



**Town of Surfside  
Tourist Board  
AGENDA  
Monday, September 12, 2022  
5:30 PM  
Town Commission Chambers**

***Rule 7.05 Decorum. Any person making impertinent or slanderous remarks or who becomes boisterous while addressing the commission shall be barred from further appearance before the commission by the presiding officer, unless permission to continue or again address the commission is granted by the majority vote of the commission members present. No clapping, applauding, heckling or verbal outbursts in support or opposition to a speaker or his or her remarks shall be permitted. Signs or placards may be disallowed in the commission chamber by the presiding officer. Persons exiting the commission chambers shall do so quietly.***

***Rule 6.06 (a)3 Agenda. The good and welfare portion of the agenda set for 8:15 p.m. shall be restricted to discussion on subjects not already specifically scheduled on the agenda for discussion and debate. In no event shall this portion of the agenda be allotted more than 45 minutes with each speaker to be given no more than three minutes, unless by vote of a majority of the members of the commission present, it is agreed to extend the time frames. Likewise, commission members shall be restricted to speaking three minutes each unless an extension is granted in the same manner as set forth in the prior sentence.***

***Any person who received compensation, remuneration or expenses for conducting lobbying activities is required to register as a lobbyist with the Town Clerk prior to engaging in lobbying activities per Town Code Sec. 2-235. "Lobbyist" specifically includes the principal, as defined in this section, as well as any agent, officer or employee of a principal, regardless of whether such lobbying activities fall within the normal scope of employment of such agent, officer or employee. The term "lobbyist" specifically excludes any person who only appears as a representative of a not-for-profit community-based organization for the purpose of requesting a grant without special compensation or reimbursement for the appearance; and any person who only appears as a representative of a neighborhood, homeowners or condominium association without compensation for the appearance, whether direct or indirect or contingent, to express support of or opposition to any item.***

***Per Miami Dade County Fire Marshal, the Commission Chambers has a maximum capacity of 99 people. Once this capacity has been reached, people will be asked to watch the meeting from the first floor.***

1. **Call to Order/Roll Call**
2. **Agenda and Order of Business**
3. **Approval of Minutes**
  - 3.A **August 1, 2022 Tourist Board Meeting Minutes** - Deputy Town Clerk Evelyn Herbello  
[08-01-2022 Tourist Board Meeting Minutes.pdf](#)
4. **Discussion Items**
  - 4.A **Resort Tax Collection and Vacancies Report** - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros  
[September Vacancies and Resort Tax Report.pdf](#)
  - 4.B **New Visit Surfside Website** - Tourism and Communications Director Frank Trigueros - Tourism and Communications Director Frank Trigueros  
[Town of Surfside Simpleview Proposal.pdf](#)
  - 4.C **Summer Fridays Recap** - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros
  - 4.D **Fall Paddeltopia to Avoid Park Construction** - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros
  - 4.E **FY 2022-23 On The Beach Music Series** - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros
  - 4.F **FY 2022-23 Classic Car Show** - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros
  - 4.G **Bootcamp and Brews** - Tourism and Communications Director Frank Trigueros - Communications and Tourism Director Frank Trigueros
5. **Public Comments**
6. **Next Meeting**
  - 6.A **Next Meeting: October 3, 2022** - Deputy Town Clerk Evelyn Herbello - Deputy Town Clerk Evelyn Herbello
7. **Adjournment**

Respectfully submitted,

Andrew Hayatt  
Town Manager

THIS MEETING IS OPEN TO THE PUBLIC. IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990, ALL PERSONS THAT ARE DISABLED; WHO NEED SPECIAL ACCOMMODATIONS TO PARTICIPATE IN THIS MEETING BECAUSE OF THAT DISABILITY SHOULD CONTACT THE OFFICE OF THE TOWN CLERK AT 305-861-4863 EXT. 226 NO LATER THAN FOUR DAYS PRIOR TO SUCH PROCEEDING.

IN ACCORDANCE WITH THE PROVISIONS OF SECTION 286.0105, FLORIDA STATUTES, ANYONE WISHING TO APPEAL ANY DECISION MADE BY THE TOWN OF SURFSIDE COMMISSION, WITH RESPECT TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING, WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE, MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDINGS IS MADE WHICH RECORD SHALL INCLUDE THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

AGENDA ITEMS MAY BE VIEWED AT THE OFFICE OF THE TOWN CLERK, TOWN OF SURFSIDE TOWN HALL, 9293 HARDING AVENUE. ANYONE WISHING TO OBTAIN A COPY OF ANY AGENDA ITEM SHOULD CONTACT THE TOWN CLERK AT 305-861-4863. A COMPLETE AGENDA PACKET IS ALSO AVAILABLE ON THE TOWN WEBSITE AT [www.townofsufsidefl.gov](http://www.townofsufsidefl.gov).

TWO OR MORE MEMBERS OF OTHER TOWN BOARDS MAY ATTEND THIS MEETING.

THESE MEETINGS MAY BE CONDUCTED BY MEANS OF OR IN CONJUNCTION WITH COMMUNICATIONS MEDIA TECHNOLOGY, SPECIFICALLY, A TELEPHONE CONFERENCE CALL. THE LOCATION 9293 HARDING AVENUE, SURFSIDE, FL 33154, WHICH IS OPEN TO THE PUBLIC, SHALL SERVE AS AN ACCESS POINT FOR SUCH COMMUNICATION.



**Town of Surfside  
Tourist Board  
MINUTES  
August 1, 2022  
5:30 PM  
Town Commission Chambers**

**1. Call to Order/Roll Call**

The meeting was called to order at 5:37 p.m.

Present: Chair Eli Tourgeman, Vice Chair Ben Jacobson, Board Member Lisa Herman and Board Member Ezequiel Singer.

Absent: Board Member Diana Gonzalez

Also Present: Tourist Board Liaison Mayor Shlomo Danzinger  
Town Manager Andrew Hyatt  
Town Attorney Roger Pou  
Communication and Tourism Director Frank Trigueros

Chair Tourgeman acknowledged the other members present at the meeting.

**2. Agenda and Order of Business**

**3. Approval of Minutes**

**3A Approval of Meeting Minutes - July 11, 2022 - Deputy Town Clerk Evelyn Herbello**

Vice Chair Jacobson requested amendments to the minutes and asked Deputy Town Clerk Herbello to go back to the meeting video where he discussed beach chairs and to please place the verbatim portion of what he stated in the minutes.

A motion was made by Board Member Herman to approve the July 11, 2022 Tourist Board Meeting Minutes as amended, seconded by Vice Chair Jacobson. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

[July 11, 2022 Special Tourist Board Meeting Meeting Minutes.pdf](#)

**4. Resort Tax Collection and Vacancies Report**

Communications and Tourism Director Trigueros provided an update on the item. He

stated that the trend has been record increases and it is the first time seeing a decrease in numbers in quite some time. He stated that the 4% from the accommodations side is up.

Vice Chair Jacobson asked regarding the new French café opening up.

Communications and Tourism Director Trigueros spoke regarding all the new businesses that will be opening up soon.

## 5. Discussion Items

### 5.A Ke Turtle Sculpture Launch, Public Works Recognition - Chair Eli Tourgeman

Chair Tourgeman recognized the Public Works staff for their incredible work on the Ke Mother Turtle sculpture site. He stated that this Board appreciates their hard work and dedication and that their work was conducted with great care. He presented staff with a Certificate of Appreciation along with a gift card.

### 5.B Event Recaps: On The Beach Series, Classic Car Show - Tourism & Communications Director Frank Trigueros

Communications and Tourism Director Trigueros provided an update on the item.

Alan Andi provided a recap of the events that took place and gave a presentation.

Chair Tourgeman thanked him for doing the right thing for Surfside. He spoke regarding the history of the classic car event.

Board Member Herman stated that there weren't many cars and asked if they pay for the cars to be there.

Mr. Andi stated that they do not pay for the cars to be there and stated that the weather played a part in the low turnout due to the possibility of rain.

Board Member Herman stated that she did not feel or know where the money went to because there were not many cars.

Mr. Andi addressed the comment made by Board Member Herman.

Vice Chair Jacobson asked what could be done to enhance the car show and bring more vehicles to make it spectacular. He spoke about the money generated from restaurants and hotels and how to translate that into more offerings and events via the Tourist Board. He asked Mr. Andi what enhancements he would envision for the event to help make it spectacular.

Mr. Andi addressed the comments made by Vice Chair Jacobson regarding advertising and promotion. He stated that Third Thursdays is attracting a large number of guests and explained different events.

Vice Chair Jacobson spoke about wanting to always have an event happening in Town.

Mr. Andi continued discussing previous events and ideas to the Board.

Chair Tourgeman asked if he remembers an event that used to be called Battle of the Bands and explained what that event consisted of.

Mr. Andi stated that he would like to bring back the culinary event they used to have.

Board Member Singer spoke regarding the car show and suggested that he would like to see more event content online and greater promotion on social media.

Mr. Andi addressed the comments made by the Board members.

Communications and Tourism Director Trigueros thanked Mr. Andi and stated that there was a good turnout and spoke regarding the previous footprint. He stated that he will be proposing more events on the beach. He stated that they can work with the timing for next year.

Further discussion took place regarding different past events, present events and how to create more promotion and enhancement concepts for the events.

Chair Tourgeman wanted the Board to know the relationship he has with Mr. Andi from the past events in Surfside and he worked with what he had to work with in the past and thanked him for his hard work.

Mayor Danzinger suggested to have the car show another month since the rain did greatly impact the turnout for that event.

Chair Tourgeman addressed the comments made by Mayor Danzinger and explained that if you are looking to move the car show to November or December you need to book now and it might be too late to book it for this year.

**5.C Board Suggestions and Ideas, Events & More - Tourism & Communications**  
Director Frank Trigueros

Chair Tourgeman introduced the item and spoke regarding the different ideas for events.

Communications and Tourism Director Trigueros spoke about the timing of when to introduce new event ideas to the Board.

Chair Tourgeman stated if they have ideas they should start now.

Communications and Tourism Director Trigueros provided a presentation which included the ideas submitted by the different Board members

Chair Tourgeman asked if there was a health and fitness idea.

Board Member Herman stated it is like an obstacle course and the majority of the sports are Parks and Recreation Department events.

Vice Chair Jacobson stated that karaoke or comedy, anything that involves adult events would be great once a month.

Board Member Herman asked if they can ask someone to submit what they are saying and create an event for next year instead of piece meal the event and having one company doing it.

Vice Chair Jacobson asked if they could do an open vendor night and have those vendors bring ideas of the events they are proposing.

Communications and Tourism Director Trigueros stated that they can do that as long as they narrow the list.

Town Attorney Pou stated that it is fine if they want to have multiple companies to present their ideas before them like last year with the Third Thursday events and then the Board selects the company they like the most.

Vice Chair Jacobson suggested having a weekly event, even if it is not a huge event.

Chair Tourgeman stated he has a laundry list and see if it is possible to have presenters for next month's meeting and then you can narrow down what events they will have for the upcoming months.

Communications and Tourism Director Trigueros stated that the conversation he has had is that there is a preliminary budget and they can suggest adding \$500,000. He also stated that they must stay within a reasonable schedule as presented to them. He stated if it is not in the approved budget, they would have to do a budget amendment.

Chair Tourgeman asked how much they have in the budget for events.

Communications and Tourism Director Trigueros addressed the comment made by Chair Tourgeman.

Vice Chair Jacobson spoke regarding gifts for special events, recommending that the proposed budget for promotional items be increased to \$100,000.

Communications and Tourism Director Trigueros stated that amount is substantially higher than before and that might push them too far off to what was presented to the Commission and explained that they cannot too many materials at once because they do not have storage space.

Communications and Tourism Director Trigueros stated he increased the recommended social media line item to

\$35,000 based on the Board's desire to promote more on social media. He spoke regarding the trade shows for the hotels and they always have the option of giving them some money for sales and trade missions.

Chair Tourgeman stated that the Tourist Bureau would possibly be more effective promoting the whole destination at these trade shows and sales missions.

Communications and Tourism Director Trigueros stated that they can raise the trade shows to \$35,000.

Board Member Herman asked regarding the social media and instragamable spot.

A motion was made by Vice Chair Jacobson to amend the budget as follows and to request for the Town Manager to provide to the Town Commission this Board's recommendation. The amendments to the budget are a) branded gifts from \$20,000 to \$100,000; b) increase the on the beach music series from \$50,000 to \$100,000; c) increase the additional events from \$250,000 to \$500,000; d) add line item for \$100,000 for the July 4th show enhancements; e) increase social media to \$70,000; f) increase the trade shows participation to \$35,000, seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

Communications and Tourism Director Trigueros stated that if the Commission does not approve the increase then they revert to the original amounts proposed.

Chair Tourgeman does not see why the Commission would not vote in favor of their recommendation.

Board Member Singer asked if they say no what would be the next step.

Board Member Herman wanted to entertain the pickle ball court.

Communications and Tourism Director Trigueros stated that they can recommend it.

Mayor Danzinger stated that they have it as one of their items on the agenda.

Further discussion took place among Communications and Tourism Director Trigueros and the Board Members regarding the different proposed events on the presentation slide and events agreed upon along with location and logistics.

Chair Tourgeman asked for Communications and Tourism Director Trigueros to send the Board the short list agreed upon tonight.

Board Member Singer asked to expand the list and bring the vendors with what events they are able to produce.

Vice Chair Jacobson spoke regarding the different events discussed.

Board Member Herman spoke regarding the floating dock and putting it on the street ends and possibly moving it monthly for hotel guests to use.



Communications and Tourism Director Trigueros stated that has to go to the Commission for approval.

Chair Tourgeman does not agree with looking at street ends for unloading the paddle boards.

Communications and Tourism Director Trigueros spoke about possibly having a paddeltopia on the beach.

**5.D Project-Based PR Support - Tourism & Communications Director Frank Trigueros**

Communications and Tourism Director Trigueros provided an update on the item.

Vice Chair Jacobson asked if this is already budgeted.

Communications and Tourism Director Trigueros stated that it is currently budgeted and he had \$20,000 but asked if they would like to increase it to \$40,000

A motion was made by Vice Chair Jacobson to reconsider the motion for item 5C (Board Suggestions and Ideas, Events & More), seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

A motion was made by Vice Chair Jacobson to include with the original motion recommendations under item 5C ( Board Suggestions and Ideas, Events & More) to amend the budget plan to include a) branded gifts from \$20,000 to \$100,000; b) increase the on the beach music series from \$50,000 to \$100,000; c) increase the additional events from \$250,000 to \$500,000; d) add a line item for \$100,000 for the July 4th show enhancements; e) social media \$70,000; f) increase the trade show to \$35,000; and g) to increase the public relations budget from \$20,000 to \$40,000, seconded by Board Member Singer. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**5.E Tourism Budget FY 2022-2023 - Tourism & Communications Director Frank Trigueros**

Communications and Tourism Director Trigueros provided an update on the item.

This item was heard in conjunction with item 5C (Board Suggestions and Ideas, Events & More).

A motion was made by Vice Chair Jacobson to approve the budget plan as presented and request the Town Manager to present this Board's recommendations to the Town Commission for approval, seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

**6. Public Comments**

The following individual from the public spoke:

Sara Liss spoke regarding finding a vendor that will promote and bring events that are unique to Surfside.

