



LET'S MAKE
SOMETHING
BEAUTIFUL

Flagler County Board of County Commissioners

Tourism Website Design, Development
and Maintenance

simpleview 

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Letter of Introduction

Letter of Introduction

We want to thank you for including us in your RFP and for giving Simpleview the opportunity to potentially expand our partnership through the redesign of VisitFlagler.com. We are truly excited for the chance to build Flagler County Florida a completely new website on a CMS built for DMOs, by DMOs.

In reviewing your proposal, it was apparent to us that you recognize it's time for your organization to evolve into a platform that's seamlessly powered by your CRM data and we plan to demonstrate why this kind of integrated solution will be fundamental to the future digital success of your organization.

Below, please find some key points that you will also note throughout our proposal:

- We have proposed a fully redesigned, responsive website on our industry leading Software as a Service (SaaS) CMS platform. Because of the modular approach we take on all of our website builds, our offer is very cost effective and allows for great flexibility for your team moving forward.
- Our wide range of clients quickly embraced the opportunity our SaaS CMS provided to protect themselves against an ever-changing technology landscape. This has allowed them the opportunity to focus more of their time on marketing their destination (and less time maintaining their website). In addition, the licensed CMS model also provides ease in long-term budgeting.
- We have provided an overview of Experience Design, our in-house design team, and their research-driven methodology that continuously creates award-winning designs founded upon user experience industry best practices.
- It can not be overstated how critical a direct integration between your CRM and CMS platforms can be to your staff's efficiency - no double data entry, seamless data handoffs between the platforms and included tracking so that you can report to your members how effective your site has been for them at the click of a button. This CRM data can also be used to power your App moving forward in the same fashion.
- We have also included estimates within our pricing proposal in the case that you'd be open to leveraging the Destination Travel Network (a sister company of Simpleview's) for managing ad sales on your future website to help generate additional revenue - often times our DMO clients will apply these earnings directly to the licensing costs for their websites.

We hope we have the opportunity to discuss this project with you either in person or over the phone, as a proposal can only articulate so much. Our company has a passion for this business and the products and services we provide to our clients are a direct reflection of that - we live and breathe this industry and truly enjoy working alongside DMOs every single day.

In closing, as required by the RFP, we certify that Simpleview has not, either directly or indirectly, entered into any Contract, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in connection with the RFP and that Simpleview is not financially interested in, or otherwise affiliated in a business way with any other Proposer on the same land or improvements.

Sincerely,



Greg Evans
Vice President of Sales & Account Services
(P) 520.382.0526 | (F) 520.575.1171
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Technical Approach and Proposed Solution

Technical Approach and Proposed Solution

Website Hosting

- Seamless transition of databases from existing website hosting provider
- Flagler County must maintain ownership of the websites, components, content, domain names, and DNS records
- Open-source content management system that permits non-technical staff to easily update content on individual web pages, control sizes and types of images, and manage publishing of links to other websites through a browser-based interface.
- “Live” video stream from the website without the reliance of a third-party provider

Please see pages 58 - 59 for more information regarding our hosting solution.

Website Maintenance

- General support including, but not limited to, resolution of images, bugs, and problems that may arise and inhibit usability, display, accessibility, or workflow for staff or website visitors.
- Technical support response time:
 - During working days within 1 hour of initial request
 - During weekends and holidays within 12 hours of initial request

- Specific response plan to website hack
- Specific backup schedule, including full backups and incremental backups

Please see our Service Level Agreement (SLA) and Disaster Recovery Plan information on pages 60 - 64.

Website Design

Consumer Database Development:

- The TDO maintains a database of information on consumers who have traveled to or shown interest in traveling to Flagler County. The data has been captured over a number of years from a variety of different sources and is maintained by the TDO. Database development for the new consumer website should:
 - Capture information from contact points with website users via the booking engine and social interactions by automatically replicating data into the website database.

Technical Approach and Proposed Solution

- Build for data capture and feeding into the database for vacation planners requests ordered online, e-mail opt-ins and an itinerary planning tool.
- Exported to the TDO internal database and fulfillment company

Please see our modules and integrations detailed on pages 42- 51.

Social Strategy:

- Helpful, engaging and shareable content
- Drive interest in and traffic to the consumer website
- Social sharing links from external social sites that feed users directly to relevant information on the website pages.

Please see our UGC integration (powered by Stackla) on page 50.

Navigation/Search:

- Full navigation analysis as to the path to completing tasks and the overall organization of information.
- Navigation throughout the Website is to remain transparent and users able to easily find the content.
- Navigation that is organized and specified to each step of the page for Website users to retrace their steps.
- Effective search function with ability to be sorted by geography and key attributes.
- User testing done prior to final design/layout of site navigation to determine usability.
- Pages highlight related-content feature which will recommend Website content based on search behavior and previous pages visited.
- For those visitors who are unsure of what they are looking for, result filtering of Website content will help to narrow down the options by personal preferences and also by providing a path to map their way through the Website.
- The website will be flexible and render properly at different screen resolutions on popular browsers (Internet Explorer, Chrome, Firefox, and Safari).
- Ability to have microsites or special sections or landing pages with unique templates as needed and fully customizable by TDO staff.

Please see more information about Simpleview CMS on pages 34 - 51.

Technical Approach and Proposed Solution

Mobile Version (WAP):

- Develop fully mobile-responsive website across all mobile platforms including tablets and mobile phones.

Please see more information about Simpleview's responsive design approach on page 20.

Calendar of Events:

- Features a robust, intuitive Calendar of Events that is searchable and sortable by the user. Users should be able to subscribe to a feed of events.
- Online event submission option with subsequent approvals before content is published.
- Allow for the automated import of events via XML files from external community partners.

Please see page 44 for more information.

Maps:

- Integration of maps is required to allow users to find points of interest as well as to determine relative location of points of interest within the destination.
- Maps need to accurately chart location of businesses in the Website database.

Please see page 48 for more information.

Emerging Technologies:

- Online guides in downloadable and printable format available on the website.
- Ability to add User-Generated Content such as Crowdriff and YouTube videos.

Please see our UGC integration (powered by Stackla) on page 50.

Website CMS

Media Management:

- Ability to manage all file types – re-size photos, encode video, add PDFs, upload images onto content pages, etc.
- The website will provide a browser-based easy-to-use, open-source content management system (CMS) to enable non-technical TDO staff to easily add/edit pages and update content without directly accessing source code.

Technical Approach and Proposed Solution

- Administrative/Permissions:
- Ability to connect permissions with content types and site sections
- Content approval process

Please see more information about Simpleview CMS on pages 34 - 51.

Structure:

- Need both test and live environments
- One centralized repository for images, videos, articles, etc. -Object oriented – searchable – image
- One centralized repository for all content pertaining to listings, events, etc.
- Ability to develop a new page based on template and modules
- Ability to alter navigation within CMS

Please see more information about Simpleview CMS on pages 34 - 51.

Content Layout:

- Page templates with consistent style sheets (CSS)
- Article pagination
- Ability to plug video, photos, PDF viewer, etc. into any page
- Management & reprinting tools

Please see more information about Simpleview CMS on pages 34 - 51.

Functionality:

- Meta tagging data (all content types, pages, photos, etc)
- Ability to upload and control keywords
- Ability to schedule content with start and expiration dates
- More control over home page content
- Real time content publishing (pending approvals)
- Ability to search and replace content
- Spell checker
- Ability to view how page appears while working within the CMS

Please see more information about Simpleview CMS on pages 34 - 51.

Technical Approach and Proposed Solution

Integration Elements:

- Allow for integration with all social media platforms
- Allow for content syndication (tracking,backlinks)
- Integration with booking engine (i.e. Jack Rabbit)
- Microsite (DodgetheDunes.com) will need to be rolled into the main site

Please see our modules and integrations detailed on pages 42 - 51.

Development and Implementation:

- Building the website based on the approved design
- Create and build appropriate content as needed, including integration of new photos and videos
- Develop any and all templates needed for staff to easily update web content
- Collaborate with TDO's internal team and agency partners to ensure alignment with planned integrated marketing campaign efforts.
- Complete all other work necessary to develop and fully test the website
- Ensure website is fully operational
- Conduct consumer user testing prior to launch

Please see our website design and development methodology and approach on pages 18 - 31.

