able to click anywhere on the cover photo to take them to the detail page.

Map View

If a user toggles to the Map view, the map shows pins for places corresponding to the list view and categories selected. If a user clicks on a pin, more information appears along the bottom. To go to the Detail view, users can click anywhere in the box that appears.

Detail View

The details page shows the cover photo with distance from your current location and ability to share overlaid, and the ability to go to a website with more information, click to call or map it from the top bar. By default, the details show more information on that particular listing. To add the Place to a plan, users can select "+ Add" at the bottom of the screen or click "Next" or "Previous" to view the next place in the list.

VisitWidget

Mobile Apps Options – Tours

List View

From the Tours list view, each tour has a cover photo with name and the ability to map or add that tour to their plan. For more information a user is able to click anywhere on the cover photo to take them to the detail page.

Map View

If a user chooses "Map It" from the Tour flyout, the map shows the tour fully routed out. If a user clicks on a pin, more information appears along the bottom. To go to the Detail view, users can click anywhere in the box that appears.
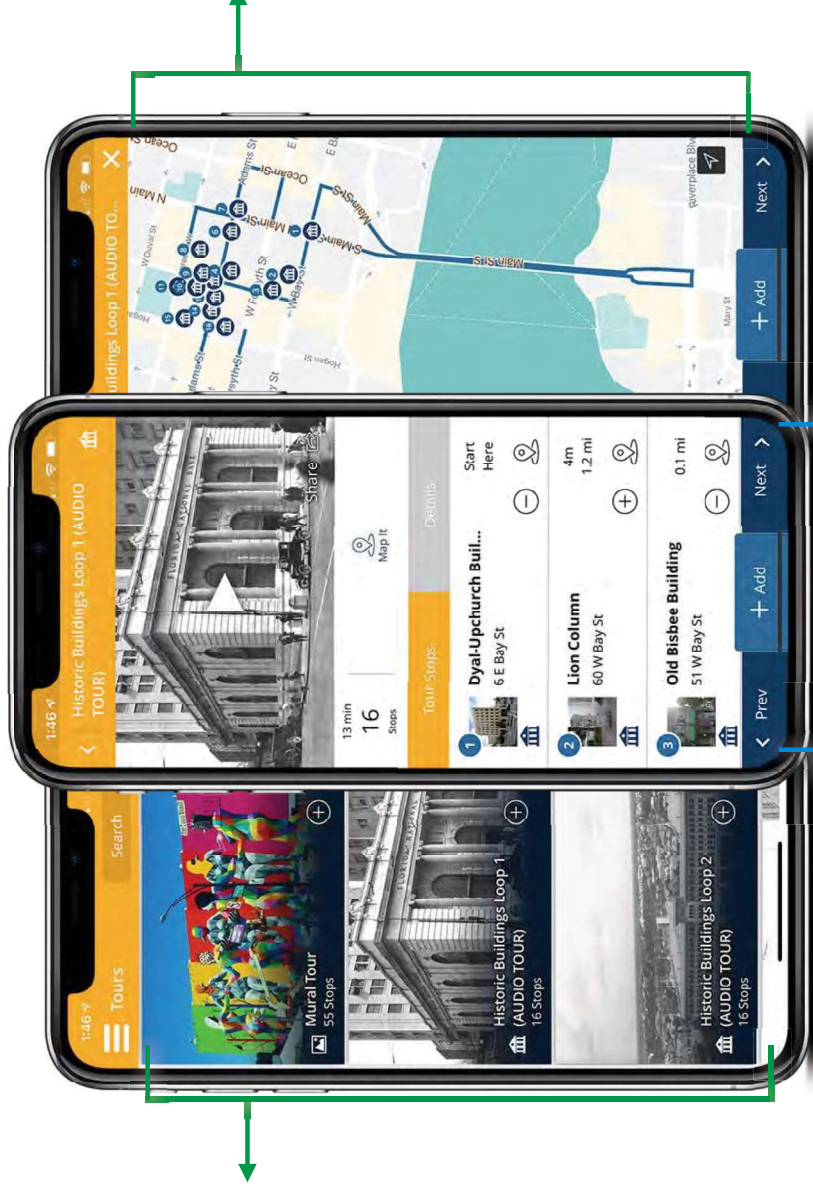
Detail View

The tour detail page shows the cover photo along with the total number of stops and ability to map the tour in the top bar. By default, the list of stops in their recommended order appears. To read more details about the tour, a user can toggle to "Details". To add a Tour to a plan, users can select "+ Add" at the bottom of the screen or click "Next" or "Previous" to view the next tour in the list. Users are able to add individual stops to their plan if they aren't interested in all of the stops.