**7. Next Meeting**

**7.A Next Meeting: September 12, 2022 (Date changed due to September 5, 2022 being a holiday) - Deputy Town Clerk Evelyn Herbello**

Consensus was reached to hold the next meeting on September 12, 2022 due to September 5, 2022 being a holiday.

**8. Adjournment**

There being no further business to discuss before the Tourist Board, Vice Chair Jacobson made a motion to adjourn the meeting at 7:02 p.m., seconded by Board Member Herman. The motion carried with a 4-0 vote with Board Member Gonzalez absent.

Respectfully submitted:

Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

\_\_\_\_\_  
Eli Tourgeman, Chair

Attest:

\_\_\_\_\_  
Evelyn Herbello  
Deputy Town Clerk



**TOURIST BOARD MEETING, SEPT. 13 2022**

**New Businesses Coming Soon:**

- 9486 Harding Ave. - PB&B! (Juices)
- 9509 Harding Ave. – Sushi restaurant
- 9564 Harding Ave. (Real Estate office)
- 9545 Harding Ave. - Cafe des Artistes
- 9441 Harding Ave. ROAST Restaurant

**Additional Vacancies**

- 9588 Harding Ave.
- 9599 Harding Ave.
- 9531 Harding Ave.
- 9501 Harding Ave.
- 9545 Harding Ave.
- 262 96<sup>th</sup> Street

RESORT TAX REPORT			
<i>June Only</i>			
COLLECTIONS			
2020	2021	2022	2021 Vs. 2022
<b>2% Food &amp; Beverage Tax</b>			
\$ 27,987	\$ 92,949	\$ 79,349	<b>-14.6%</b>
<b>4 % Accommodations Tax</b>			
\$ 53,896	\$ 283,659	\$ 196,131	<b>-31.0%</b>
<i>January through June</i>			
COLLECTIONS			
2020	2021	2022	2021 Vs. 2022
<b>2% Food &amp; Beverage Tax</b>			
\$ 314,768	\$ 703,009	\$ 763,930	<b>8.6%</b>
<b>4 % Accommodations Tax</b>			
\$ 1,062,938	\$ 2,123,084	\$ 2,429,096	<b>14.4%</b>



**Town of Surfside  
Tourist Board  
September 12, 2022**

**DISCUSSION ITEM MEMORANDUM**

**Agenda #:** 4.B

**Date:** September 12, 2022

**From:** Tourism and Communications Director Frank Trigueros

**Subject:** **New Visit Surfside Website** - Tourism and Communications Director Frank Trigueros

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**Background/Analysis:** – The Tourist Bureau has been planning to redesign and relaunch its visitor website, [www.visitsurfsidefl.com](http://www.visitsurfsidefl.com). The current website is built within the Town’s municipal website provider, Sitefinity; a platform that is not designed for dynamic, large-scale visuals which are standard on tourism websites. It is important for the Town to have a world-class website reflecting the standard of our community and destination. Budget was allocated in FY 2021-22 to cover the expense.

The Tourist Bureau contacted and spoke to several additional website providers with previous experience in the tourism sector. It is a top priority for Department staff to be able to manage all content on the site internally once built without engaging consultants or outside agencies; therefore, staff recommends engaging Simpleview for the website redesign. Additional website providers that were researched include WIX, Four Square, Purrweb and Clay Global. None of them offer the same value as Simpleview when you analyze features and cost, or have the same track record of success in the hospitality sector.

Simpleview is the industry leader in tourism websites working with dozens of major destinations, big and small alike. Their clients include VISIT FLORIDA, Greater Miami Convention & Visitors Bureau, Destination Toronto, Palm Coast and the Flagler Beaches, Tampa Bay, Daytona Beach, Punta Gorda and countless others.

The CMS platform, billed annually, includes the website hosting, all developer updates and upgrades, reduced website support, open source extensions, an extranet for partner listings (local businesses) and many other features. As an ‘Add On Service,’ staff recommends including the SEO Lite package for Search Engine Optimization (SEO) services which are important for the launch. More information can be found in the proposal. Simpleview uses a 12-step process to develop a custom-built website that is up to Surfside’s standards as a five-star destination, is easily manageable by staff, and offers partner listings and extranet which is a direct benefit for Surfside businesses.

Fully funded by Tourism Resort Tax in an amount totaling \$57,900: \$25,500 for one-time redesign, \$17,400 annually for the CMS platform, and \$15,000 for Search Engine Optimization

(SEO) services (first year).

Staff will begin working on the new website once the item is approved by the Town Commission at the September 13 meeting.

# Town of Surfside Tourist Bureau

website design proposal



Let's make something  
**INSPIRING**

# Document Overview

- 3 Company Overview
- 10 Simpleview Solutions
- 11 Website Design & Development
- 20 Portfolio
- 27 Simpleview CMS
- 41 Investment Summary
- 47 Additional Services to Consider

A large Saguaro cactus stands prominently in the foreground, its arms reaching upwards. The background features a vast desert landscape with various cacti and shrubs, and a range of mountains under a sky transitioning from blue to orange and yellow at sunset. The text 'Company Overview' is centered over a white horizontal band.

# Company Overview



## SIMPLEVIEW AT A GLANCE

### STRUCTURE

Founded in 2001  
North Carolina  
Limited Liability Company  
400+ Employees

### LEADERSHIP

Ryan George, CEO  
Rich Reasons, President  
Bill Simpson, CTO  
Patrick Eichen, COO



### OFFICE LOCATIONS

#### HEADQUARTERS

8950 N. Oracle Road  
Tucson, AZ 85741  
520 575 1151

#### PITTSBURGH OFFICE

7 Parkway Center Dr S #679,  
Pittsburgh, PA 15220  
412 254 9000

#### EUROPE OFFICE

1.02 South Harrington Building  
182 Sefton Street  
Brunswick Business Park  
Liverpool L3 4BQ  
United Kingdom

#### REMOTE OFFICES

Austin, TX  
Ava, MO  
Bend, OR  
Canton, OH  
Cardiff, Wales  
Clermont, FL  
Clovis, NM  
Denver, CO  
Fayetteville, NC  
Flagstaff, AZ  
Los Angeles, CA

Milwaukee, WI  
Mexico City, Mexico  
Nashville, TN  
Oslo, Norway  
Pereira, Colombia  
Phoenix, AZ  
San Diego, CA  
San Francisco, CA  
Santa Fe, NM  
Vancouver, Canada  
Wilmington, NC  
Zurich, Switzerland

## Experience

Simpleview has been serving DMOs since 2001. We have more experience and expertise in delivering E-Tourism solutions than any other agency. Period.

## Expertise

Simpleview currently works with 900+ DMOs throughout the world. We have designed and developed more than 400 DMO websites, and our Destination Management System - Simpleview CRM - is used by more than 500 DMOs.

## DMO Focus

Simpleview is dedicated to the destination marketing industry as 99% of our business is tourism related. We serve on the board for organizations such as Destinations International, US Travel, ICCA, MPI and others. We have a customer advisory board and several user groups continuously collaborating with our leadership and R&D teams to ensure Simpleview is addressing the ever-changing needs of DMOs.



## OUR CORE SOLUTIONS



### Website Design & Development

Award-winning and inspiring responsive website designs backed by research, analytics and user testing.



### Content Management System (Simpleview CMS)

Powerful and easy-to-use CMS built specifically for DMOs, with a drag-and-drop interface and real-time responsive previews.



### Destination Management System (Simpleview CRM)

Web-based CRM built for partner management, group sales, visitor inquiries, event management, media relations, email marketing, reporting and more.



### Digital Marketing Services

Simpleview is a Google Premier Partner with a comprehensive Digital Marketing Team to help maximize your online marketing from SEO to paid media.



### Strategic Planning & Consulting

From content audits to target audience profiles and campaigns, your dedicated Simpleview team will serve as a strategic advisor and extension of your staff.

## Additional Services

- Web-Based Proposals
- Marketing Automation
- User-Generated Content
- Digital Accessibility
- Website Monetization
- Attractions Booking System
- Referral Engine
- Business Intelligence
- Destination Apps
- Stakeholder Engagement
- Digital Asset Management
- Destination Dashboards
- Conversion Rate Optimization
- Search Engine Optimization
- Paid Media
- Immersive Storytelling
- Content Creation



## WHO'S WHO AT SIMPLEVIEW

Every DMO is unique, as is each client's relationship with Simpleview. You can expect expert, professional customer service and support through every step of our partnership. Below are a few of the folks that you will most likely interact with as we provide you solutions to make your team's day-to-day tasks more productive and efficient.



### CUSTOMER EXPERIENCE

As a Simpleview client, you'll have a dedicated Customer Success Representative who will help ensure your projects are on schedule and meeting your requirements. They will make recommendations on what solutions will best support your current and future needs, help plan your digital marketing budget, coordinate calls, and offer insight into industry trends and best practices.

### TERRY KIMBERLIN, OFFICE MANAGER

Terry is absolutely indispensable to us on many levels; she has a keen eye for detail and is a model of exceptional customer service. She'll direct you to the right person when you call, make sure you feel at home when you visit our offices, and if she can't answer your questions she'll find the right person to help you right away.





### THE PRODUCT DEVELOPMENT TEAM

Our hard-working developers research all custom scope requests and are constantly updating our platforms to ensure our clients receive the most up-to-date core offerings. They also maintain the Knowledgebase so you can stay informed on how Simpleview's tools can best support your team.

### THE IT EXPERTS

You can rest assured that our IT department works tirelessly to ensure your products are supported and performing to expectation. They realize the importance of prompt and open communication with clients regarding any potential service interruption due to updates or other system maintenance. They'll never leave you in the dark.



### THE FINANCE FOLKS

Our number crunchers are meticulous about making sure all contracts are accurate, invoices are up-to-date, and services are billed at the appropriate time. No surprises here.

### THE EXECUTIVE TEAM

Our CEO and founder, Ryan George, knows the travel industry inside and out. He also knows the importance of strong professional partnerships and business relationships. An active member of an executive team dedicated to developing new innovations and solutions, Ryan is absolutely someone you will encounter while working with Simpleview.





# BIG-TIME CUSTOMER SERVICE

with a small town feel

Actions speak louder than words. And while many brands talk the talk about being customer-centric, our sales and account services teams here at Simpleview walks the walk each and every day. You're more than just a client to us, you're a friend. And with nearly 90 years of combined experience, our teams are uniquely positioned to handle the ever-evolving landscape of travel and tourism and create exceptional outcomes for your destination marketing organization.

As we've grown, we've developed a scalable team structure that ensures our low client-to-staff ratio delivers the highest level of customer service for your DMO. The close relationships we enjoy with our clients – and hope to realize with you – are the byproduct of our customer-centric mindset.

## NEW CLIENT ONBOARDING

At Simpleview, we are dedicated to providing clients with a variety of resources for ongoing education and best practices. Simpleview offers a myriad of live and on-demand resources both during initial on-boarding, and beyond, to ensure your team will become experts on our suite of products and services in no time!



WEBINARS



PRODUCT TRAININGS



CLIENT FORUMS



TICKETING SYSTEM



BRAINERY



We are not just the "sales" team. We care and nurture, and fight for our clients. It doesn't matter how big Simpleview gets or how many clients we have; the Customer Success team is always on and will always answer client questions and concerns on the weekends."



– Crystal Franke | Customer Success Director

## Example Clients

Below is a small sampling of Simpleview clients. We invite you to view our full client list at <https://www.simpleviewinc.com/client-success/clients>.





# Simpleview Solutions



# Website Design & Development

Smart, proven, beautiful design. That's what you see, but Simpleview websites are more than meets the eye.

We've been building destination websites since 2001, and have continued to build more than 400 sites for places as far apart and different as the town of Mat-Su, Alaska, the State of New Mexico, and the country of Norway.

## **WHAT YOU'LL FIND IN THIS SECTION:**

Design Overview





## EXPERIENCE DESIGN (XD)

**Smart, proven, beautiful.**



Simpleview's Experience Design group creates each DMO's website from scratch, specific to the destination, and focuses on the quality of the user's overall experience. We work with you to bring your location to life in distinctive ways, creating a custom design meant to leave a lasting impression.

We collaborate closely with our talented CMS developers, who turn your individual design into an easily and efficiently managed content solution. All along the way, your dedicated Simpleview Project Manager, Experience Design Lead, Interactive Designer, Search Engine Optimization (SEO) Analyst, and CMS Developers communicate openly so there are no surprises.

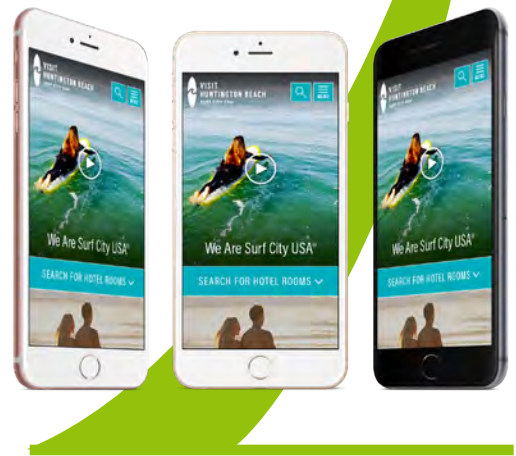


## RESPONSIVE DESIGN

As smartphone and tablet use continues to proliferate, (not to mention smart TVs and wearable tech) it is critically important to make your content available to audiences when and where they want it. While there are certainly cases where a dedicated native app makes sense (Simpleview has an entire division – VisitApps– dedicated to mobile app development), Simpleview’s go-to approach in recent years has been responsive design.

For the majority of our clients, traffic from mobile devices has surpassed desktop traffic. We therefore recommend a mobile-first approach, and we can collaborate with you to prioritize the most important requirements and elements for various screen sizes and use cases – we can hide elements to minimize the need to scroll. Additionally, we can continue to allow users to search “what’s nearby” using geo-location.

### SIMPLEVIEW’S MOBILE-FIRST APPROACH



#### GRAPHIC DESIGN FOR MOBILE

#### MOBILE USER EXPERIENCE



#### MOBILE INTERACTION DESIGN

**Simpleview has designed and developed more responsive-design websites for destinations than any other firm.** Through extensive analysis and usability testing, we have honed our mobile-first responsive design approach; a great deal of thought and planning goes into information architecture, wireframing, creative and UI design to ensure an optimal experience.

Whether it’s a desktop PC, tablet, smartphone, kiosk or smart TV, Simpleview will help create the best possible experience for your audiences. As we will highlight later in our proposal, the Simpleview CMS itself is responsive, and allows real-time previews of pages in desktop, tablet and smartphone views.



## WEBSITE BUILD PROCESS



Based on collaboration and technology expertise, and carefully reviewed-over time, our design and build process has evolved into a refined, 12-step method, meticulously designed to provide the best experience for our clients and streamline internal workflow. This proven design process reduced turnaround time from the project kick-off to design approval by more than 60%, and over 30% of the website designs presented were approved as is. Some recent design presentations even received client approval on the spot, an impressive accomplishment for all involved and a testament to prudent planning and communication.