Training:

- Provide CMS training to a minimum of three team members

CMS training will be provided to a minimum of three team members per the long-term proposal on page 65.

Technical Approach and Proposed Solution

Website SEO:

- Structured, contain rich content and proper coding. Website will be built to most effectively increase visitation using search optimization techniques such as linkbacks, keywords, naming conventions, search-friendly URLs, and social media integration.
- Vendor should hold the following current Google Adword Certifications:
 - Fundamentals
 - Search Advertising
 - Display Advertising
 - Analytics
 - Mobile Advertising
 - Video

Please see pages 52 - 56 for additional information regarding website SEO.

Dashboard Components/Analytics

Website Analytics:

- Monthly search engine optimization (SEO) and comprehensive analytics related to search data and optimization resources. Such analytics may include, but are not limited to:
 - Visitor analysis - unique visitors, geography, mobile users, keywords
 - Visitor trends - page views, entry pages, top pages, exit pages, page length of stay
 - Content statistics - posts, downloadable documents, calendar items, stale links
 - Setting up and tracking multiple custom conversion metrics
- Monthly monitoring & reporting related to website performance. Such analytics may include, but are not limited to:
 - Site storage
 - Page load time
 - Uptime
 - Bandwidth usage
 - Successful backups performed

Please see pages 52 - 56 for additional information regarding website SEO.

Technical Approach and Proposed Solution

General Objectives

1. A minimum of five years in progressively in-depth internet marketing; preferably with tourism products either in the hospitality industry or destination field with measurable results.

Since its inception, Simpleview has delivered destination marketing expertise, technologies and interactive marketing services to Destination Marketing Organizations (CVBs, regional tourism promotion agencies, state offices of tourism, national tourist boards, etc.) both large and small across North America and beyond, from Florida to California, Oregon to Massachusetts, Canada to Australia.

Early on, we understood that sound strategy and the right technologies could transform how DMOs work, making them more effective in every aspect of sales, marketing, business analysis and reporting. We were the first company to create a web-based destination management system specifically to help DMOs manage relationships with industry partners, meeting planners, consumers, the media and other vital contacts. We were also the first to integrate that system with a web-based content management system—giving non-technical DMO staff the ability to easily manage vibrant, custom websites—and we became the first company to extend that integrated CRM/CMS solution to sites optimized for mobile web.

Through the years, we've designed and launched hundreds of DMO websites—all powered by the Simpleview CMS— and have implemented Simpleview CRM for 300+ DMOs. With expertise built on working with more destinations than any other company in our field, we help DMOs succeed at every level, from long range strategy to immediate, tactical solutions. And while we've garnered numerous awards along the way, putting our customers first has earned us the highest client retention record in the industry, the honor we value most.

2. Demonstrate expertise in successfully building and optimizing an Internet based portal fully incorporating interactive capabilities, and customer relationship development and management programs.

Simpleview has more expertise in what it takes to create a best-practice destination website and what it takes to successfully extend a DMO's online reach than any other company. We recognize that there are general elements of website design and interactive marketing that apply across industries. But we also know that much of the challenge of successful destination marketing is highly specific: understanding the relationships between DMOs and their stakeholders, understanding how those relationships impact communications

Technical Approach and Proposed Solution

and marketing, knowing the search terms people use when researching travel online, understanding how people typically navigate through a destination website, and much, much more.

We offer not only strategy and technology, but also creative design and content development services, multimedia and more. We know what makes for a great promotion just as we know which tools will best help our clients prove their value to stakeholders. And we are the only company to offer master planning plus the capabilities to realize the vision we help create.

Also, while we understand that some vendors may need to outsource certain elements of a site build, we have the experience, staff and technologies to execute in-house all of your requirements. As a partner in your success, we employ sales and marketing strategists, interactive marketing experts, designers, content developers, website programmers, application developers, database developers and in-house customer support staff. Not only does this streamline costs for our clients, it gives us full control over the quality that we, and our clients, demand.

By working with more clients than any other company in our field, we help DMOs succeed at every level, from long- range strategy to immediate, tactical solutions.

Provide URL's of at least 10 fully responsive or mobile websites you have developed. Companies must demonstrate how and why their designs garnered success.

Please see pages 76 - 78 for 10 fully responsive websites developed by Simpleview.

3. Proof of reliability of hosting service: such as redundancy of equipment, Internet access (bandwidth & reliability), power back-ups, contingency plan or back up system.

Please see pages 57 - 64 for information regarding technical specifications.

4. Documentation of delivery schedules, technical specification, vision/scope documentation and customer satisfaction.

Please see pages 57 - 64 for information regarding project delivery schedule, technical specifications, scope documentation and customer satisfaction.

Technical Approach and Proposed Solution

5. Ability to provide client access to website to update special event, lodging, attractions or other information, via a non-HTML admin site.

Both your organization and your partners can manage their listing information utilizing the Partner Extranet, which is included with the CRM platform we've proposed to you. Listings include the detailed information about businesses that may be included in visitor guides, dining guides, meeting guides in addition to your website. Users can select Categories (e.g. Dining, Accommodation), Subcategories (e.g. Resorts, Bed & Breakfasts), and detailed descriptions of businesses. Your staff or partners can also update amenities, special offers, images and logos associated with listings that appear on your site. In addition, your partners will also be able to add and edit special offers and events. All changes that will push to the website will be held in a pending status and will need to be approved by DMO staff prior to pushing live.

Many of our clients have moved to our integrated solution. Why? It makes sense. It makes your job easier as destination marketers, and most importantly, it provides a better user experience, which is what this is ultimately all about.

So, not only are you able to seamlessly push data out of CRM into the website, but the integrated solution also pushes partner tracking back (listing views/click-throughs, coupon downloads, event views, etc.) in addition to consumer data captures (newsletter signups, guide requests etc.). The CRM can facilitate fulfillment of these items or integrate with a 3rd party fulfillment company. The tracking can be viewed via the partner extranet, be part of ongoing reporting at a more granular partner-by-partner level.

6. Ability to provide on-going technical support to the TDO and all travel partner participants.

Simpleview has developed a custom project management system, which includes a ticket system (client access via portal on our website), communication tracking, file sharing, knowledge base, forum, time tracking and more. All partner and client interactions (requests, error reporting, projects, etc.) are tracked via this system to ensure nothing slips through the cracks, and you are able to view the status of their requests/projects in real time. Critical tickets automatically contact the 24/7 critical response team for immediate attention.

Technical Approach and Proposed Solution

Simpleview's standard hourly rate is \$125/hour, however we offer (and proposed) our SimpleSupport plan. This plan offers a rate of \$100/hour and is reflective of hours needed to maintain the web presence after the build is complete. Our SimpleSupport plan has multiple tiers which offer additional client incentives, depending on the level that is purchased. These incentives include items such as bonus SimpleSupport hours, included onsite strategic meetings and free registrations to Simpleview's annual client Summit in Arizona.

7. Demonstrate capacity for project management, quality control and internet target marketing and relationship management.

Simpleview builds and launches an average of 40-50 new CMS projects a year, as we have dedicated project teams whose sole purpose is to launch websites and CRMs. This structure allows our account services and ongoing support staff focus on their work and not have to play both roles. In regards to project investment, we follow a fixed bid pricing model—we build websites and CRMs on time and on budget—time and time again.

8. Demonstrate level of expertise with unique Internet destination travel promotions to reach all segments of the travel trade profession.

Simpleview has the most experience in this space, bar none. Our experience doesn't only include building beautiful leisure websites, but also with building tools and websites for every audience in our space— from Meeting Sales and Group Tour/Travel Trade, as well as Media/PR sections, and robust partner and industry relations sites.

We understand that these audiences often blur, and have devised ways to cross-pollinate content throughout the website. This approach allows us to improve conversion rates, and provides audiences the content they seek and you want them to see.

These sections (commonly referred to as "Industry Navigation") are typically anchored to the top of a site's navigational structure and will often time dictate a new theme or approach to page layout be taken to properly house this content for a different audience.