# Mobile Apps Options – My Plan

List View

The My Plan view allows you to name your Plan and see the total number of stops/travel time in the grey header. Below are all of the stops added to your plan in the order added. You are able to drag and drop to reorder based on your schedule and the map will update instantaneously. Clicking Start Plan will map out the first two items in your plan and show textual directions as indicated in the phone screen on the right.
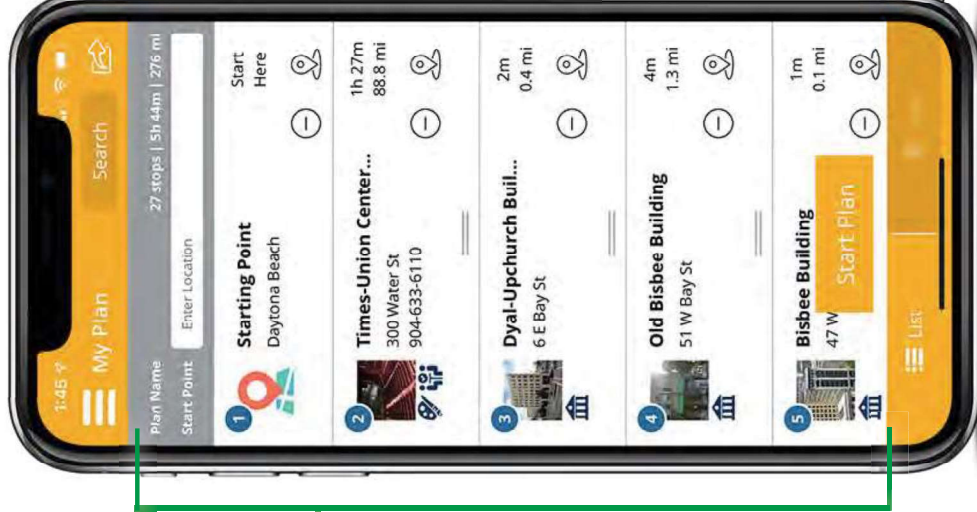
Map View

When a user toggles to the Map View they will initially see a fully routed version of their plan. If they choose to reorder items, the map will automatically update. When users click "Start Plan" the map view will route out each segment of their plan and give textual directions along the bottom.