# WEBSITE DESIGN & BUILD PROCESS



## 1. Project Kick-Off

During kick-off, you will meet the Simpleview team that will work with you throughout the project. This team includes a Project Manager, Account Manager, Experience Design Lead, and Search Engine Optimization (SEO) Analyst. We also review the build process at a high level and identify key decision makers.



## 2. Orientation Meeting

After you meet your web team, your Project and Account Managers guide you through an orientation meeting. At this meeting, you can expect to review the details of your contract, discuss timelines, and get answers to any questions you may have.



## 3. Discovery Meeting

Your dedicated Experience Design Lead and Search Engine Marketing Analyst lead this portion of the process. They review your expectations for the new site, and discuss your brand, engagement, and content strategy.





## 4. Research & Planning

Throughout the research and planning phase, your SEO Analyst dives into the research and analytics for your current website audience and identifies their needs. During this period, the Experience Design group also studies your destination, often through a Destination Immersion. The team then has the background they need to create an informed strategy and well-planned solution for your new website.

### **DESTINATION IMMERSION**

Should you opt for an immersion, your dedicated website design team will experience your destination first-hand, just as a visitor would. This unique opportunity allows us to pick up on subtle nuances that attract visitors to your destination and truly set it apart. This key element adds depth and richness to your website design. Relationships formed during the onsite helps create a synergy between other vendors, agencies, and in-house teams, and better communication helps reduce any revision cycles throughout the process.



## 5. Findings Presentation

Your SEO Analyst begins the Findings Presentation by sharing analytic data that defines your website audience. We review data from multiple tracking sources and have an open discussion to review goals and key performance indicators (KPIs) for the new site. As we move into the next portion of the meeting, our Experience Design Lead reviews findings from the brand assessment and discusses how these will be integrated into your new website design. Finally, your Simpleview team presents the recommended new site structure, homepage elements, and wireframes.

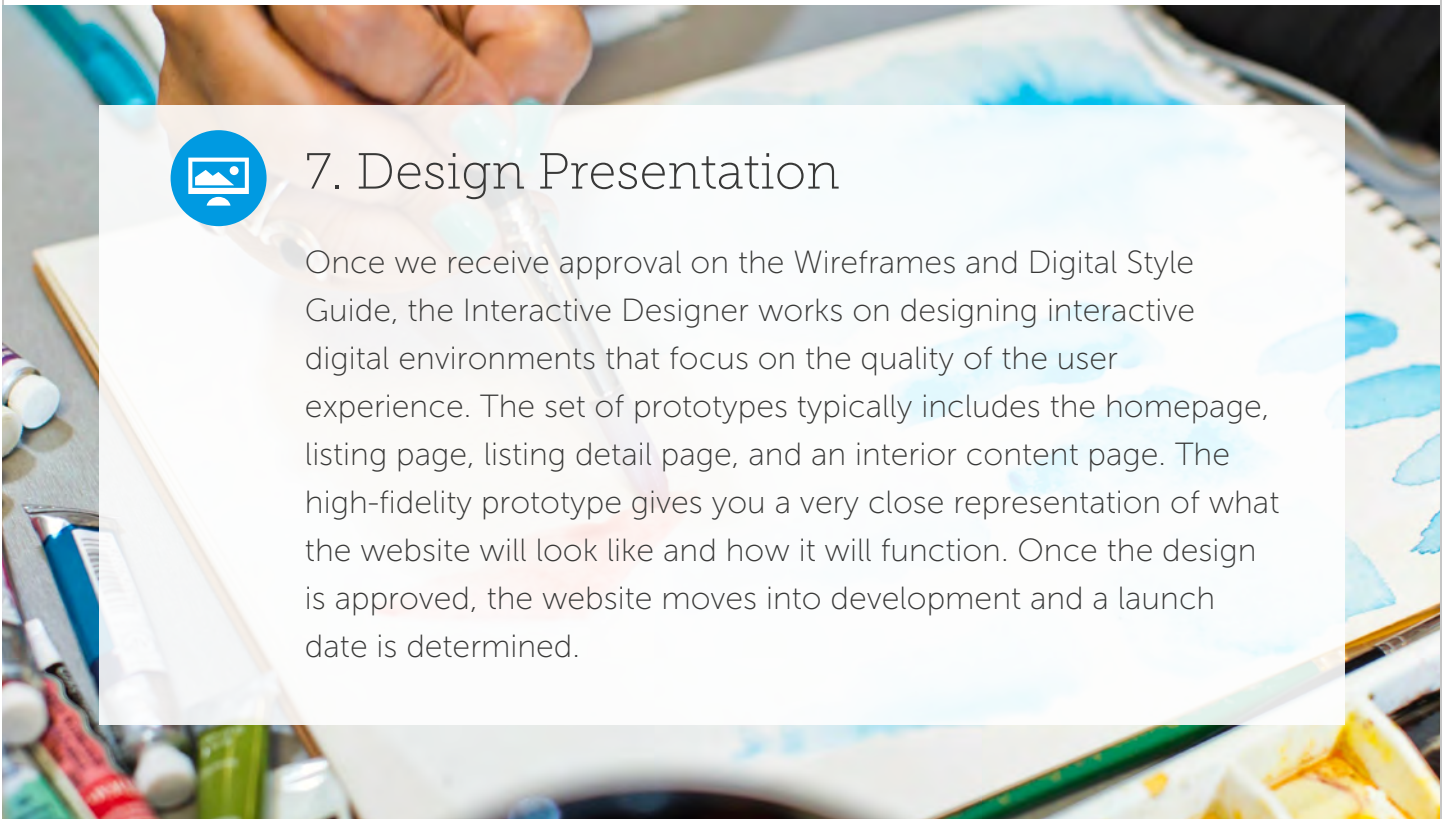


## 6. Design Introduction & Advanced Sitemap

The Interactive Design team creates a Digital Style Guide that communicates the essence of your brand for the web. This guide is a compilation of a brand guideline, mood board, and web assets that will be used as the foundation for your new site design. It provides a catalyst for discussions around your preferences and goals.

### SITEMAP

While the design phase is in progress, your Sitemap Analyst continues to work with you as they diagram a sitemap. The resulting document displays where each piece of content will reside relative to others, and what the corresponding URL (web address) will be. We adhere to best practices, which ensures our sitemaps produce sites that are optimized for search engine traffic and human usability.



## 7. Design Presentation

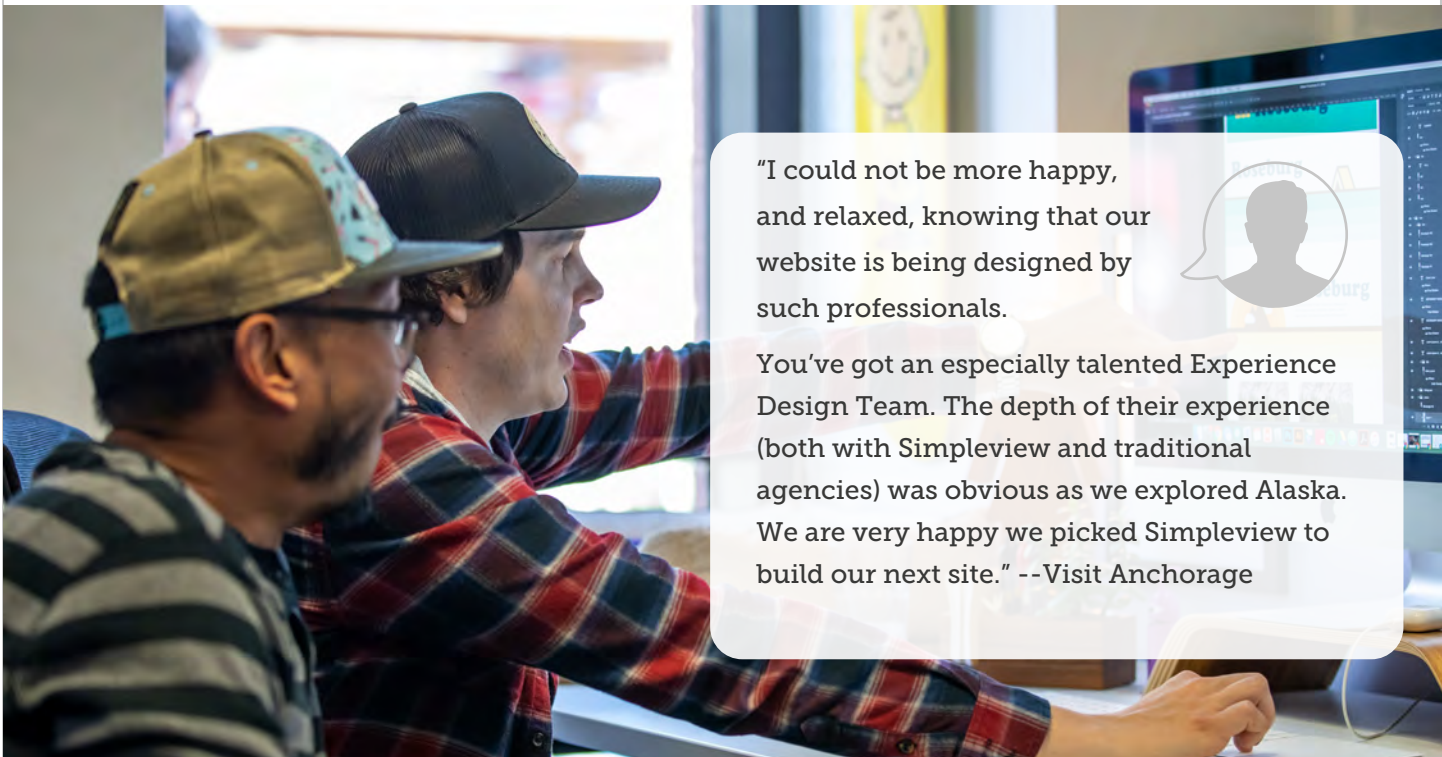
Once we receive approval on the Wireframes and Digital Style Guide, the Interactive Designer works on designing interactive digital environments that focus on the quality of the user experience. The set of prototypes typically includes the homepage, listing page, listing detail page, and an interior content page. The high-fidelity prototype gives you a very close representation of what the website will look like and how it will function. Once the design is approved, the website moves into development and a launch date is determined.



## 8. Website Development

On the back-end, our sites are powered by Simpleview CMS, the industry’s most advanced content management system for creating, revising, and managing website content. Our CMS uses open source solutions coupled with tried-and-true tested industry tools. It’s built as a SaaS (Software as a Service) platform, which offers a scalable and modular solution for DMOs of every size and budget, the most up-to-date technology, incredibly fast service, lower support costs, and an affordable pricing structure without surprises.

Simpleview’s industry expertise truly shines during the development phase. Because your Development team knows DMO’s specific needs inside and out, and your Creative team understands the technology that meets those needs most effectively—your Simpleview CMS not only delivers an exhilarating design, but also intuitive functionality at its core.



**“I could not be more happy, and relaxed, knowing that our website is being designed by such professionals.**



**You’ve got an especially talented Experience Design Team. The depth of their experience (both with Simpleview and traditional agencies) was obvious as we explored Alaska. We are very happy we picked Simpleview to build our next site.” --Visit Anchorage**



## 9. CMS Training

Before the site launches, we train your team on how to use the CMS. The initial training covers the basics of the CMS, such as editing menus and pages, and provides a fundamental understanding of the system so that you can begin working. Your Project Manager guides you through every section and module of your new CMS, and you will also have unlimited access to our online user forum, webinars, and document library.



## 10. Website Review

Our Quality Assurance team tests and reviews every piece of your site's contracted functionality. In addition, the Creative team also reviews the website to ensure it matches the design and intended performance, and your Project Manager completes a final inspection before the site is turned over to you for review.



## 11. Website Launch

Launching your new website is an exciting, collaborative event that requires participation across multiple departments. It's time to celebrate a successful project!

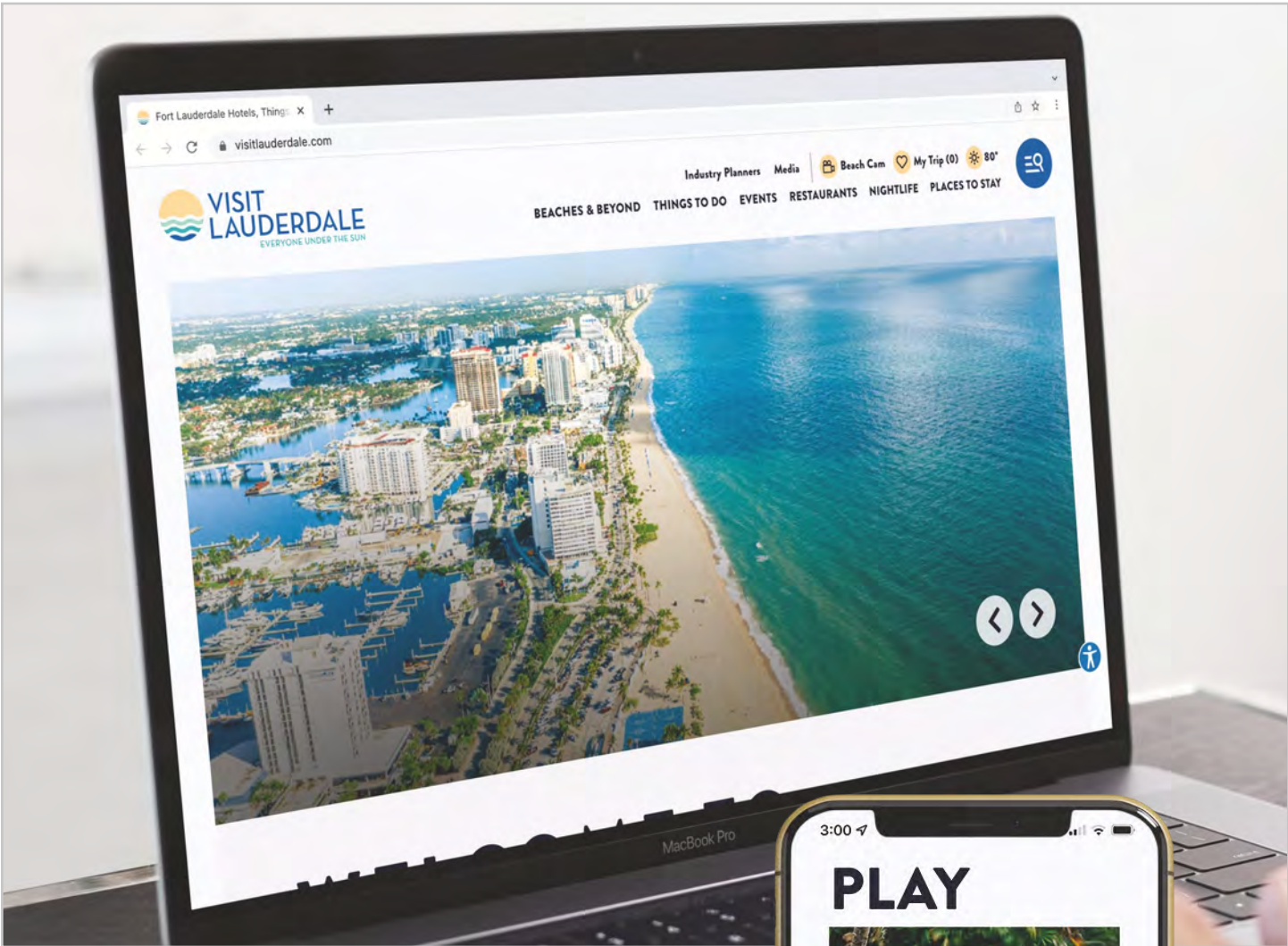


## 12. 30-Day Punch List

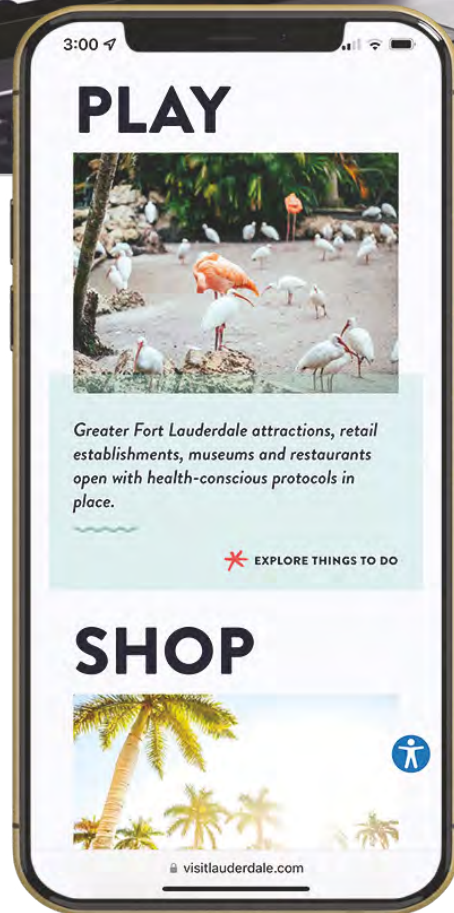
In an effort to ensure the contracted functionality is delivered as promised, we provide a 30-day transition period, post-launch, so you can identify any site issues, adjustments, or abnormalities. Assigned Production teams work with your staff throughout this period to quickly resolve any concerns.