Technical Approach and Proposed Solution

9. Demonstrate level of expertise with permission data base management.

Simpleview CMS allows administrators to build a library of User Roles from a set of granular level permissions. This feature allows them to handle complex use cases, such as the User needing the right to edit, delete and publish content on one section of the site, only have rights to create drafts for review in other sections of the site, and have view only or no access to various other sections, sites or modules.

In addition, content such as navigation items, content drafts, and saved elements can be owned by a set of user group(s) that needs the content to be inaccessible to other user group(s); or to only allow these groups to view/use various assets, but remove permissions to the modify/delete these assets to facilitate the content publishing workflow. The Simpleview CMS offers a robust task system, as well as a dashboard, where content waiting to be published is displayed and tracked.

General Objectives:

- **Flagler County government works on an October 1st fiscal year. It is intended for the vendor to provide a project schedule of work to be completed from the time of award to full website launch on or before September 30, 2018. This is to include new overall design and implementation, and any other work to optimize full website capabilities. We are seeking recurring costs (hosting, maintenance, etc.) to be billed following the start of the 18-19 fiscal year, however funds are available now through September 2018 for a portion of this initial phase.**

Simpleview acknowledges the request for a September 30, 2018 launch as dictated by the fiscal year timing, however it is worth noting that our standard website build timeline is 6-7 months. There are certainly ways to accelerate the website redesign process, however we find that skipped steps cost money and so our hope would be to discuss the timing of the anticipated launch keeping in mind that we can be extremely flexible on the payment terms. This would be best discussed via phone/in person as a part of the RFP process should we be selected as finalists.

Technical Approach and Proposed Solution

One-Year Support:

- **Provide one year of website support, CMS maintenance from the date the new website is live, including performance and load testing to ensure that the website meets predefined performance and load testing metrics.**

Simpelview's standard hourly rate is \$125/hour, however we offer (and recommend) our SimpleSupport plan. This plan offers a rate of \$100/hour and is reflective of hours needed to maintain the web presence after the build is complete. Our SimpleSupport plan has multiple tiers, which offer additional client incentives depending on the level that is purchased. We are recommending our SimpleSupport5 plan that provides a total of 60 hours for use over a 12-month time period (an average of 5 hours/month). The cost for this is \$500/month, at the end of the 12-month term if any hours remain, they will roll forward to the new term that begins.

Long-term Proposal:

- **Provide a proposal for website support, CMS updates and maintenance as well as SEO beyond year one.**

Please see pages 65 - 66 for our long-term proposal that includes website support, CMS updates, maintenance, and SEO services beyond year one.

Other:

Any other additional items listed above, to provide a fully operational website.

N/A

Experience Design (XD)

Smart, proven, beautiful.



Simpleview's Experience Design group creates each DMO's website from scratch, specific to each destination, and focuses on the quality of the overall user's 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.

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.

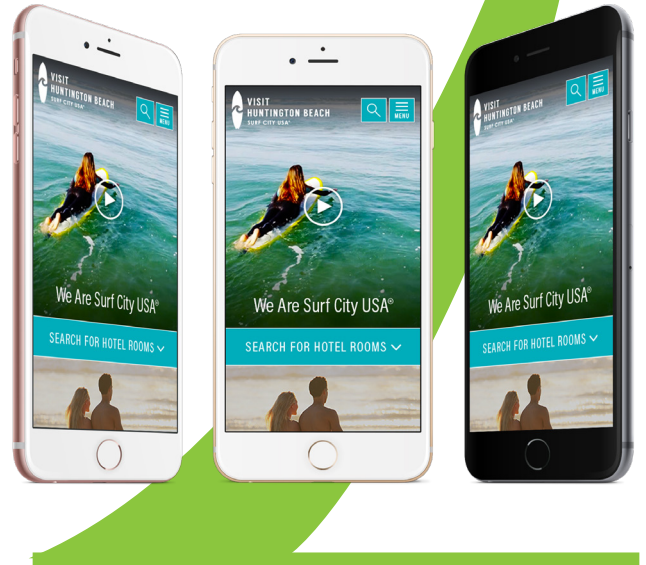
Responsive Design

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



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.

Process Overview



Experience Design Core Disciplines (utilized in steps 3-7 above)



IDEATION

- Problem Solving
- Idea Generation
- Strategic Solutions



USER EXPERIENCE

- Data-driven Research
- Engagement
- User Behavior



INTERACTION DESIGN

- UI/UX Design
- Storytelling
- Innovation



BRAND ELEVATION

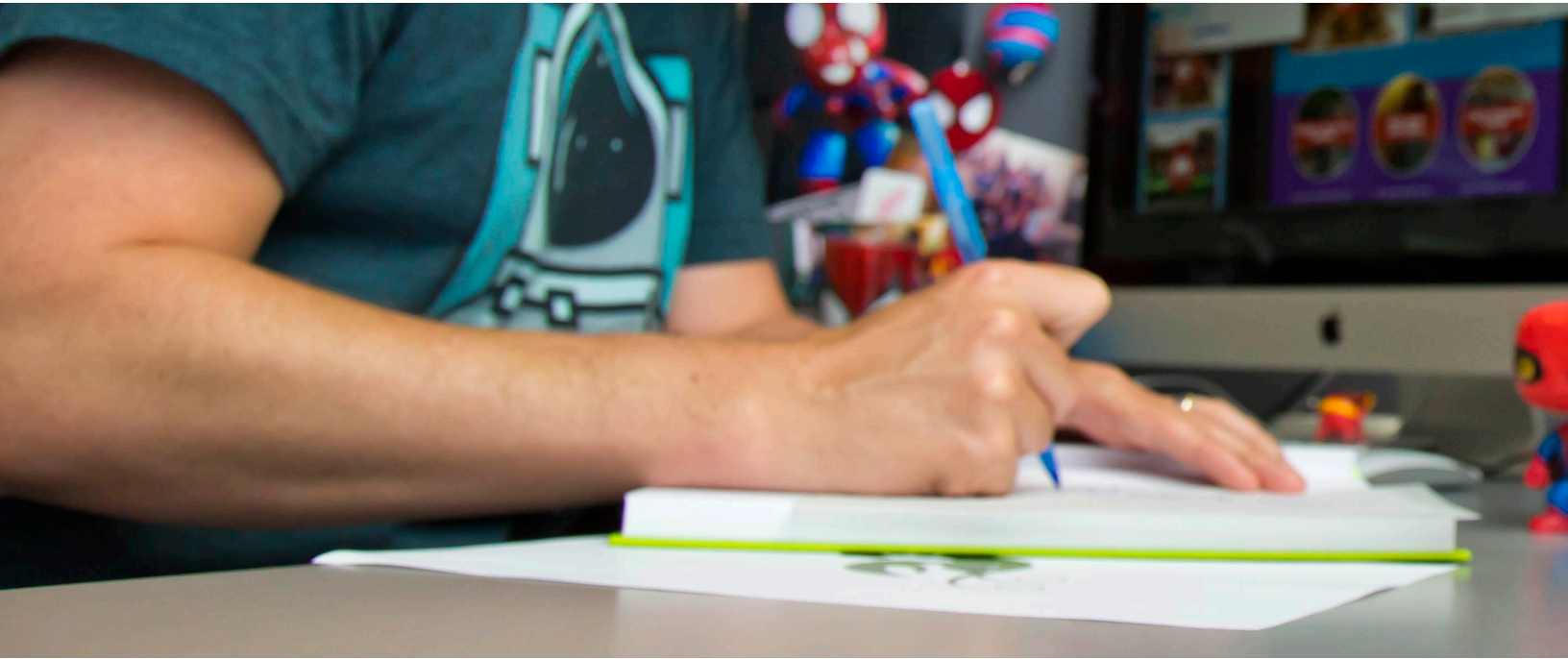
- Visual Identity
- Image Reinforcement
- Brand Essence



SIMPLEVIEW TECHNOLOGIST

- Research & Development
- CMS Toolset
- CRM Capabilities
- Digital Marketing: SEO, Content, Social
- Paid Content

Website Design and Build Process



1. Project Kick-off

During kick-off, you 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

Your dedicated website team experiences 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.