VisitWidget
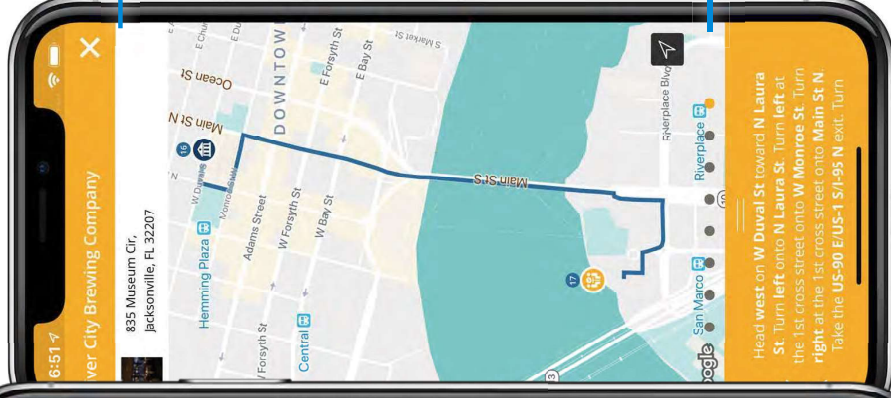
Analytics Dashboard

Main Navigation

The Dashboard provides an aggregated view of the selected metrics across the widget and apps over the selected timeframe. You can also drill down to platform specific views by selecting other options below.
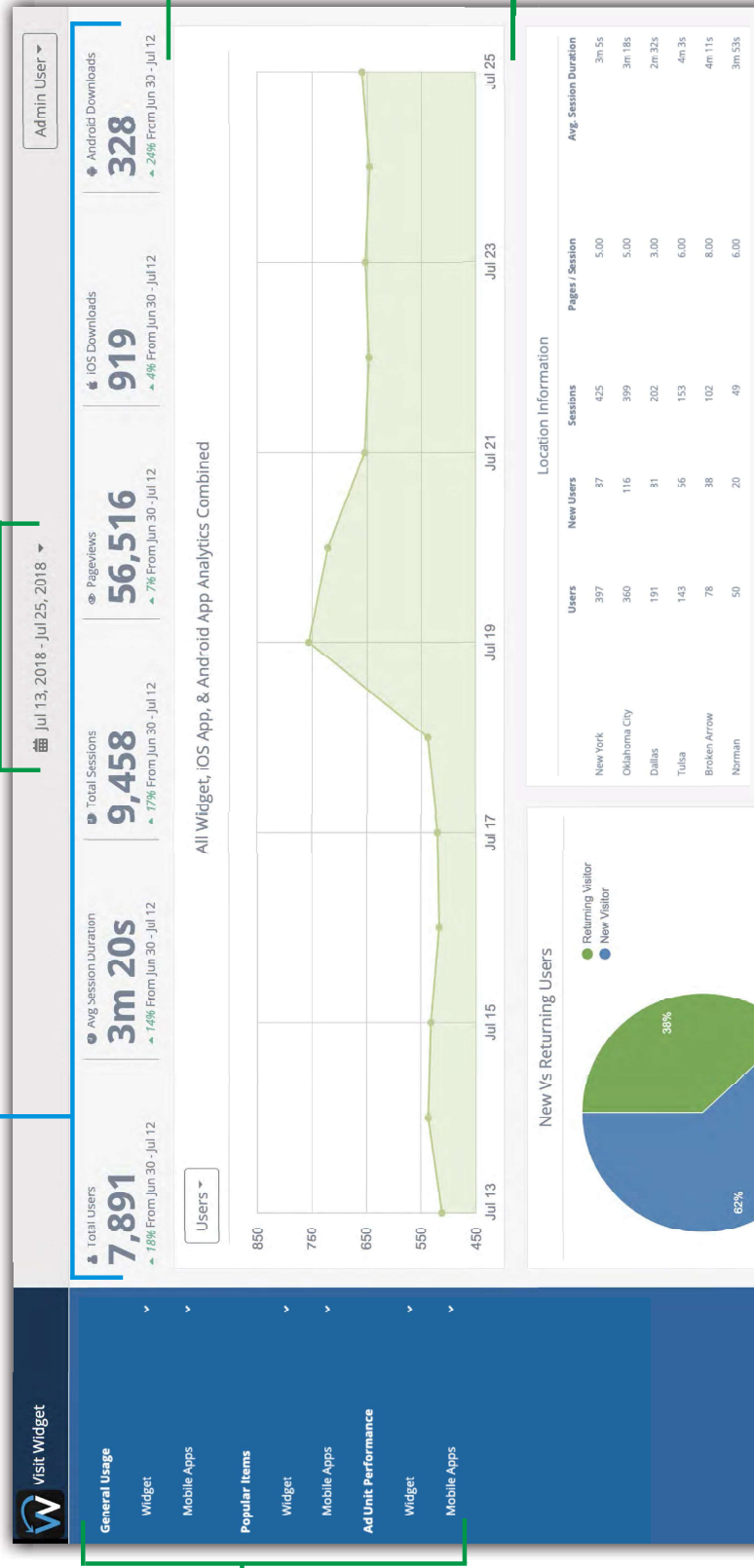
Highlights Header

The Highlights Header offers a snapshot of important metrics based on the main navigation selection and selected timeframe. It also show the percentage change for each metric from the previous period.