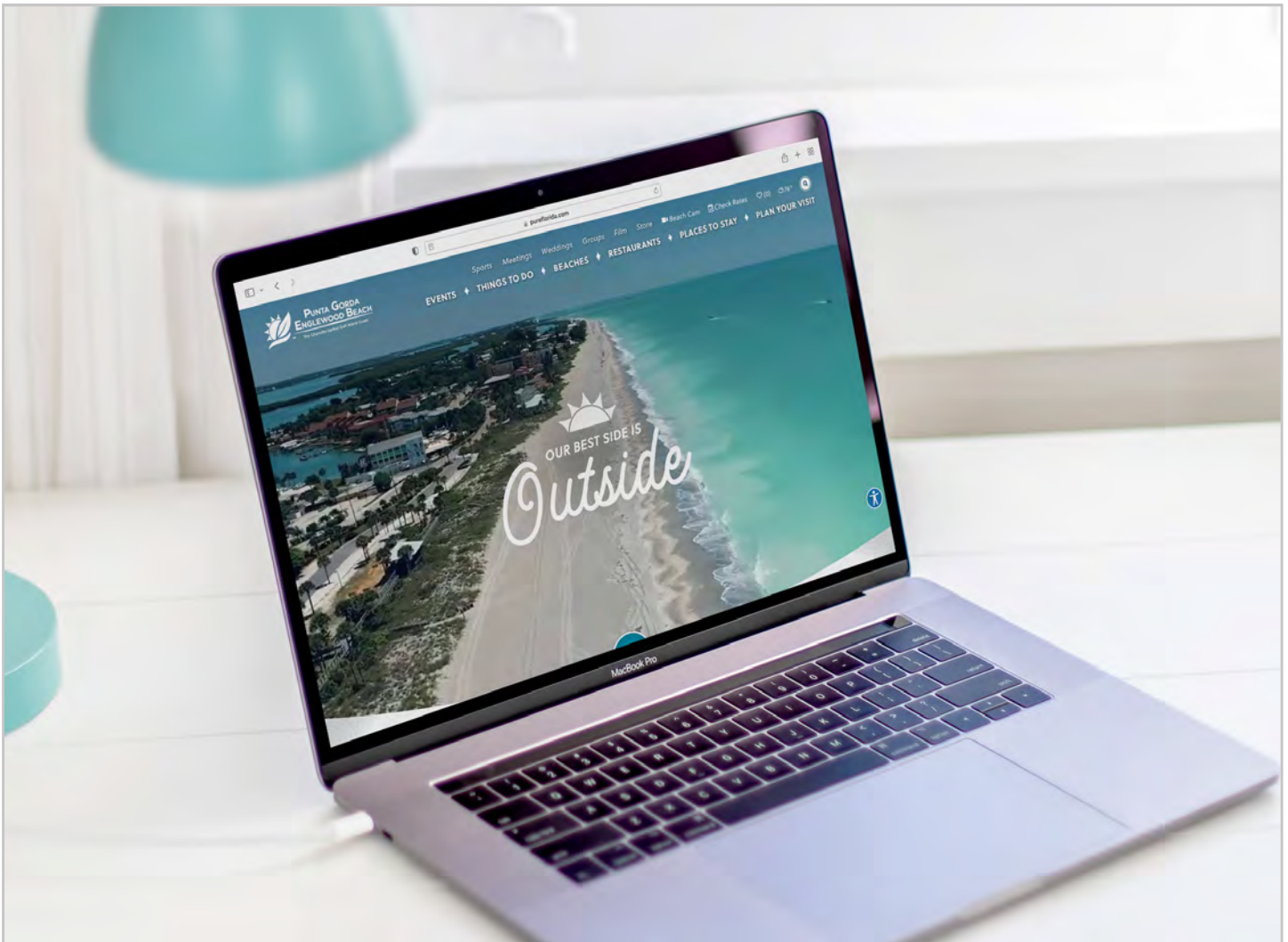


# Portfolio



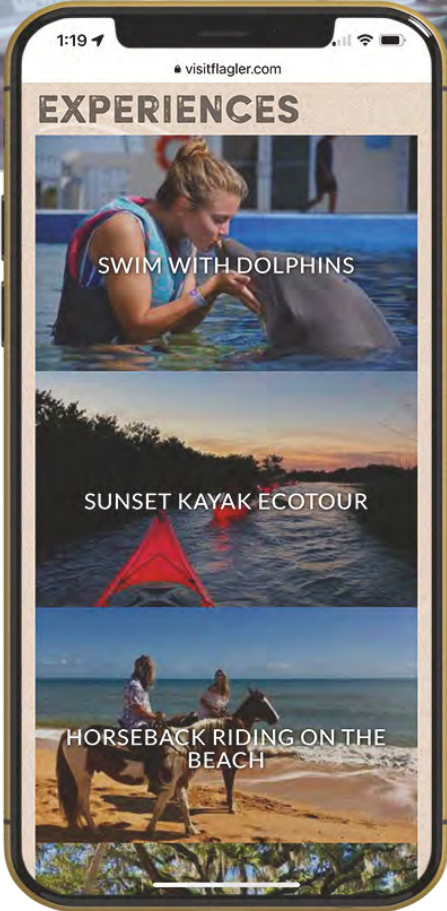
Visit Lauderdale  
[VisitLauderdale.com](http://VisitLauderdale.com)





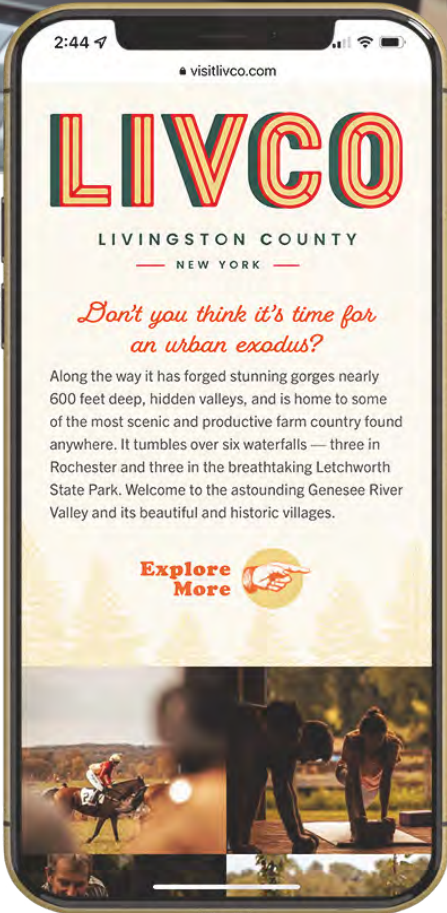
Punta Gorda/Englewood Beach  
 Visitor Convention Bureau  
[PureFlorida.com](http://PureFlorida.com)





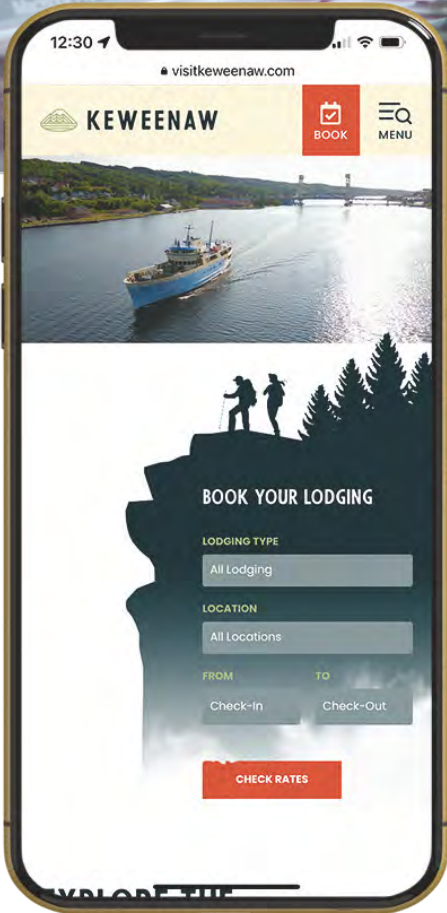
*Palm Coast* **AND THE**   
**FLAGLER BEACHES**

Flagler County Board of County Commissioners  
[VisitFlagler.com](http://VisitFlagler.com)



# LIVCO

Livingston County Tourism  
[VisitLivCo.com](http://VisitLivCo.com)



  
**KEWEENAW**  
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FIRST  
DESTINATION  
WEBSITE  
EVER

# experience Roseburg Oregon

Experience Roseburg

[ExperienceRoseburg.com](http://ExperienceRoseburg.com)





# Simpleview CMS

Simpleview CMS allows everyday users to accomplish anything they need to do, while empowering advanced users to do anything they want to do.

As industry leaders in destination marketing, we've once again pushed our platform further than ever before. Guided by client and user group feedback, Simpleview CMS is the most powerful and user- friendly content management system available for DMOs.

## **WHAT YOU'LL FIND IN THIS SECTION:**

Simpleview CMS Overview

Module & Integration Examples





# Simpleview CMS

## Content Management Designed for Destination Marketing Organizations

Guided by years of client and user feedback, Simpleview CMS delivers DMOs a website management system flexible enough for both standard and advanced users, and incorporating features uniquely designed to bring the best information and services to visitors, planners, and partners. From web modules like itinerary builders to consolidated visual analytics, our CMS options are intended to address the day-to-day needs of DMOs, right out of the box. Because our CMS is built as a Software as a Service (SaaS) platform, users receive higher quality updates, faster. Plus, you benefit long-term from the scalability. Redesigning your site down the line to meet new goals is easier and more cost-efficient.

### Open Source Solutions

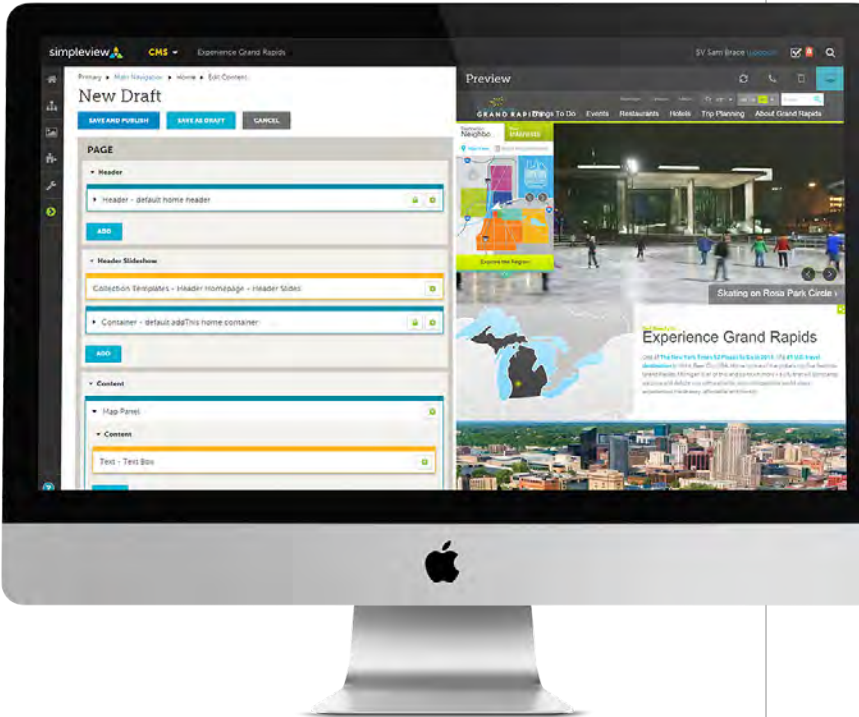
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### Industry-Tailored Tools

+

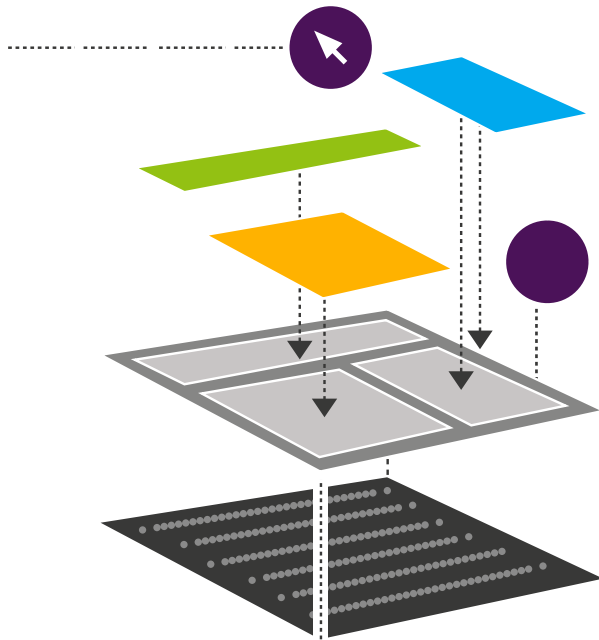
### Years of Client/User Feedback

= a CMS for you & users of all levels





# Simpleview CMS Delivers



- Exactly what your marketers need, plus everything an advanced users wants
- An industry-specific tool vetted by thousands of DMO users and leaders daily
- A scalable, modular solution for DMOs of every size and budget
- A SaaS platform, providing the most up-to-date technology and better support
- The most advanced, open source technologies
- Freedom of design, without technology limitations
- Simpleview CRM integration