"It truly makes a difference when they experience your destination– it gets them excited. You don't have to explain, they get it, and it transfers to the website."

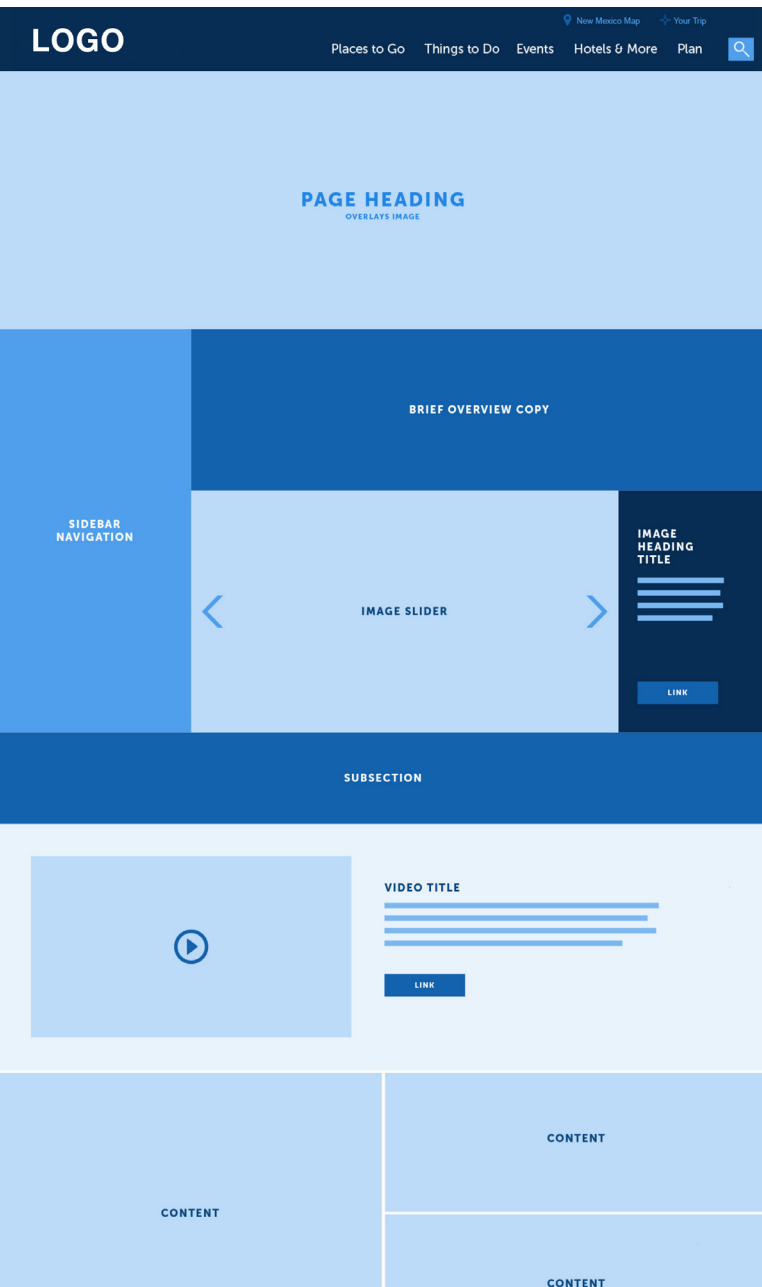
Ryan Callison, Visit Frisco





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.



Wireframes

We deliver a visual guide that represents the skeletal framework of your website, based on your KPIs, goals, expectations and analytics. This is like a blueprint for your website, depicting the home page elements and navigational systems arrangement, and illustrating how they work together.



6. Digital Style Guide

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

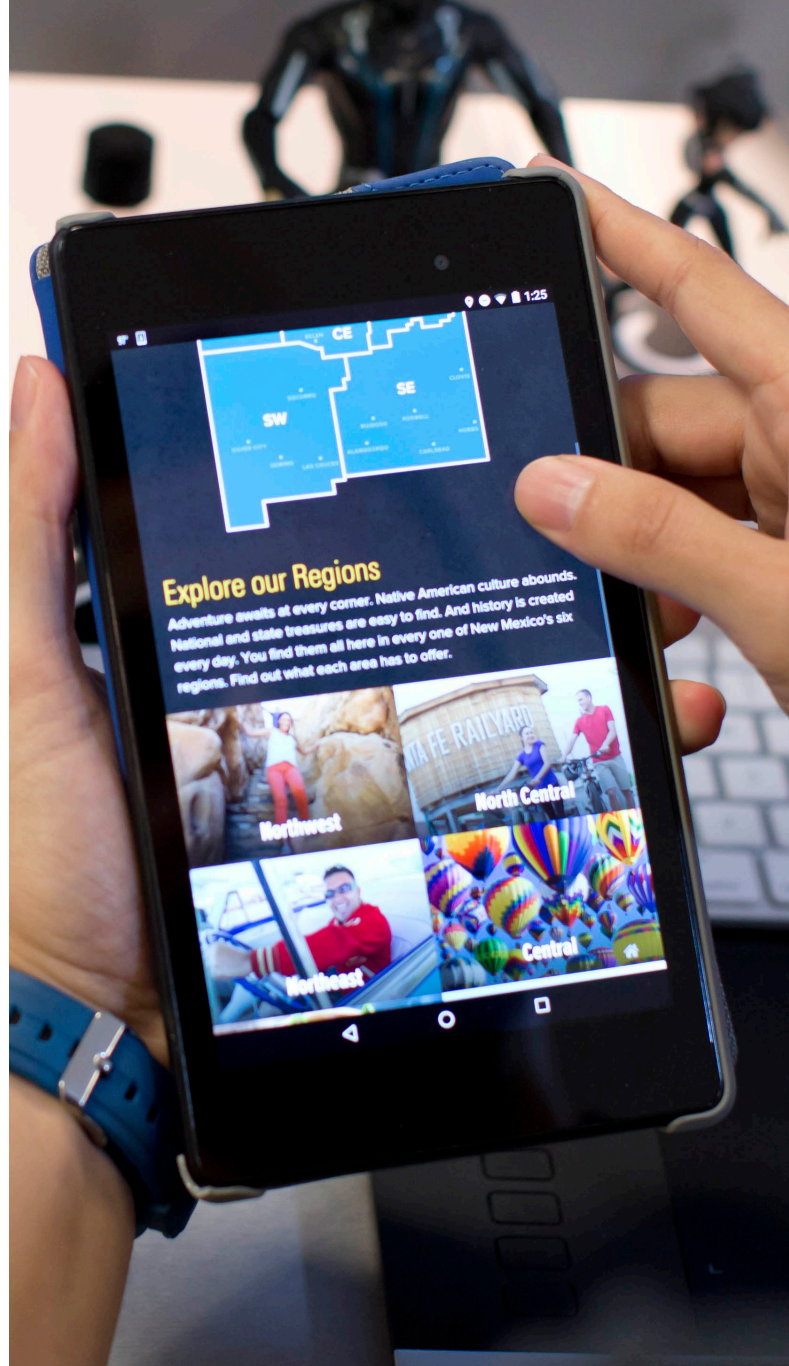
While the design phase is in progress, your SEO Analyst continues to work with you as they diagram a sitemap. The resulting document displays where each piece of content will reside relative to others, and what the corresponding URL (web address) will be. We adhere to best practices, which ensures our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





7. Design Presentation (High-fidelity Prototypes)

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.