Date Range Selector

The Date Range Selector defaults to one week backward from the current date. Clicking anywhere on the date range will open a date range picker modal where you can select predefined ranges or a custom date range.

Metric Time

The Metric Tim shows an area the menu navi item selected c metric selectec the chosen tim You can view l Sessions, Page Pageviews per

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Visit Widget

General Usage
Widget
Mobile Apps

Popular Items
Widget
Mobile Apps

Ad Unit Performance
Widget
Mobile Apps

Admin User ▾

📅 Jul 13, 2018 - Jul 25, 2018 ▾

▲ Total Users	⏱ Avg. Session Duration	⏱ Total Sessions	👁 Pageviews	📱 iOS Downloads	🤖 Android Downloads
7,891	**3m 20s**	**9,458**	**56,516**	**919**	**328**
▲ 18% From Jun 30 - Jul 12	▲ 14% From Jun 30 - Jul 12	▲ 17% From Jun 30 - Jul 12	▲ 7% From Jun 30 - Jul 12	▲ 4% From Jun 30 - Jul 12	▲ 24% From Jun 30 - Jul 12

Users ▾

All Widget, iOS App, & Android App Analytics Combined

850
760
650
550
450

Jul 13   Jul 15   Jul 17   Jul 19   Jul 21   Jul 23   Jul 25

New Vs Returning Users

● Returning Visitor
● New Visitor

38%
62%

Location Information

	Users	New Users	Sessions	Pages / Session	Avg. Session Duration
New York	397	87	425	5.00	3m 5s
Oklahoma City	360	116	399	5.00	3m 18s
Dallas	191	81	202	3.00	2m 32s
Tulsa	143	56	153	6.00	4m 3s
Broken Arrow	78	38	102	8.00	4m 11s
Norman	50	20	49	6.00	3m 53s

VisitWidget

Budgetary **Estimate**

Item	Notes	Price
Setup & Submission	Includes full content integration with client site/CRM, design and development of widget, and app interfaces, and full submission process of apps to App Store & Google Play.	$5,000
Pro Plan	Includes hourly content sync, quarterly app updates, push messaging, proximity messaging, analytics dashboard access, and support services.	$499/month
Augmented Reality	Includes graphic design and configuration of up to 20 AR sites. Also includes training and support for setup of additional sites.	$7,500
Bandwango Integration	Activity booking flow on attractions, events, and predefined tours.	$2,500
Bandwango Pricing	See pages 18 - 20 for detailed proposal and pricing.	$14,500/year

VisitWidget

Digital Experience Passes & Experience Marketplace

Destination Marketing Organizations use [Bandwango](#) to create curated experiences using our multi-business passes, trails, and passports ([Museum Pass](#), [Ale Trail](#), etc.). They also use Bandwango to sell individual tickets and tours to what their destination already has to offer. Bandwango calls that an [Experience Marketplace](#), and it accomplishes many things: it provides a "one stop shop" for the visitor or local who is looking to build an itinerary of activities, it drives additional ways for that business to sell their tickets and tours, and finally and perhaps most importantly, it shows attribution and ties economic impact back to the DMO!

Integrated with Ease & Delivered Instantly

There are a couple options that ensure the web visitor is not clicking off to another site: a subdomain landing page can be utilized - one that looks and feels exactly like the DMO brand - and/or the HTML injection of "product cards" directly onto the DMO site. Both are simple to implement and we work with any kind of CMS.

When a DMO sells individual tickets and tours on the Bandwango platform, there are a few options for the businesses/merchants, one of which is Bandwango can import their barcodes to track capacity and availability. Time-ticketing is also accommodated within the platform and technology.

Whether it's multi-business passes or individual tickets or tours, the pass or ticket is delivered instantly via text and email with a print-at-home option. The Bandwango platform is an exclusive lightweight web application framework that allows customers to begin enjoying their experiences instantly - no app stores, no passwords and no downloads required.