*\*A short CMS overview demonstration can be viewed online at [www.simpleviewinc.com/cms-demo](http://www.simpleviewinc.com/cms-demo)*

## Software as a Service (SaaS) Platform



### The industry standard, SaaS is web-based software that delivers:

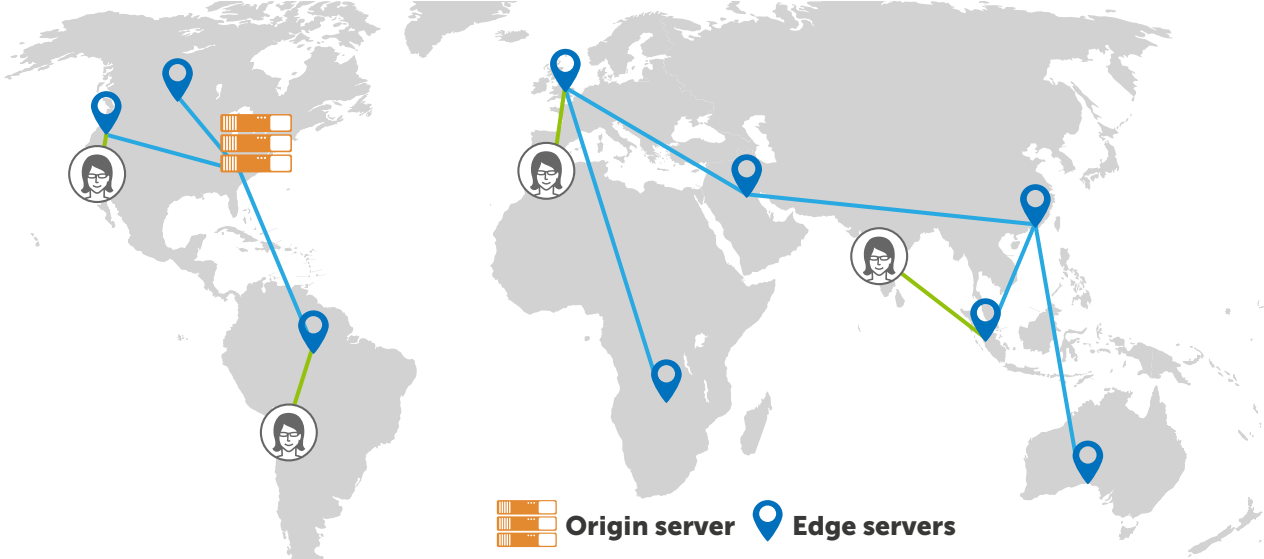
- Faster access to high-quality technology and security updates
- A scalable, modular solution for DMOs of all sizes
- Quicker content delivery



# Open Source Technologies

node.js is our primary development language. JavaScript is the language behind this cross-platform environment and a language that just about every programmer knows, making it easier for your programmers to work seamlessly with us, and for us to hire quality talent. It offers better scalability, a huge user community, with the #1 code repository on Github, and it's where companies like LinkedIn, PayPal, eBay, AirBnB and others have moved.

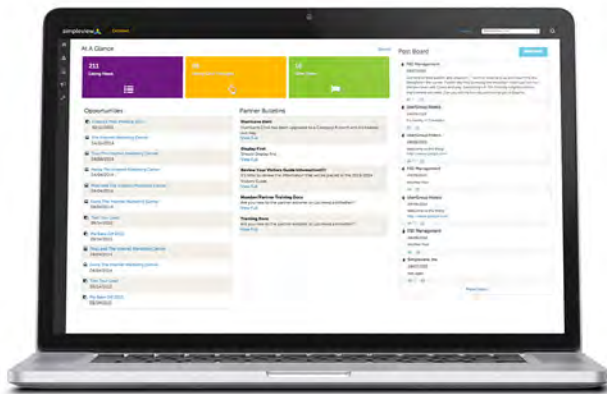
MongoDB is a document database that provides easy scalability, and high performance and availability. In MongoDB, objects map nicely to programming language data types, and embedded documents and arrays reduce need for joins. In addition, it is also faster, takes up less storage, and uses less processing power.



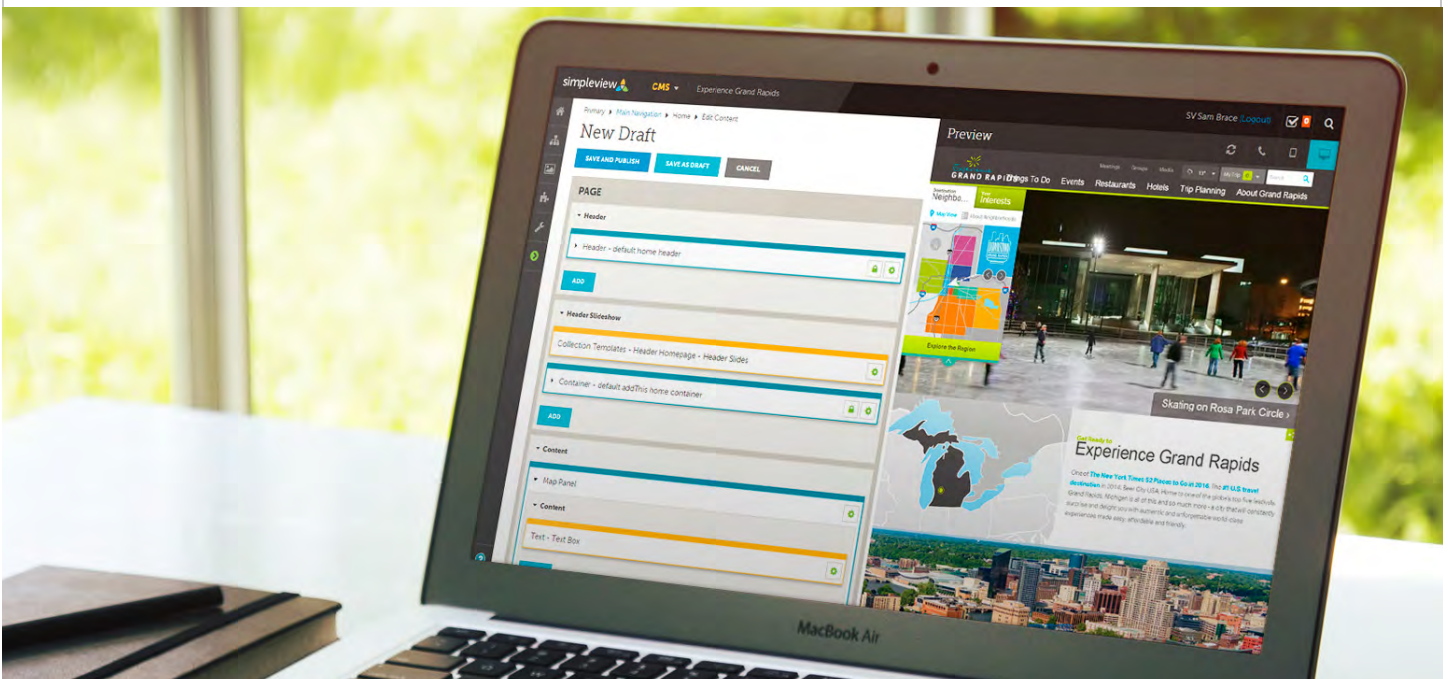
We use Edgecast to effectively replicate your site all over the world. Riding on the biggest Content Delivery Network (CDN) on the planet, we can connect users to a real-time copy of your site at a node that is closest to them. This not only means faster performance, which adds to the user experience, but also increases search rankings and improves reliability. Should something happen to a site at our datacenter, whether there's a bug, a denial of service attack, or any other issue, these nodes remain up while we address the problem. This is something that no other CMS natively offers as part of licensing.



# With Simpleview CMS, DMOs Benefit From:



- Reimagined feedback and design
- Unrivaled industry tools
- Intuitive content creation
- Powerful updates and support





# Unrivaled CMS Features



### DASHBOARD ANALYTICS, TASKS, AND UPDATES:

Get a snapshot of key site statistics, tasks, and updates all in one, centralized location.



### EASY-TO-USE NAVIGATION AND ICONOGRAPHY:

Finding information and completing tasks goes smoother than ever.



### GREATER SCREEN REAL ESTATE:

Display more information in one place.



### ADVANCED USER ACCESS:

Ability to not only make cost-effective customizations to your site with CSS, HTML, and Javascript, but also edit stylesheets, upload templates, and more.



### REAL-TIME FEEDBACK PAGE EDITING:

Don't waste time previewing each individual change; see them as they happen, without stepping out of the editor.





# Unrivaled Industry Tools

**INDUSTRY-SPECIFIC WEB MODULES, FUNCTIONALITY AND INTEGRATIONS:**

Battle-tested by DMOs for over a decade, our industry-leading modules include event calendars, partner listings, forums, itinerary builders, and more.

**FULL PERMISSIONS AND TASK MANAGEMENT:**

Encourage efficient workflows.

**RESPONSIVE PAGE PREVIEW:**

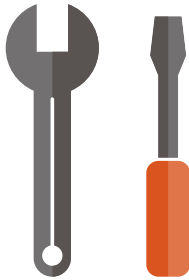
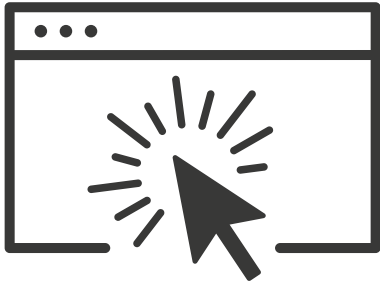
Test how your website appears across all devices, including mobile, tablet, and everything in between.

**SIMPLEVIEW CRM INTEGRATION:**

Seamless service both internally and externally. Simpleview CRM and CMS were designed to work together, allowing you do more in less time.

**DESTINATION DASHBOARDS INTEGRATION:**

Destination Dashboards allow you to view all your data in one centralized location, expanding your reporting capabilities and presenting key metrics in a visual way, proven to be more effective for communicating data to key stakeholders.





# Intuitive Content Creation

## **Content control:**

You have as much control as you want, not just for text and images, but also for special offers from partners, video galleries, social media, and more.

## **Top response times:**

Our content delivery network (CDN) allows users worldwide to see your content faster and helps prevent site crashes.

## **Drag-and-drop functionality:**

Drag widgets from one column or row to another, instantly changing the layout of your content.

## **Reusable Content Collections:**

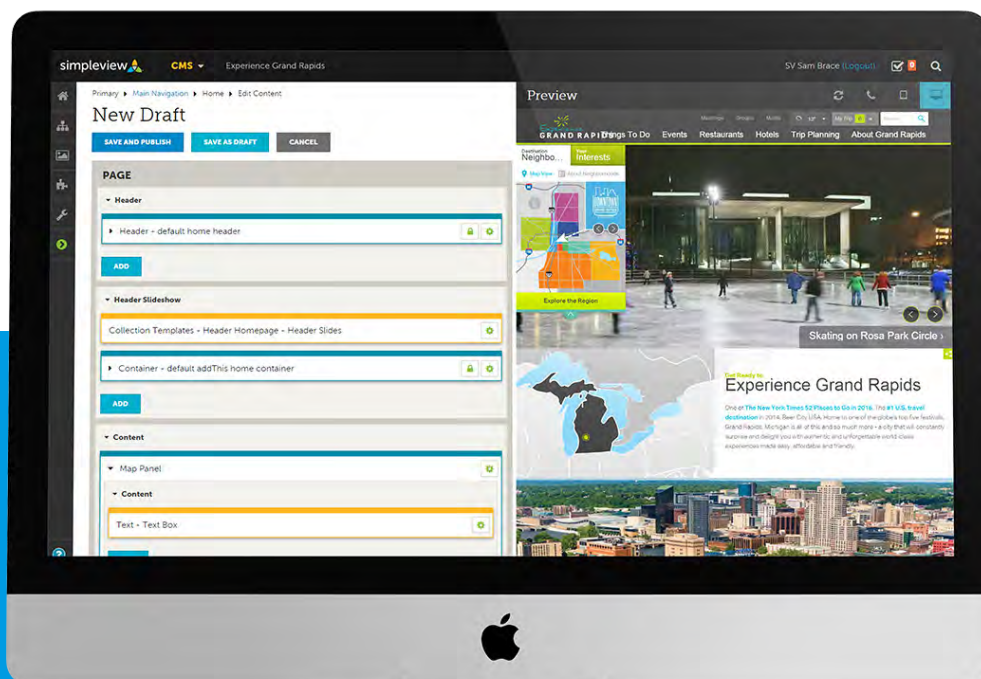
Save collections of code to reuse on similar pages, or combine to create entirely new ones.

## **User-friendly template building:**

Use panels and widgets to organize specific content where you want it to reach the right audience.

## **Microsites:**

Quickly create event-specific or campaign sites with specialized content.





# Powerful Updates and Support



**Single to multi-tenant platform:**

Whether a small town or big city, one or multiple sites, Simpleview CMS is scalable to meet your needs.



**Higher quality updates, faster:**

The SaaS platform ensures core updates are rolled out to everyone at once —meaning developers don't need to update each individual product.



**Enterprise level global content delivery network (CDN):**

We've partnered with Cloudinary to provide faster turnaround for delivering your content.



**Safe and secure:**

Spend less time on the technology, and more time marketing your destination. Coupled with hosting, you can minimize IT expenses.



**Training and ongoing education:**

We always offer training and ongoing education, no matter how you want to learn more about Simpleview CMS and its capabilities. Get hands-on training for your staff from our experts or free online guidance through the CMS knowledge base and peer-to-peer forum.