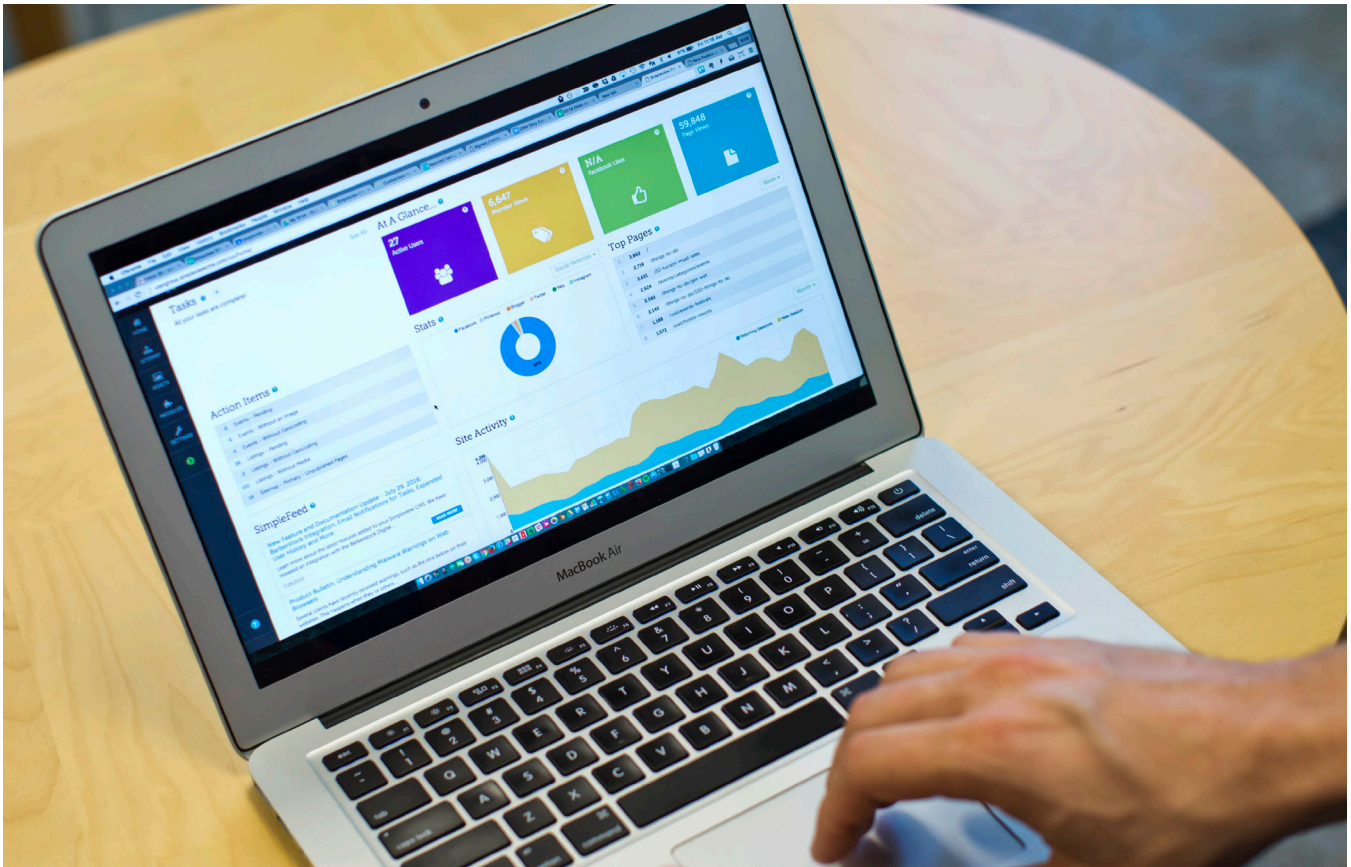
Design from Scratch

The Experience Design Group starts each and every website design from scratch, from analyzing user research to selecting web friendly fonts and designing the optimal user interactions.

You might ask, What is Experience Design?

Experience Design (or XD for short) is the practice of designing interactive digital environments that focus on the quality of the user experience.

It's not just about designing award-winning websites, but also about designing a great user experience for your website visitor.



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.



"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 Director in Lisa. The depth of her experience (both with Simpleview and traditional agencies) is obvious as we explored Alaska this week. Like everyone I've met in your firm, she is hyper-focused on the client. We are very happy we picked Simpleview to build our next site."

James Minton, Visit Anchorage



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

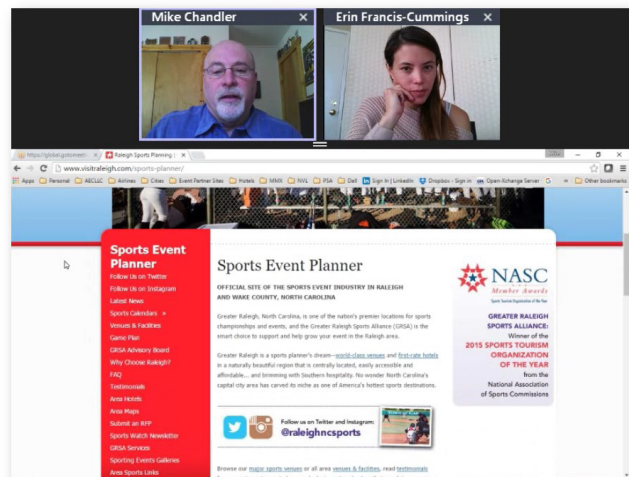
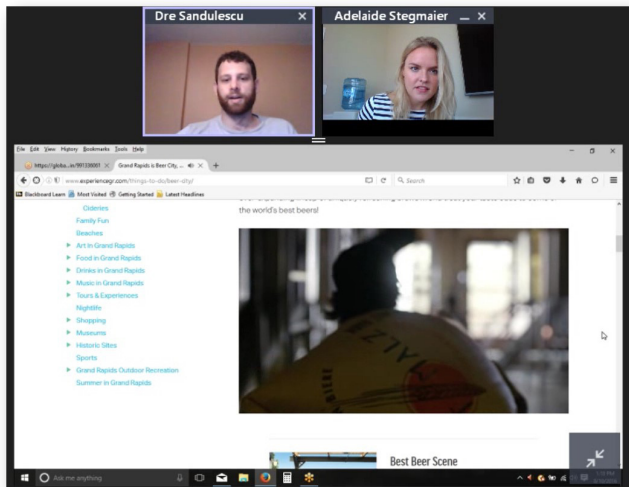
Launching your new website is an exciting, collaborative event that requires participation across multiple departments. It's time to celebrate a successful project!



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.

Usability Testing



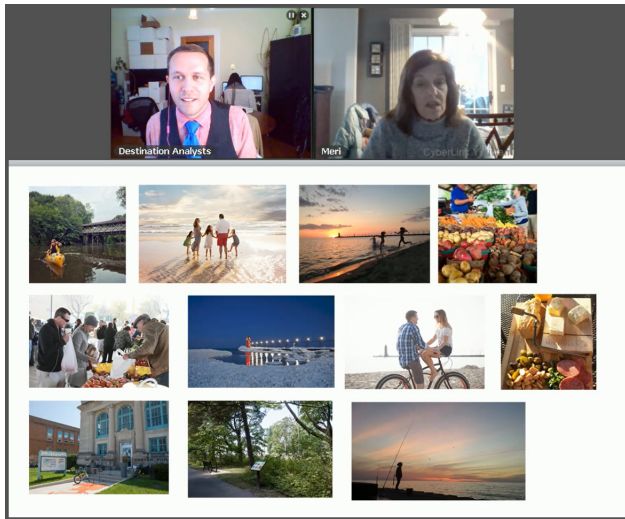
Simpleview utilizes a variety of research methods and tools to help define customized marketing strategies for our clients. Usability testing is extremely helpful in understanding key audience motivations, needs and behaviors. To ensure an unbiased process, Simpleview relies on third parties to conduct usability testing.

Since 2010, Destination Analysts has served as the strategic research partner for Simpleview. From multi-stage website usability testing to comprehensive destination brand research studies, Destination Analysts provides an objective third-party perspective, supporting both Simpleview and its DMO clients in making informed decisions and perfecting their marketing efforts. Their collaborative work on behalf of Simpleview and its clients supplies actionable marketing intelligence to guide the strategic direction of the design, experience and creative development processes, as well as measure client success.

The General Process

- **The industry experts at Destination Analysts and Simpleview will collaborate with you** to review research and develop user profiles, which will provide recruitment direction for testers representing your key audiences/personas.
- **Usability testing will be conducted on your current website** to establish a baseline and identify strengths, weaknesses and opportunities, which will influence the strategy for the new site.
- **Once the “beta” version of the new site is ready**, usability testing will be performed again, and the new site can be adjusted as necessary based on tester feedback.
- **In addition to having the option to view the usability tests in real-time**, your DMO will also be provided with the video/audio recordings of the tests (with the ability to view how testers are interacting with your site and the commentary they are providing), as well as detailed findings reports.