Comprehensive Data Analytics & Managed Accounting

Comprehensive data from customers who purchase or sign up for tickets or passes is accessible on Bandwango's back-end platform, to which the client has real-time access. Some of the information

what businesses they visited and when, and what they redeemed (if applicable). Bandwango always asks customers to opt-in to your marketing efforts, and data shows approximately 50 to 70% of customers do so, leading to additional leads for your organization to use as you see fit (e-newsletters, Facebook look-alike audiences, etc.). For ticket sales or paid passes, the revenue collected and distributed is also displayed in this back-end platform. Any of this available data can be customized and configured by Bandwango to be viewed in dashboard format for easy viewing, reporting and dissemination.

Bandwango provides all managed accounting services including collection of funds, payment disbursement to the businesses via check or ACH, and distribution of excess funds to the client (if applicable) every month.

Operational Partner and Customer Service Support

Bandwango's experienced **Client Success and Services teams** work closely with our DMO clients, and in fact, many of them have worked at a major Destination Marketing Organization prior to joining Bandwango. They strategize with the client on which passes they want to launch consecutively (must focus on one pass launch at a time) and how each pass will function. While the onus of marketing the passes or Experience Marketplace will be on the client, our **Marketing Operations Manager** leans in quite a bit with providing best practices, strategy and approach.

Another important team is Bandwango's **Merchant Services team** who works closely with the businesses that will be on the passes and/or selling individual tickets and tours in the marketplace. Once the client establishes which businesses they want on a pass or in the marketplace, Bandwango works to recruit, onboard and manage this entire process (we just ask for an email introduction). This team is also responsible for ensuring the staff at the participating business is trained on the initiative and functionality of the pass.

Finally, Bandwango has a 24/7/365 **Customer Service team** that provides email, phone and text support to your passholders or customers who have purchased a ticket or tour through our platform.

Pricing

The Bandwango engagement is based on a license and platform fee, therefore unlimited passes and building out an Experience Marketplace is all included (multi-business passes must be launched one at a time). The first year has been extended to 15 months and is $14,500 in year

Bandwango collects 10%. This commission absorbs the credit card processing fees, and is built into the price of the pass and not billed to the client. Bandwango never charges the businesses on the pass on in the marketplace, however, they will need to provide a wholesale rate or discount in order to account for the 10% commission, of which they should be used to.

We look forward to partnering with Santa Fe Tourism and Visit Widget!

Proposal written and presented by:

Casey Burdsall
Sales Director

bandwango
The Destination Experience Engine

+1 (312) 420-4566
casey@bandwango.com

TRIPHOBO BID

(Via Email)

EMAIL DATED: October 18, 2020

Thank you for your email.

We discussed the scope internally and we strongly believe we can deliver all the defined requisites, infact it is very similar to our current solution.

We offer our trip planner API annual license for USD 12000 and USD 5000 for the set up. Would you like to get on a call sometime this week to take it ahead from here?

Regards,

Pushkar

EMAIL DATED: October 19, 2020

We can integrate several API's to our trip planner as we have built it as a plug and play model.

TripHobo has built its internal system where one can add activities/tours or hotels and accept bookings. We can also integrate our trip planner to your existing CRM, however we will need to revisit the scope and the customization will attract charges. Usually we quote around USD 8 per hour/ per resource for any customization request.

The monthly charges for maintenance won't be more than USD 2000 and that will be attracted only if we need to build some complex system, if it is simpler the cost can be as low as USD 300.

Regards,

Pushkar

Email: xivigil@santafenm.gov

Signature: *Xavier Vigil*

Xavier Vigil (Dec 3, 2020 10:39 MST)

Email: xivigil@santafenm.gov

CM TOURISM WEND YOUR WAY PACKET r1

Final Audit Report 2020-12-03

Created:	2020-11-11
By:	YODEL CATANACH (yocatanach@ci.santa-fe.nm.us)
Status:	Signed
Transaction ID:	CBJCHBCAABAA59r5bB0Q1rHcv18iNeuu5thXIwSc5XfU

"CM TOURISM WEND YOUR WAY PACKET r1" History

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2020-11-11 - 1:58:09 AM GMT- IP address: 63.232.20.2

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