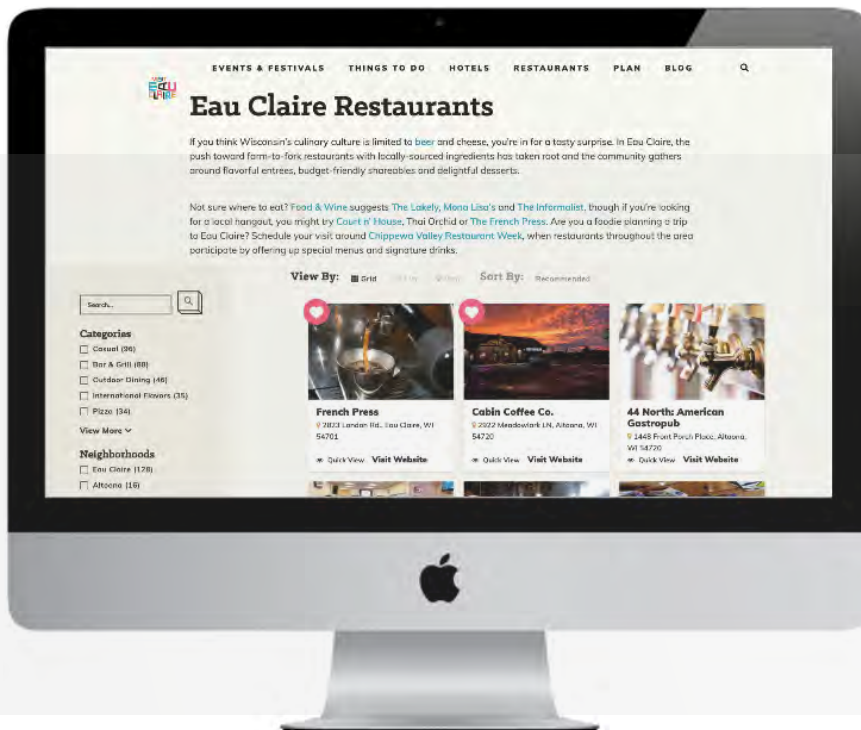
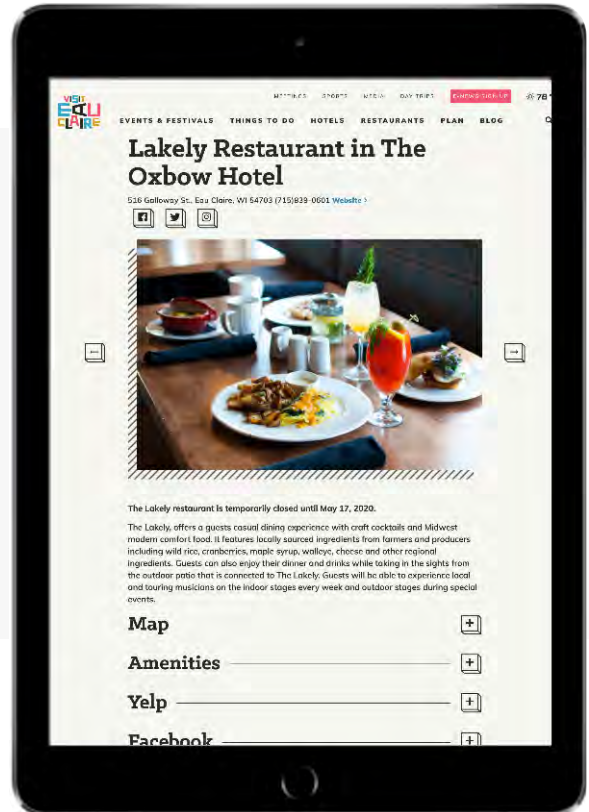




## Modules & Integrations

# Partner Listings

- Dedicated landing page for every industry partner which can include images, text, amenities, Google map, website/social links, etc.
- Users may view listing results as a grid, list or on a map
- Partners can update their listings online via the Extranet portal and submit for approval



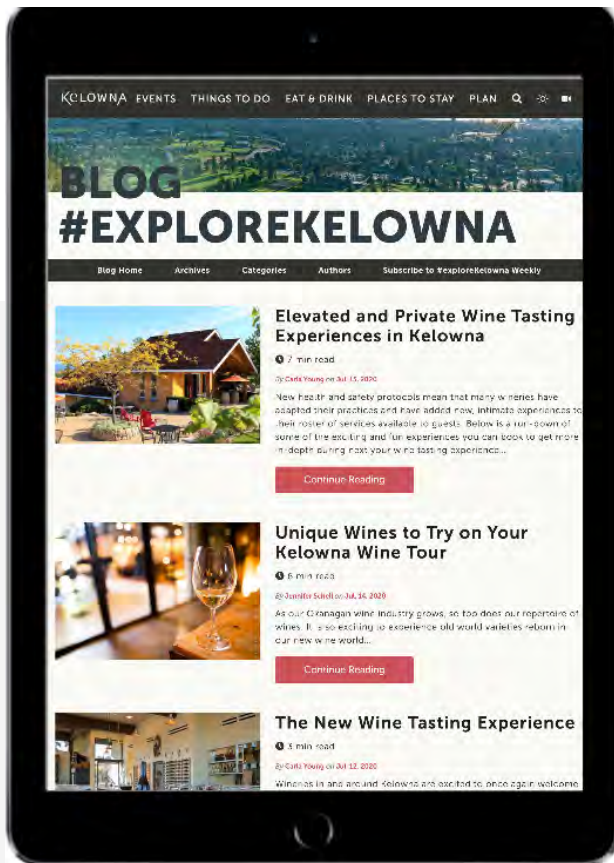
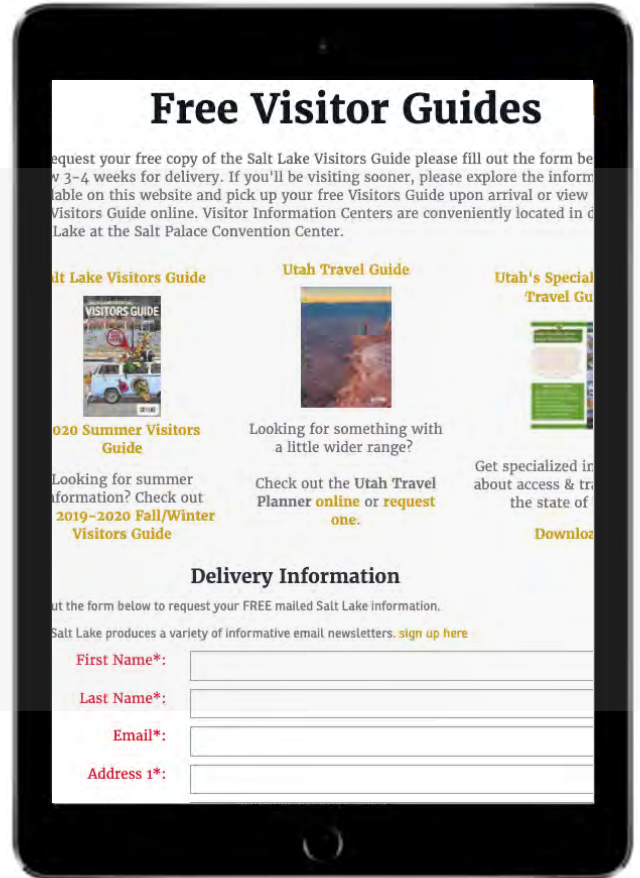
- Listings can be defined by any number of primary and sub-categories, providing for multiple listings for any given partner on the website (e.g. meeting planner section listing, wedding section listing, leisure listing) and allow users to filter by sub cat, region and/or keyword



## Modules & Integrations

# Form Builder

- Ability to create and place various custom data collection forms (e.g. visitor guide request) on any page of the website
- Consumer form submissions submit directly into the Simpleview CRM website database
- Visitor inquiry/form submission data can be exported & leveraged for reports, including brochure fulfillment & creating mailing labels



## Blog Module

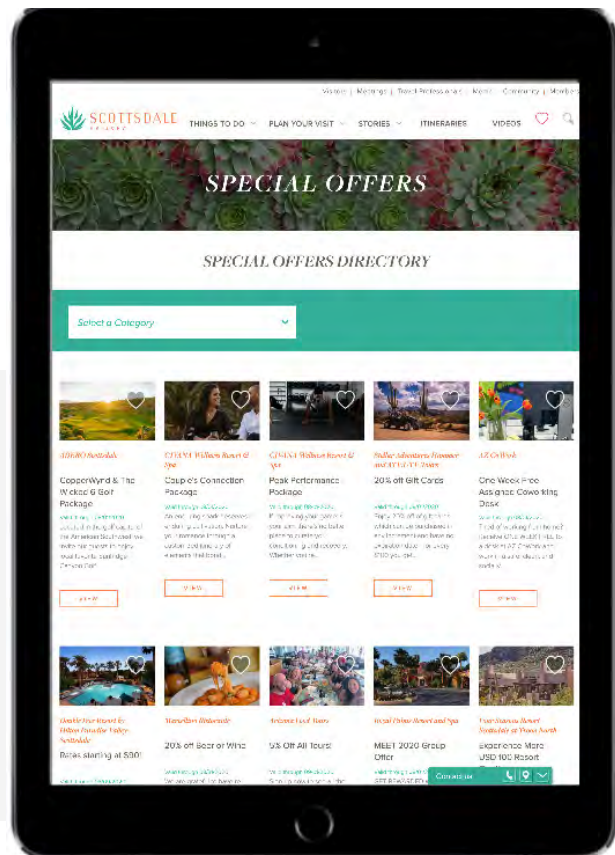
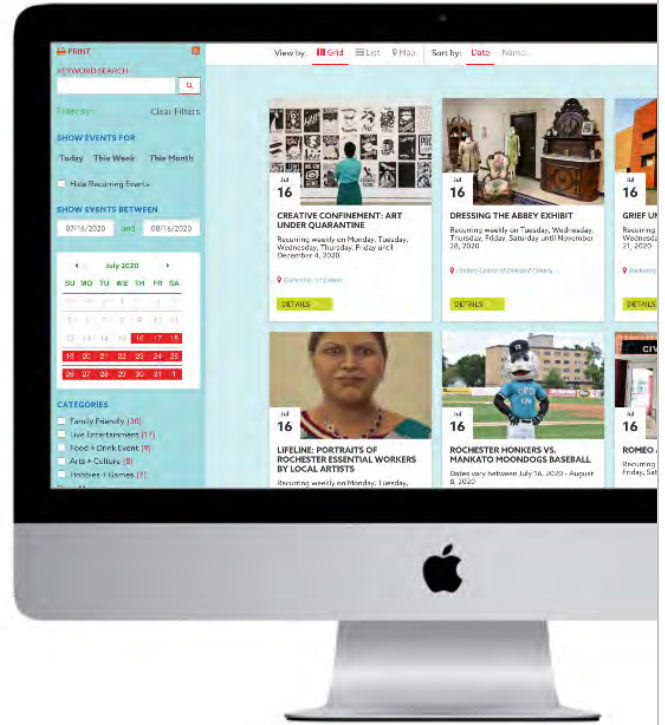
- Create blog posts for your site with full WYSIWYG editor, embed code support and access to HTML
- Associate meta data for SEO purposes
- Create categories, authors and tags to enhance organization
- Moderate all visitor comments via Disqus.com integration
- Provides for guest access/guest blogging with approval process before publishing



## Modules & Integrations

# Calendar of Events

- Display database-driven event listings submitted by the public, partners or DMO
- Visitors can sort events using category filters and various data parameters
- Events may be ranked or featured



# Special Offers & Coupons

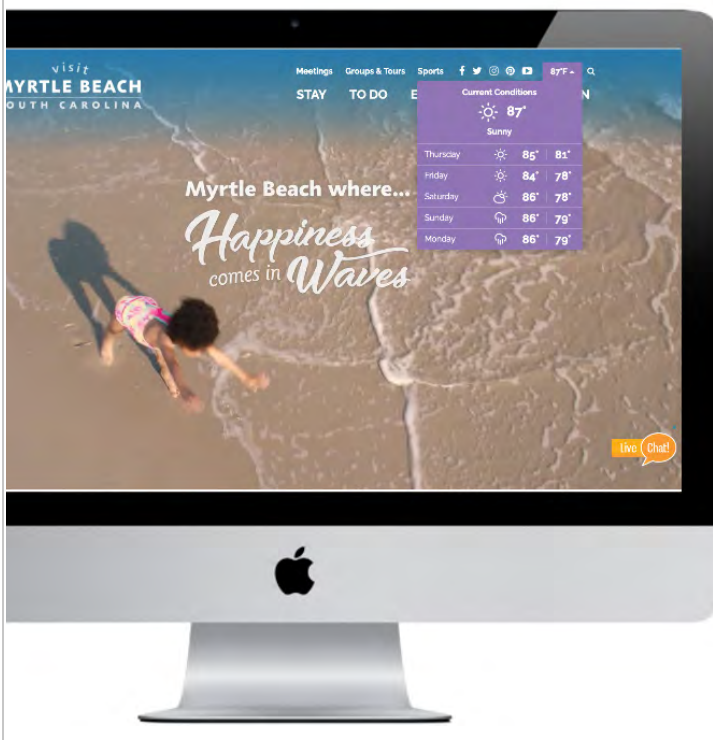
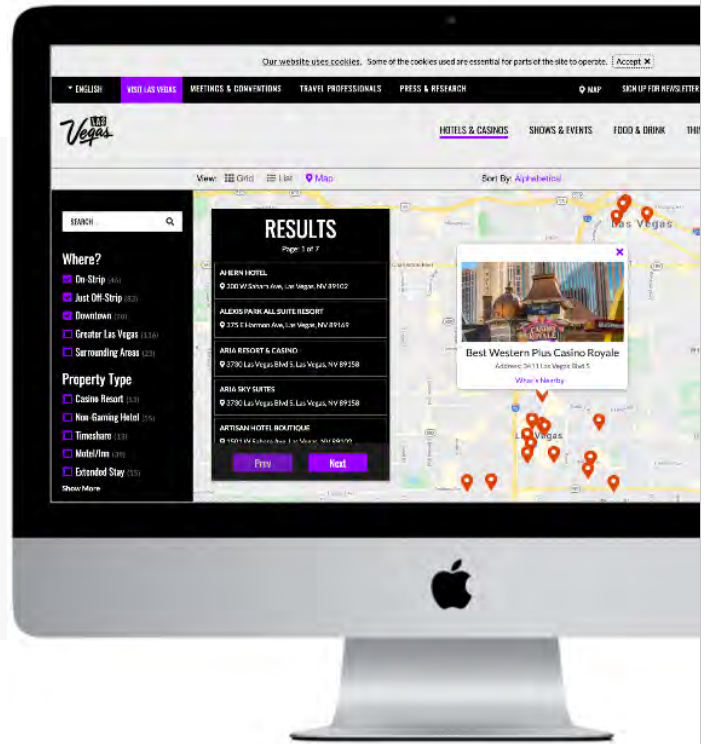
- Display coupons from your members/partners on your website
- Users may display all available coupons in a list, grid or on a map, using various categorization filters
- Use the Coupons feed in other site features, such as your Collection Templates



## Modules & Integrations

# Google Maps

- All standard Google Map view capabilities are available on all listing and event landing detail pages (including satellite, terrain, street view, etc.)
- Users may filter listing or event search results so they can be viewed on a map
- GeoTriggers allow users to sort results by distance

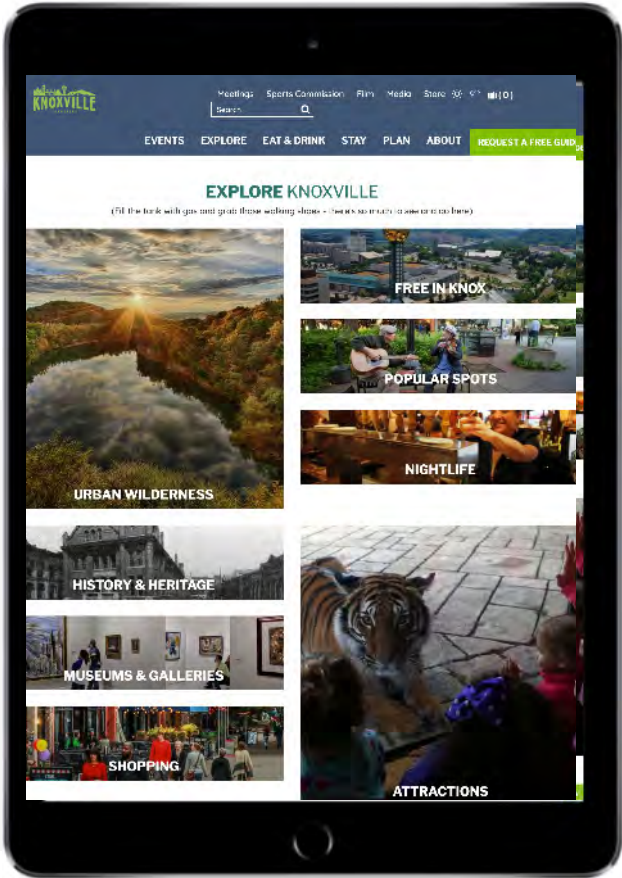


## Weather Feed

- Easily visible in the website's header and can be linked to a landing page with more weather info
- Dynamically updates weather conditions in real time with a graphic icon and the current temperature
- Users may click on the icon for a dropdown at-a-glance weather conditions for current day or multiple days



# Modules & Integrations



# Highlights

- Create rich Call to Action image collages on your site by applying images or videos from the asset library or feeding blog, article, events, offers, listings or nav items into the highlight collection
- Highlights include templated and interactive Image Boxes, Sliders and other templates to make your site as robust as possible



# Investment Summary



# THE POWER OF Software-as-a-Service (SaaS)

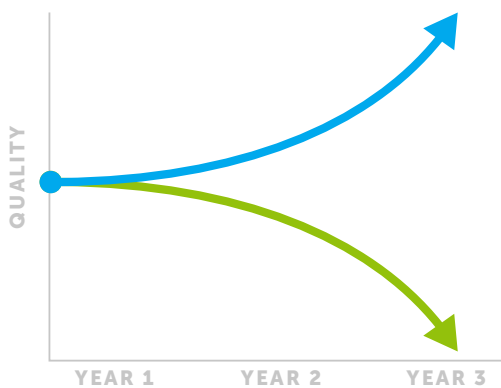
## HOW THE COMPETITION DOES IT:

The “old school” approach to website development was a broken model: it requires a major up-front investment to develop a website on the current version of a CMS, using current approaches to UI/UX and the immediately starts to become outdated as soon as the site launches. This forces DMOs to get as much “mileage” as possible out of their investments, often using the same site for over five years – all the while technology is evolving. After enough time has passed, they have to do the whole process over again.