Usability Testing



Destination Analysts is a full-service market research company serving the travel, tourism and hospitality industries. Founded in 2003 by two DMO veterans, our team of seasoned travel researchers has extensive, hands-on experience working with some of the world's greatest destination brands.

In addition to visitor profile, brand, economic impact, usability, satisfaction and marketing asset and advertising conversion/ROI research, Destination Analysts conducts the quarterly "The State of the American Traveler," and the annual "The State of the International Traveler"—the industry's premier studies for tracking traveler sentiment and global destination brand performance for U.S. destinations.



The Destination Analysts Team

Get to Know the Team

- **The Destination Analysts team is composed of former destination marketers.** This gives them a uniquely valuable understanding of organizational needs, as well as an unrivaled expertise in the design and execution of research strategies to meet those needs.
- **They offer a complete spectrum** of research programs for DMOs, including both quantitative and qualitative marketing research, with expertise in visitor profile development, branding, ROI, advertising effectiveness tracking, segmentation, and website design evaluation and usability assessment.
- **They also have extensive experience** in all aspects of survey research - from large national consumer surveys to market-focused consumer research.

Simpleview CMS

Content Management Designed for Destination Marketing Organizations

**Open Source
Solutions**

+

**Industry-Tailored
Tools**

+

**Years of Client/
User Feedback**

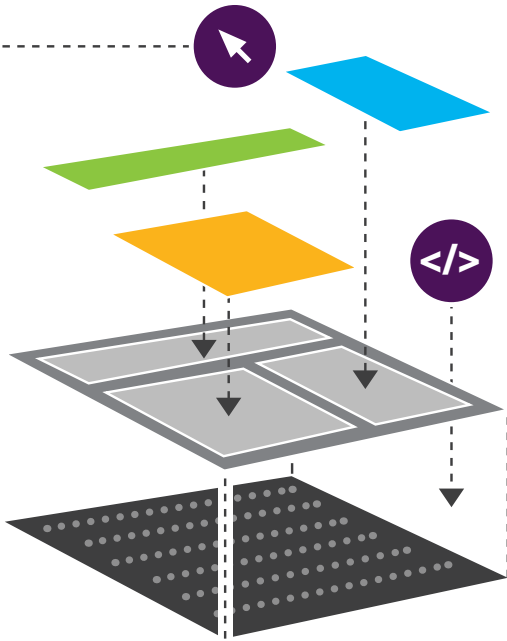
**= a CMS for you &
users of all levels**

The Simpleview Content Management System (CMS) is specifically built for Destination Marketing Organizations (DMOs).

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.



Simpleview CMS Delivers



*A short CMS overview demonstration can be viewed online at <https://youtu.be/VlxFM54A0XM>

- 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**

Software as a Service (SaaS) Platform



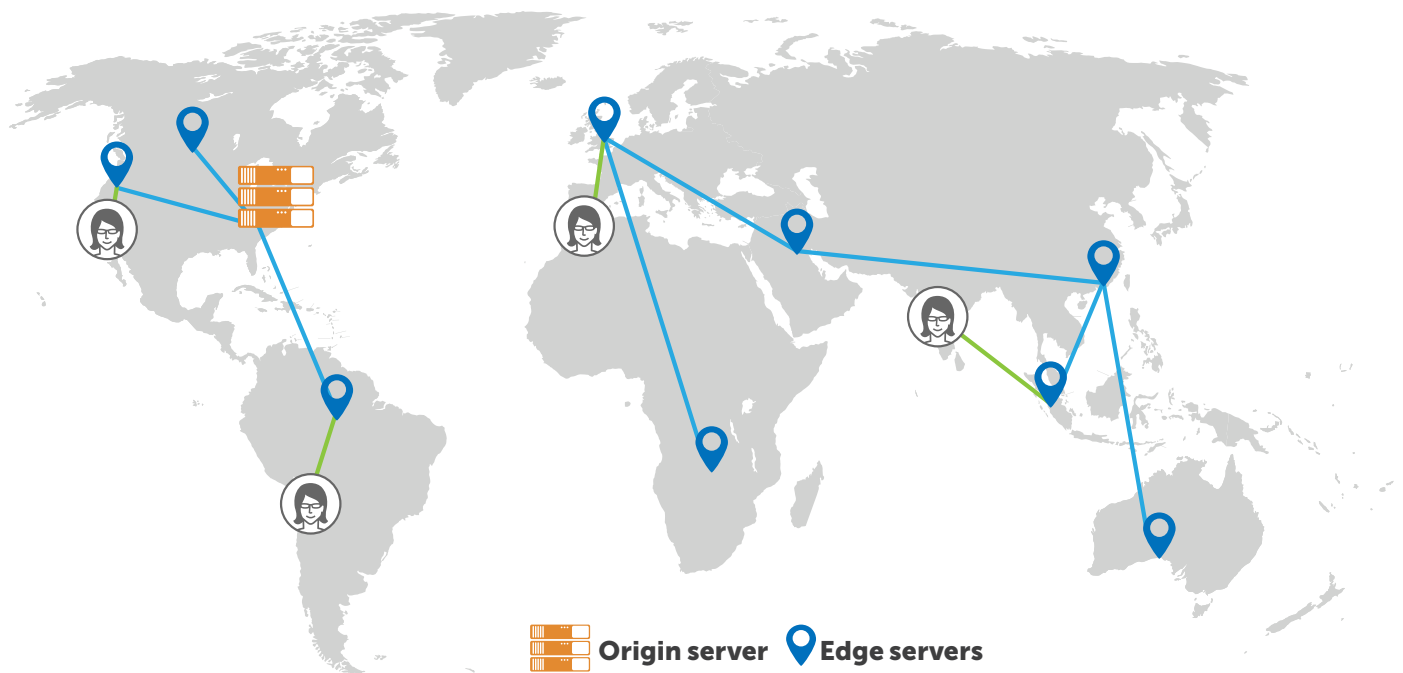
The industry standard, SaaS is web-based software that delivers:

- Faster access to high-quality technology and security updates
- A scalable, modular solution for DMOs of all sizes
- Quicker content delivery
- Smoother, more cost-effective redesign options

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.

Simpleview CRM & CMS: A Fully Integrated Management System

Simpleview CRM & CMS Communication



Consumer information such as form submissions and tracking data flows from the Website/CMS into your CRM.

Below are just a few of the consumer information pieces that travel from the website/CMS to CRM:

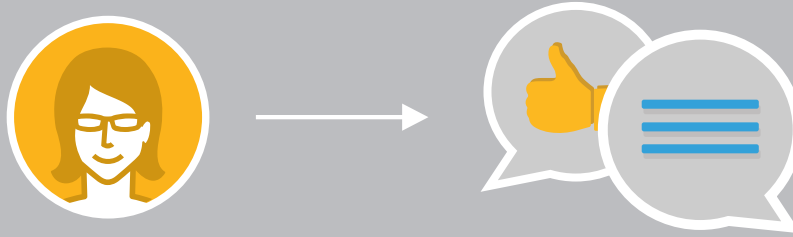
- Visitor Guide/brochure request forms
- RFP submission forms
- eNewsletter signup forms
- Partner listing views
- Listing click-throughs

Member/Partner content and data flows from your CRM to the website/CMS

Below are just some of the member/partner details that travel from the CRM to the website/CMS:

- Business information
- Listing descriptions
- Amenity information
- Images
- Special offers
- Meeting facility information
- Events
- Geo data

Reimagined Feedback & Design



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 more smoothly 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 partner 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.