## HOW SIMPLEVIEW DOES IT:

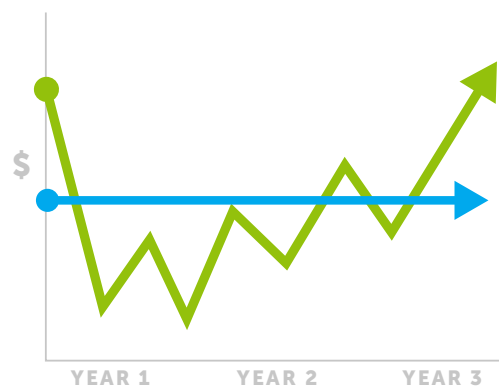
Simpleview has broken the cycle by creating a CMS that is a Software-as-a-Service (SaaS) platform. Customers now pay-as-they-go for a CMS license – this allows the CMS to update as needed, with no additional fees to the customers, ensuring that customers always have the best and latest technology available for DMOs.

### QUALITY *over* TIME



Never out of date,  
constantly improving

### COST *over* TIME



Predictable pricing,  
easy to budget



## ADVANTAGES OF SaaS –WHAT’S INCLUDED?

### All Updates, Versions, and Upgrades Included

This model allows our developers to push core updates, enhancements, point upgrades, and full version upgrades to all clients simultaneously, in real time, ensuring that they are protected and will always have the latest and greatest technology available as the platform grows and evolves over time.

### Website support Costs are Reduced

Browser updates, general code fixes, and third- party API updates will be included. This removes the “white noise” of web maintenance and insulates you when the Twitters and Googles of the world update their APIs.

### Freedom of Design

You are no longer limited by development layers. Easily and inexpensively refresh the look of your site or take on a full redesign without having to rebuild the entire site on a new version of the CMS.

### Open Source Community

Not only can a developer utilize open source extensions, but solutions developed by your team are yours to keep.

### World-Class Hosting and Global Content Delivery Network

We’ve partnered with Edge Hosting to provide tier one hosting for our customers, and Verizon’s EdgeCast global content delivery network (CDN) to serve your content faster to users around the world and eliminate downtime.

### SaaS at a Glance:



- Incredibly fast service
- Nimble response to emerging technologies
- A new, affordable pricing structure with the ability to plan long term for budgets
- Significant extension of the life of customer websites and relationships

**LEARN MORE ABOUT SAAS**

Check out our blog: Lightning in a Bottle: [The Benefits of Software as a Service](#)





## COST PROPOSAL: WEBSITE REDESIGN

Website Design Services	One-Time Fees	Annual Licensing Fee
Sitemap Research, Consultation, Findings Presentation, Content Roadmap & Needs Plan, Advanced Sitemap Preparation and Implementation	\$4,000	-
Mobile First Design Strategy, Usability & Design Development	\$15,000	-
Strategic Planning	Included	-
Discovery Session	Included	-
Digital Style Guide/Design Direction	Included	-
High-Fidelity Prototypes/Interactive Design Comps	Included	-
CMS Development Assets	Included	-
Existing Website Content Collection & Data Migration, and New Website Page Creation	\$4,000	-
SEO Site Transition Program (e.g. 301 redirects, Google Analytics, Tag Manager and Search Console setup and configuration, XML Sitemap preparation and search engine submissions, etc.)	\$2,500	-
Website Development Core Engagement	One-Time Fees	Annual Licensing Fee
Navigation & Content Management (Simpleview CMS)	-	Included
Homepage Slideshow & Interior Header Management (Image & Video)	-	Included
Metatag Management	-	Included
Redirect Module	-	Included
Articles Module (Includes One Feed; \$500 One-Time/Additional Feed)	-	Included
Content Ownership	-	Included
RSS Feeds	-	Included
Template Generator	-	Included
Site Search	-	Included
Hosting and Sitewide SSL Certificate	-	Included
Code Editor (CSS, Template & Javascript Code Overwrite Capabilities)	-	Included
Responsive GEO Triggers (Listings, Coupons, Events)	-	Included
App Smart Banner	-	Included
Add This Social Sharing	-	Included
Schema.org and Open Graph Tagging Capabilities	-	Included
Hosting, Point Updates, Version Upgrades	-	Included
Quality Assurance Testing	-	Included
Staff Training	-	Included
Access to Client Portal (Ticketing System, Documentation, Webinars, User Forum)	-	Included



## COST PROPOSAL: WEBSITE REDESIGN (Cont'd)

Additional CMS Modules & Integrations	One-Time Fees	Annual Licensing Fee
Form Builder	-	Included
Partner Listings	-	Included
Calendar of Events	-	Included
Special Offers/Coupons	-	Included
Blog Module	-	Included
Highlights Module	-	Included
Google Maps	-	Included
Weather Feed	-	Included
Website Database	One-Time Fees	Annual Licensing Fee
Simpleview CRM Base-Level Licensing	-	Included
Member/Partner/Local Business Database (accounts, contacts, listings, events, special offers)	-	Included
Member/Partner Extranet/Online Portal	-	Included
Consumer/Visitor Inquiries Database	-	Included
Subtotals	\$25,500	\$17,400



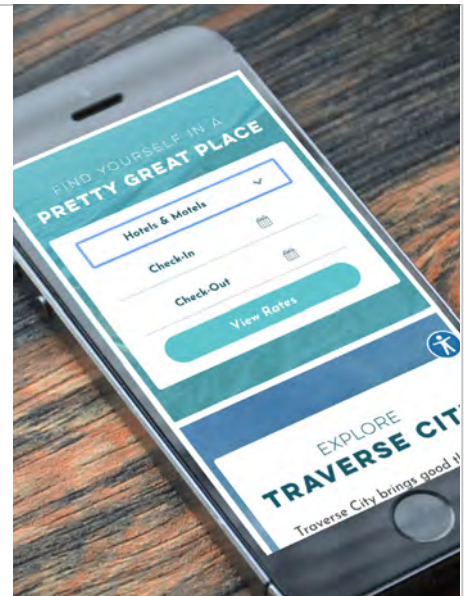
# Payment Schedule

We have proposed our standard payment terms and schedule below. Other arrangements can be discussed.

One-time Cost Payment Schedule	Amount
Project Deposit Equal to 50% of the One-time Cost Due Upon Contract Execution	\$12,750
Balance of One-time Cost Due 90 Days After Contract Execution	\$12,750
Recurring Cost Payment Schedule	Amount
Quarterly Billing of the Annual Licensing Fee Commences 90-Days Following Contract Execution	\$4,350/quarter

Recommended Items	One-Time Fees	Annual Licensing Fee
<b>Book › Direct Website Lodging &amp; Vacation Rental Referral Engine</b> Includes real-time rates & availability via over 200 supported RMS integrations (including Vrbo & AirBnB) plus integration to your Member/Partner Lodging Listings Directory Filters & Results	\$1,500 + \$15 / Lodging Listing	\$6,000 or \$9,000
<b>AudioEye Enterprise with Visual Toolkit</b> Website Accessibility Assisted Technology Plugin plus Ongoing Compliance Monitoring & Remediation Managed Service (ensures ongoing WCAG 2.1 AA & ADA 508 compliance)	-	\$8,000
<b>SimpleSupport 5</b> 60 hours/year of post-launch website support for change requests and additional design/development work offered at \$100/hour vs. standard hourly rate of \$125/hour	-	\$6,000
Ongoing Post-Launch Fully-Managed SEO	-	\$15,000 - \$36,000
Content Creation (up to 50 pages with 500 words each of optimized landing page & blog content)	-	\$25,000

# Additional Services to Consider



# Book>Direct

powered by Simpleview

INTEGRATE LIVE RATES AND AVAILABILITY INTO YOUR DESTINATION'S WEBSITE.

BookDirect helps your destination marketing organization combine the stories, connections, and adventures your visitors crave with the availability and live rates they need to make a decision. This in-depth content engagement tool produces data-driven results that have the power to increase business in leisure, travel and event markets.

## FULLY RESPONSIVE

Responsive and flexible, allowing visitors to easily search from any device.

## CUSTOMIZATION

Completely customized to match your website, and a super-fast load time keeps visitors on your site.

## BETTER EXPERIENCE

Provide users with real-time rate availability and seamless integrations with your website.

## BOOKDIRECT RESULTS BY THE NUMBERS:

**300**

Booking engine direct connections

**\$705.09**

Avg. booking amount

**8,675,624**

DMO searches

**\$163,951,499**

Est. generated booking revenue for DMOs

**4.54%**

Global conversion rate

**232,525**

Estimated bookings

**BOOK > DIRECT**  
powered by simpleview



simpleguide | digital accessibility and

## PERSONALIZATION WITH AUDIOEYE

### ACCESSIBILITY SOLVED. USABILITY ENHANCED.

How is your website enabling users with specific digital needs? With more than one billion people living with some form of disability, your website's visitors include a diverse audience ranging from individuals who rely on assistive technology, to aging populations and people with varying levels of vision, mobility, and/or cognitive disabilities. Simply stated, if your website is not accessible, then nearly one in five of your site visitors could be missing out on the best possible user experience.

**As many as one in five users could benefit from assistive technology on the web.**

As a result of strides made in digital accessibility in recent years, it's possible to rethink not only disability, but also website usability as a whole. While Simpleview CMS ensures the foundation of your site is built on accessible technology, AudioEye focuses 100% on modernizing and sustaining the accessibility of your content with a comprehensive set of tools and managed service on sustaining conformance with Web Content Accessibility Guidelines (WCAG) 2.1.

AudioEye knows the destination marketing audience because it already partners with hundreds of government organizations, enabling them to create experiences that are more accessible and more usable for more people. And now, as a strategic partner of Simpleview, AudioEye's digital accessibility solution is available to DMOs at a truly unbeatable rate.

# how it WORKS



## PHASE 1

- AudioEye engineers apply immediate remediations via JavaScript, with no impact on existing website infrastructure.
- The base toolbar is installed, displaying the universal accessibility icon and phase one certification: intent to become compliant.



## PHASE 2

- As your team continues to add content to your website, AudioEye scans your site and makes automatic or manual fixes.
- Your site maintains compliance as guidelines and success criteria change over time.



## PHASE 3

- Upon completion of manual remediations, the complete toolbar functionality is made available to visitors.
- Final certification that your website is accessible, usable, and dedicated to inclusion is displayed on your website.



## ONGOING

- As your team continues to add content to your website, AudioEye scans your site and makes automatic or manual fixes.
- Your site maintains compliance as guidelines and success criteria change over time.



### **ADA Title III Lawsuits are up 63% from 2015.**

Ensure your organization is on the right side of the new standard.

### **BECOME COMPLIANT AND NEVER LOOK BACK.**

In January 2017, the United States Access Board issued the Information and Communication Technology (ICT) Standards and Guidelines, which served to update the existing Electronic and Information Technology Accessibility Standards under Section 508 of the Rehabilitation Act of 1973. As of January 2018, federal agencies are required to conform to the new standard.

This trend in legislature does not stop with the U.S., however. Canada, too, has a set of standards for its government websites, and the United Kingdom has standards for all “web products,” which extends beyond government websites. Compliance is here to stay ... is your web content up to snuff?



## SimpleSupport Plans

	SimpleSupport 5 \$500/Month	SimpleSupport 10 \$1,000/Month	SimpleSupport 15 \$1,500/Month	SimpleSupport 20 \$2,000/Month	SimpleSupport 30 \$3,000/Month	SimpleSupport 40 \$4,000/Month
<b>Hours Included Per Month</b>	5	10	15	20	30	40
<b>Total Hours Per Year</b>	<b>60 Hours</b>	<b>120 Hours</b>	<b>180 Hours</b>	<b>240 Hours</b>	<b>360 Hours</b>	<b>480 Hours</b>
<b>Onsite Consulting Days</b>	0	0	0	1 Day	2 Days	2 Days
<b>Simpleview Office Consulting Days</b>	0	1 Day	2 Days	0	0	0
<b>Monthly Planning Call</b>	Included	Included	Included	Included	Included	Included
<b>Access to Ticketing System</b>	Included	Included	Included	Included	Included	Included
<b>Access to User Forum</b>	Included	Included	Included	Included	Included	Included
<b>Total Value</b>	<b>\$7,500</b>	<b>\$15,000</b>	<b>\$22,500</b>	<b>\$30,000</b>	<b>\$45,000</b>	<b>\$60,000</b>
<b>Savings</b>	<b>\$1,500</b>	<b>\$3,000</b>	<b>\$4,500</b>	<b>\$6,000</b>	<b>\$9,000</b>	<b>\$12,000</b>
<b>Total Cost</b>	<b>\$6,000</b>	<b>\$12,000</b>	<b>\$18,000</b>	<b>\$24,000</b>	<b>\$36,000</b>	<b>\$48,000</b>

*Note: SimpleSupport Plans are billed at the discount rate of \$100/hour. All support outside of a SimpleSupport Plan will be billed at the rate of \$125/hour.*

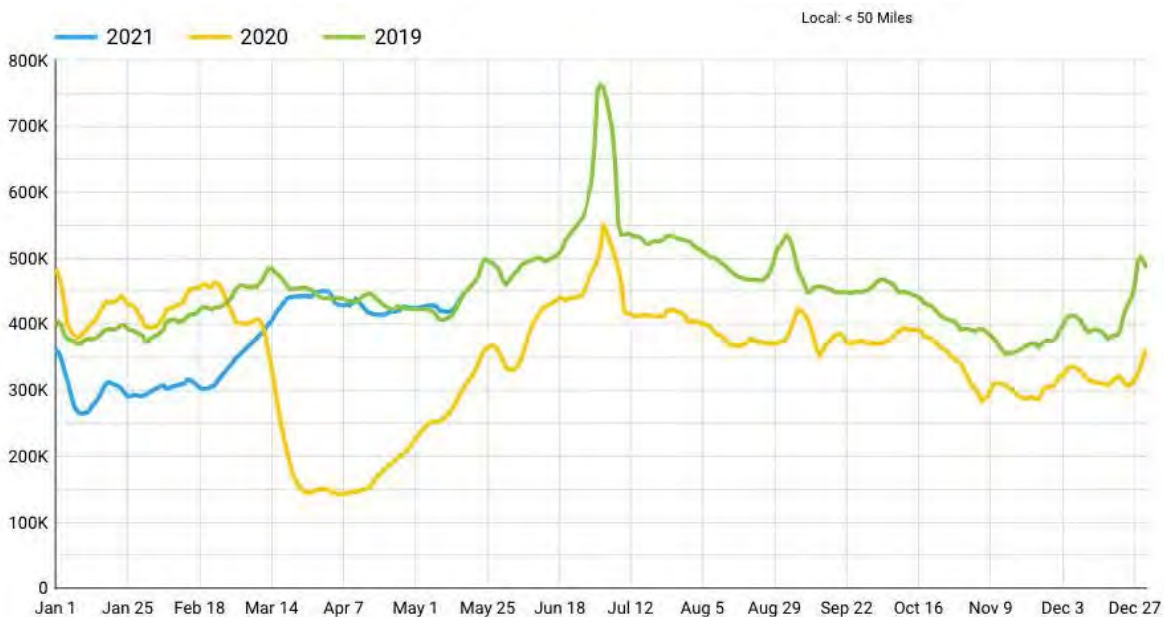




# Search Engine Optimization (SEO)

To achieve your goals, you'll need a strong SEO strategy to lift organic activity. It's a fact—people are actively using search engines like Google and Microsoft to plan their next vacation, event or destination tour. More than 1 billion global searches are done on Google alone each day and all trends indicate those statistics will only continue to increase, even with the recent changes happening in the world today. In fact, 1 in 10 of all searches on Google are travel-related. Ensuring your destination remains the authority on search should be top of mind for any destination marketer.

As we provide technology and SEM services for hundreds of DMOs globally, one of the key benefits of working with us is our ability to provide industry benchmarks across paid and organic traffic. On average, 53% of all traffic to a DMO website today comes from organic search, making it the number one traffic source for destination websites. To ensure those travelers use your site as a resource, it is important to boost your position in search engines. With the help of our certified search engine optimization (SEO) team, we can suggest best practices with keyword placements, back-link quality improvements and more to give your site optimal exposure.





Working with hundreds of destinations worldwide, Simpleview is the top provider of SEO in the tourism space. In fact, our average SEO client has been partnering with us for more than 5 years. For a website and its corresponding digital marketing strategy to reach its full potential, it's critical that your content is ranked properly and easily accessible to your prospective travelers. And because search engine technologies evolve quickly and often depend on a continuous feedback loop, there are no magic bullets for success.

Our team's primary focus will be to develop SEO strategies and suggestions based upon each of your objectives, as well as continue with the always-on SEO approach that has been a great success to date. Ongoing optimization activities include but are not limited to:

- Crawl error fixes
- Content optimization and keyword tracking
- Meta updates
- Alt tag updates
- Schema markup
- Monitoring of website indexation
- And much more

### BREAKDOWN OF SERVICES PROVIDED

Google uses over 200 ranking factors in their search algorithm to determine where your website is ranked. Thus, it is critically important that your SEO provider implement a truly comprehensive optimization strategy. This is especially true with recent algorithm updates like the new Google Core Web Vitals update that began rolling out in May 2021. Simpleview defines our SEO offering in two main buckets: defense and offense as seen in the illustration below.

## SEO CAMPAIGN





Defense consists of all of the technical tasks required to ensure that your website is fully indexable, has the proper schema, etc. Simpleview will collaborate with you to recommend and consult on said technical fixes for your website on a regular basis.

Offense consists of proactive strategies and this is where our expertise in the Tourism & Travel industry provides exceptional value to our SEO clients. With tens of thousands of hours exclusively spent optimizing DMO websites each year, no other vendor understands how potential visitors search for and navigate your website like we do. Using that expertise as a foundation, we then use data and testing to hone in on your destination's unique offerings to craft a winning SEO strategy.

## ONBOARDING AND ONGOING OPTIMIZATION

Research forms the basis of all planning and tactics for our clients. More specifically, keyword research is the foundation of search engine optimization, as it allows the ability to connect your content to the greatest number of searchers by using relevant queries. Identifying, targeting and optimizing your site with the correct keywords can have a positive impact on search engine traffic. To conduct keyword research, our team uses the latest technologies such as Google Ads Keyword Planner, SEM Rush, Searchmetrics Essentials and more to assist in this process.

The quality of research depends greatly on two key factors: the quality of the data, and the people doing the research. The depth of the data being analyzed, as well as the data sources being used has a huge impact on the quality of the research. Additionally, the quality of the research is greatly dependent on the researcher's experience, knowledge and industry expertise. Our search engine marketing team has more than 100 years of combined experience in SEO, PPC and other forms of interactive marketing. This makes us the industry leaders in what we do. Every team member has years of travel, tourism and research experience, and is required to hold and maintain a Google Certification in Analytics and/or Google Ads. This allows us to stay at the forefront of new technology and ensures we stay ahead of the curve.

At the beginning of a new SEO engagement, Simpleview will gather members of the search engine marketing team, developers and your Customer Success team to review the project scope, goals and objectives in an internal strategy session. Once this has taken place, your CSR will schedule a kick-off meeting to introduce the team, review marketing strategies and key performance indicators that will be set up and tracked in Google Analytics.



After initial research is complete, your SEO analyst will send you a document, which lays out the specific SEO activities that will be done on your site throughout the coming quarter and year. This document, known as your Annual SEO Account Plan, can change or be added to at any time, based on your needs, opportunities or emergencies that arise.

Each month, we study the analytics data, search queries and websites that brought visitors to your site. We also review traffic patterns, bounce rates and other information, recommending site refinements, content updates and marketing initiatives to increase your website returns. The data is then compiled and shared in a customized monthly report. The team will also schedule a one-hour recurring monthly call with you to provide insights on traffic increases, areas needing refinement and other key metrics, as well as discuss the strategy and activities for the upcoming month.

We will also complete other tasks along the way including customizing meta data and HTML tags to ensure that the search engines are properly indexing pages on your website, which may increase search rankings and ensure that visitors are finding the information that they are looking for. Our SEM experts are vigilant in completing checks of your website, ranking analysis, Google Analytics and Search Console accounts to find and correct any crawl errors that occur on an ongoing basis.

Please review the following case studies for more on Simpleview's SEO expertise:

- Visit Napa Valley: [bit.ly/2ThvPK4](https://bit.ly/2ThvPK4)
- Palm Springs: [bit.ly/2RIht50](https://bit.ly/2RIht50)

For even more information, please review this sample SEO report:

- Sample SEO Report: [bit.ly/2QO3dqR](https://bit.ly/2QO3dqR)

# SEO Engagement Options

	SEO Lite	SEO	Advanced SEO
<b>Included Annual Tasks</b>			
Audit & Correct Technical Barriers	✓	✓	✓
Redirects & Friendly URLs	✓	✓	✓
Keyword Research & Analysis	Quarterly	Monthly	Monthly
Constant Monitoring	Quarterly	Monthly	Monthly
Optimization of Robots.txt	✓	✓	✓
Custom 404 page setup	✓	✓	✓
Annual SEO Account Plan	✓	✓	✓
On-Page Optimization	Quarterly	Monthly	Monthly
Identify and Correct Crawl Errors	Quarterly	Monthly	Monthly
Spell-Check Scan & Correction	Quarterly	Quarterly	Quarterly
Broken Link Scan and Correction	Quarterly	Quarterly	Monthly
Google Analytics Implementation	Basic	Custom	Custom
Google Tag Manager Implementation & Setup	Basic	Custom	Custom
Content audit and consultation	Quarterly		Monthly
Meta Tag Creation & Implementation	Up to 10 pages Quarterly		Monthly
Website Reporting & Review Call	Quarterly	Monthly	Monthly
Link Analysis and Toxic backlink checks	Annually	Annually	Annually
Duplicate content analysis and canonical tag Implementation	Quarterly	Quarterly	Quarterly
SEO Developer work	Support	Included	Included
Voice Search / Featured Snippet Optimization		Quarterly	Monthly
Alt text for images	Quarterly	Monthly	Monthly
Tracking for Marketing Initiatives		✓	✓
Competitive Analysis Report		✓	✓
Link Building Strategy		Quarterly	Quarterly
Annual Summary Report		✓	✓
Schema and Open Graph Markup	Standard in SV CMS	Standard in SV CMS	Standard in SV CMS
Quarterly Heat Mapping & Report		Up to 1 page per quarter	Up to 3 site pages per quarter
Enhanced Monthly Analytics Reporting			Up to 5 custom report pages
<b>TOTAL COST</b>			
Total Annual Costs	<b>\$15,000</b> (\$1,250/month)	<b>\$24,000</b> (\$2,000/month)	<b>\$36,000+</b> (\$3,000/month)

\*Exact frequency and mix of advanced services to be determined according to engagement price and client priorities.



# Content Creation

## **BOOST DESTINATION VISITS WITH CONTENT MARKETING**

Over the last few years, consumer behavior has experienced huge shifts; this is triggered by a greater demand for personalization, and the growth of digital channels. Visitors are now overwhelmed by an abundance of information and options, magnified by shorter attention spans to navigate them. This means that online marketers need to adapt to a new landscape as the traditional purchase cycles we once knew are no longer in place. It is now the duty of today's modern destination marketers to educate and guide these consumers during their research and planning process with content that addresses their personal needs and engages them quickly for a mobile first world.

Whether you've been doing it for years or are just getting started, content creation is tough work. From conducting research all the way through to measuring success there is a lot to cover. In the end it comes down to understanding what great content can do for your destination, who your audience is (and isn't) and what needs to be done to achieve your business objectives and goals.





## **METHODOLOGY & APPROACH**

At the beginning of a full content creation engagement our team has a kick-off call with you to discuss key business objectives. This begins the strategy and planning phase of the content creation process:



We'll ask your team questions such as "What are your goals? What content drives traffic to your site?" What are your current conversion rates? and what content marketing strategies are currently in place?" The primary objective for DMO websites typically falls into one or more of the four buckets below:

- Increase referrals to partners (CPR)
- Increase onsite engagement (CPE)
- Increase leads (CPL)
- Increase sales (CPS)

After your primary objective is determined our research experts take a deep dive into your site and conduct an audit where we execute a sitemap analysis, keyword analysis, competitive analysis, engagement analysis, and content distribution review. The findings of the report lead the way for the content team to create a content roadmap, which will define the types of content needed for future creation.

Once research is complete, and a content roadmap developed, content creation activities will begin. A quarterly phone call will be setup to discuss and review your content marketing report as well as to discuss upcoming content creation initiatives.



# Content Creation Process:

## **STEP 1 – STRATEGY & PLANNING (4-6 WEEKS)**

### **SITEMAP ANALYSIS**

To know where you are going, we have to know where you have been. A review of the sitemap is an important step to the development of your content creation plan. This analysis combined with keyword research will make any holes in your current structure apparent. These content needs will be included in your final content roadmap. Your Strategist will analyze site structure to identify targets for content development and optimization. This can help to uncover any navigational issues impeding the site’s usability and help our team gain a better understanding of your content needs.

### **KEYWORD ANALYSIS**

Keyword research is the foundation of search engine optimization, as it allows you to connect your content to the greatest number of searchers by using relevant queries. Identifying, targeting and optimizing your site with the correct keywords can have a positive impact on search engine traffic. This is the first step to identifying the subjects most critical to your content creation plan. Your Simpleview content creation team will conduct an extensive review of your site’s content and general search volume to deliver an analysis of top volume and top-converting keyword phrases.

### **ENGAGEMENT ANALYSIS**

The definitive content performance metrics are: Pages per Session, Bounce Rate and Session Duration / Time on Page. Your content team will use this analysis to identify any content that does not engage your audience. Pages identified from this analysis will be included in your content roadmap.







# Content Creation Process:

## **STEP 2 – CREATION & OPTIMIZATION**

### **CONTENT CREATION**

The content on your website tells readers who you are, encourages them to dig deeper and helps to establish your brand as an authority in the space. One of the top challenges for DMOs, however, is writing enough content to provide value to their readers and keep their audience interested and engaged. More importantly, to inspire and provide them the necessary information needed to get them to choose your destination for their next trip.

At Simpleview we recommend an overall content mix of the following:

- 80% created (original)
- 10% curated (social media, UGC, etc.)
- 10% sponsored (advertorials, syndicated content, etc.)

As part of this engagement, original content can include web pages, blogs, emails, listings, landing pages and more. Depending on the type of content, the Simpleview team may use in-house writers or outsource to in-market freelancers or networks for high quality, relevant content. Curated and sponsored content can be handled as part of a separate engagement.

### **SEARCH ENGINE OPTIMIZATION**

Creating content is only half the battle. Our team of SEO experts spends nearly 30,000 hours a year optimization DMO content for search engines. Our SEO Analysts' will work with the content team to meticulously create meta titles, meta descriptions, internal links, schema implementation, and other on-page optimization activities to ensure your content is ready for the search engines.



# Content Creation Process:

## **STEP 3 – MEASUREMENT & REPORTING**

### **REPORTING & QUARTERLY CALL**

As a destination marketer it is possible to measure a ton of things really well yet never measure what really matters for your DMO. At Simpleview we begin with the outcomes your DMO wants to achieve, then determine the best way to measure for those goals. Our Digital Marketing team will provide custom quarterly reporting that addresses important metrics as they relate to the five stages of travel – Dream, Plan, Book, Experience, and Share. In addition to an executive summary, content marketing reports include metrics such as: reach, impressions, pageviews, time on page, downloads, form completions, mobile visits, new vs. returning visits, social shares, content highlights and more. Each report is then reviewed with you on a quarterly call so you stay on top of everything that happens as it relates to your content marketing efforts.

### **Continual Optimization & Refinement**

It doesn't end with reporting. Once the data has been analyzed and shared the strategy will be adjusted and the process begins all over again. Content marketing is an iterative process that takes ongoing refinement and optimization.

### **Required Administrative Access**

Client agrees to provide Simpleview with administrative access to the website if Simpleview does not currently manage their website. Conversion optimization activities cannot commence until Simpleview has full Analytics access, FTP access to website and CMS (if applicable). If client has an existing Google Analytics account, Simpleview will need to be added to that account as an administrator.

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