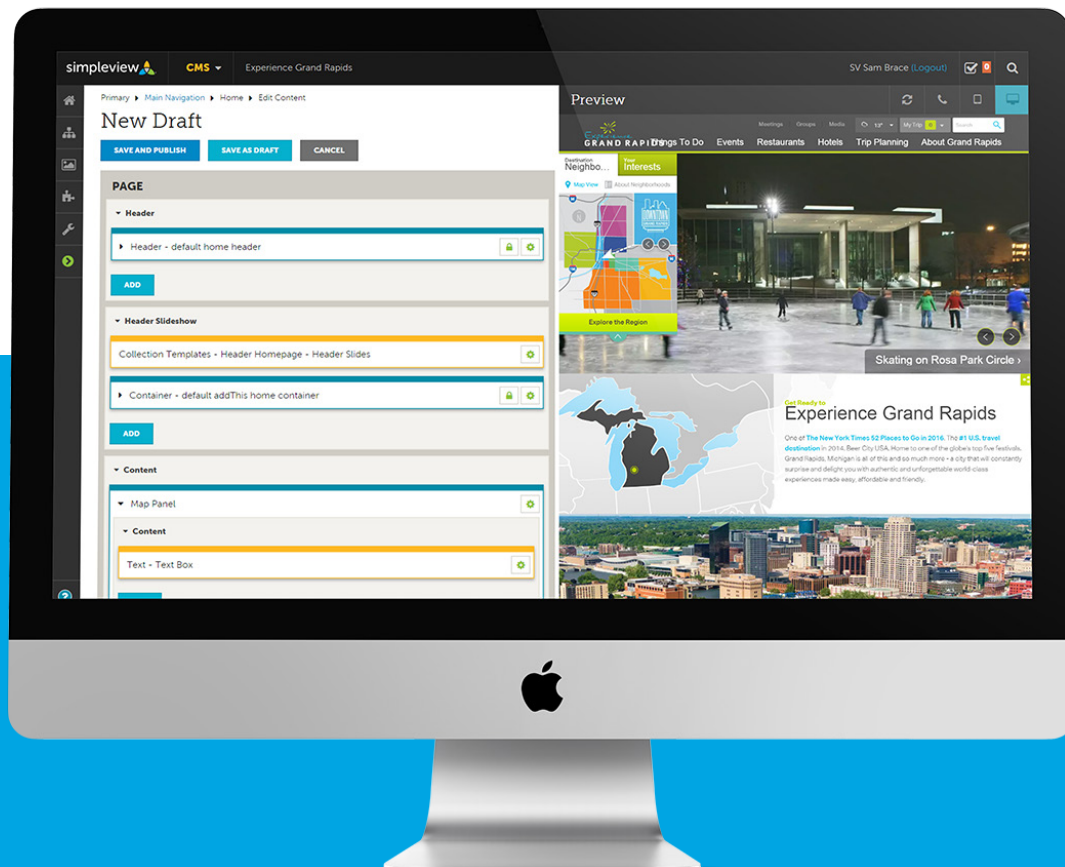
Top response times: Our content delivery network (CDN) allows users worldwide to see your content faster and helps prevent site crashes.

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.

Module & Integration Examples

FORM BUILDER

Enable automatic email responses upon form submissions

FORM DETAIL: VISITORS RESOURCES REQUEST FORM

Edit Delete Clone Return

Form Setup

Form ID: 27
Form Name: Visitors Resources Request Form
Sort Order: 2
Form Posted: Always
Contact Tag: Webform - Visitors Guide Request
Email Form Responses To: --None--
Notifications From CRM: No
Notifications From Website: No
Response URL: <http://www.visitokc.com/visitors-guide/thank-you/>
Capcha Instructions:
Capcha Error Message:
Red Fields Required Message:
Submit Button Label:
Reset Button Label:

Post In CRM: Yes
Post on Website: Yes
Form Persistent: No

Tracking/History

Form Defaults Form Sections Form Questions Submissions Update Tab Display

Add New Question(s)

Filter: Section: General Information

Action	Field Name	Display Name	Hint	Required	Display	Sort Order	Move
	Contact: First Name	First Name		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1	↑ ↓
	Contact: Last Name	Last Name		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	↑ ↓
	Contact: Physical Address 1	Address		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3	↑ ↓
	Contact: Physical Address 2	Address, cont.		<input type="checkbox"/>	<input checked="" type="checkbox"/>	4	↑ ↓
	Contact: Physical City	City		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5	↑ ↓
	Contact: Physical State	State/Province		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	6	↑ ↓
	Contact: Physical Zip	Zip/Postal Code		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	7	↑ ↓
	Contact: Physical Country	Country		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8	↑ ↓

Track and report submissions via custom tags

Ability to re-arrange fields

Manage front-end field display names

//// Meetings | Groups | Media ////

My OKC Trip

THINGS TO DO EVENTS RESTAURANTS OKLAHOMA CITY HOTELS ABOUT OKC INSIDER'S GUIDE

VISITORS GUIDE

View the Visitors Guide online or request a printed copy of the Official Oklahoma City Visitors Guide by mail:

GENERAL INFORMATION

First Name:

Last Name:

Address:

Address, cont.:

City:

State/Province: --None--

Zip/Postal Code:

Country: UNITED STATES

Please send me: ☐ Oklahoma City Visitors Guide
☐ Oklahoma City Stay & Save Coupon Booklet


Email Address:

Yes, sign me up to receive emails with the latest events & deals from Visit OKC: ☐ Yes ☐ No

- Style forms for consistency with website
- Ability to hide fields
- Identify required fields
- Ability to set display fields in one, two or three columns

Module & Integration Examples

PARTNER LISTINGS

Listing ID: 3585		Account: <u>Oakland Marriott City Center</u>	
Type: Website		Contact: ---None---	
Category: Accommodations		Address Type: Account: Physical	
SubCategory: Hotels		Rank: ---None---	
Additional Subcategories: ---None---			
OnceThere ID:			
Search Keywords: Oakland Marriott City Center			
Listing: Oakland Marriott City Center is a modern hotel that mirrors its dynamic downtown surroundings. Their refined guest rooms ooze urban cool, boasting perks like cutting-edge technology and spa-quality rain showers. Dine with at Iron & Oak, their signature bar and restaurant, and enjoy new American cuisine prepared from locally-sourced ingredients.			
Area Details			
Area ID:		Area SiteID:	
Start Range:		End Range:	
Listing Details			
Company: <u>Oakland Marriott City Center</u>		Sort Company: Oakland Marriott City Center	
Address: 1001 Broadway Oakland, CA 94607 UNITED STATES		Email:	
		Web Site: http://www.marriott.com/hotels/event-planning/business-meeting/oakdt-oakland-marriott-city-center/	
Primary: (510) 451-4000		WCT ID:	
Tollfree:		Alternate:	
Notification Email:		Fax:	
Trip Advisor ID:		Notification Interval: 0	
Trip Advisor Category:		Show Trip Advisor Reviews: No	
Assigned Tags			
<ul style="list-style-type: none"> Accommodation Downtown Accommodations 			
Partner Referral Contacts			
Member/Partner:			
Tour/Travel:			
Meeting Sales:			
Media/PR:			
Consumer:			
Industry:			
Misc. Leads:			
Media			
Type	Title	Media	
Logo	Iron & Oak		
Image	King Room 1	King Room 1	
Image	King Room 2	King Room 2	
Image	M Club Lounge	M Club Lounge	


- Rank listings in order of membership priority
- Overwrite account information that will be displayed on the website
- Associate multiple sub-categories to avoid duplication
- Set maximum amount of characters for listing types

Display listings by categories and allow users to filter by sub cat, region and/or keyword


Categories
☐ Hotels (24)
☐ Motels (10)
☐ Bed and Breakfast (4)

Neighborhoods
☐ Airport District (14)
☐ Jack London Square (7)
☐ Downtown (5)
☐ Oakland Hills (3)
☐ Lake Merritt (2)


Results Page: 1 of 4




Best Western Plus Bayside Hotel
1717 Embarcadero, Oakland, CA 94606




Executive Inn & Suites
1755 Embarcadero, Oakland, CA 94606



Claremont Club & Spa, A Fairmont Hotel
41 Tunnel Rd., Oakland, CA 94705

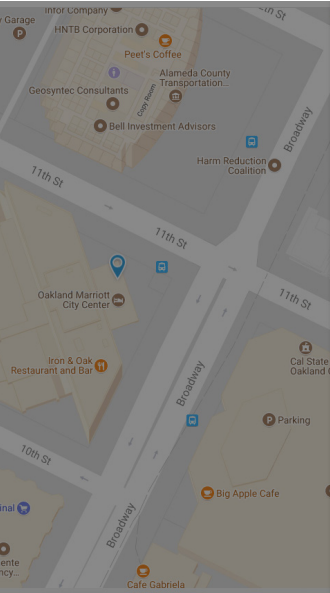



Z Hotel
233 Broadway, Oakland, CA 94607



Holiday Inn Express Hotel & Suites
66 Airport Access Rd., Oakland, CA 94603

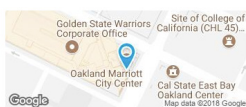
Display member/partner account amenities





Oakland Marriott City Center
1001 Broadway, Oakland, CA 94607
Neighborhood: Downtown
Phone: (510) 451-4000
www.marriott.com

About
Oakland Marriott City Center is a modern hotel that mirrors its dynamic downtown surroundings. Their refined guest rooms ooze urban cool, boasting perks like cutting-edge...



Module & Integration Examples

CALENDAR OF EVENTS

Apply ranks and mark events as featured

Customize event categories

Upload images to showcase

View event locations on map

Link directly to partner listing page

Filter by dates, categories, and keywords

Module & Integration Examples

SPECIAL OFFERS/COUPONS

Associate coupons
to specific listings

Coupon Information

Offer Title: Advance Purchase Offer

Offer Link: <http://www.sanctuaryoncamelback.com/special-offers/advance-purchase/>

Offer Text:

The Advance Purchase Offer provides guests with 20 percent off the best available rates for stays booked 14 days prior to arrival. Offer is valid June 1-Aug. 31, 2017 and the starting rate is \$215 per night, plus room tax and daily \$34 resort fee. Full payment of room and tax is required at booking.

Path: p

Coupon Image

Infinity Pool

Selected Image:

Coupon Dates

Redeem From: 06/01/2017 **Redeem To:** 08/31/2017

Post From: 04/10/2017 **Post To:** 08/31/2017

Coupon Categories

Available: Activities, Art + Culture, Canadian, Dining, Golf, Holiday Offers, Holiday Packages

Selected: Accommodations

Set redeem and
post date ranges

Filter by categories



ADVANCE PURCHASE OFFER

SANCTUARY ON CAMELBACK MOUNTAIN RESORT AND SPA

Offer Valid 06/01/2017 - 08/31/2017

PRINT OFFER

The **Advance Purchase Offer** provides guests with 20 percent off the best available rates for stays booked 14 days prior to arrival. Offer is valid June 1-Aug. 31, 2017 and the starting rate is \$215 per night, plus room tax and daily \$34 resort fee. Full payment of room and tax is required at booking.

LEARN MORE

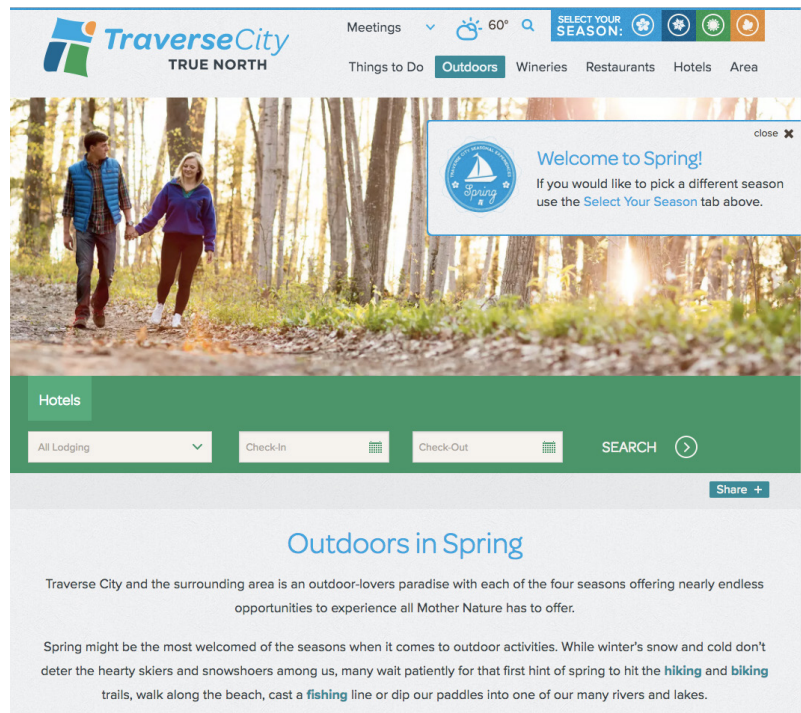
Add quick print buttons

Users can learn more by visiting
third-party linked pages

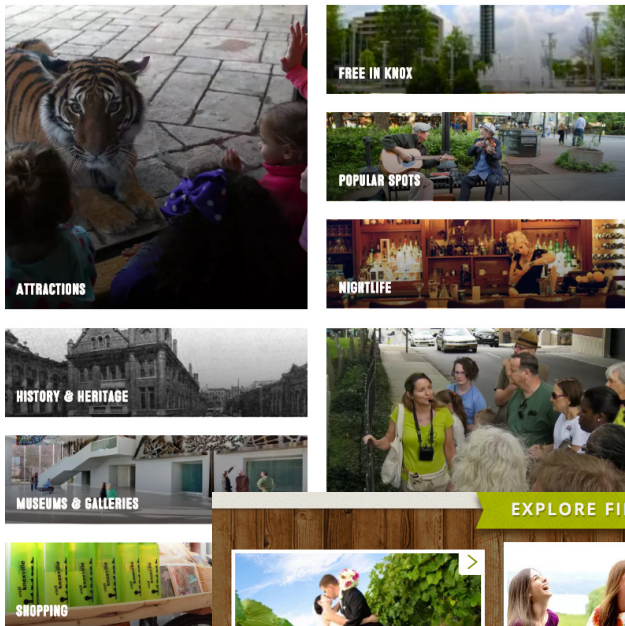
Module & Integration Examples

SPECIAL ALERTS

- Display a custom pop-up message on your website
- Create Alerts on any CMS webpage
- Provide URLs within Alert to open in same or new window

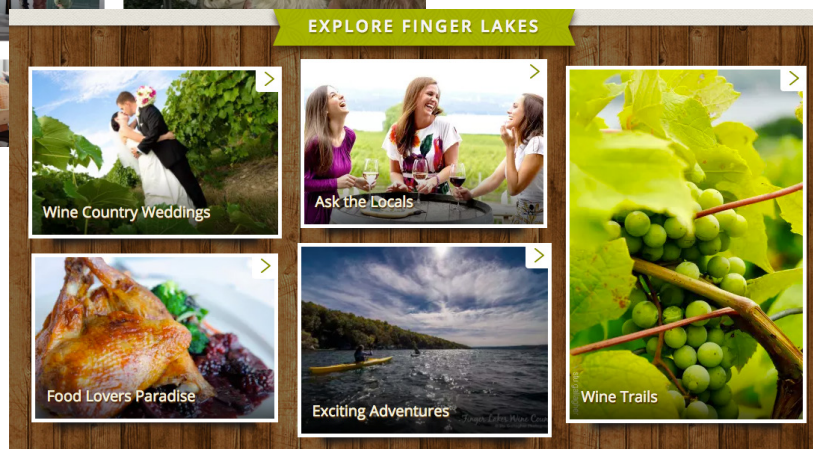


EXPLORE ALL KNOXVILLE HAS OFFER



HIGHLIGHTS

- Incorporate all images and videos from the Asset Library and apply enhanced functionality to them for the site
- Associate enhanced images and videos with interactive templates for the site, including Image Boxes and Sliders



Module & Integration Examples



MEDIA GALLERY

- Create and associate tags for visitors to filter content
- Incorporate all images and videos from the Asset Library and apply enhanced slideshow functionality
- Associate a geolocation with each image or video, and display a Google Map of where the content was taken or of the content's subject

ARTICLES

- Section of the Public Relations module
- Maintain a directory of story ideas, press releases, news announcements, and more
- Create categories so website visitors can filter
- Add images and bios to Article Authors



Module & Integration Examples

FROM: 08/18/2017

TO: 08/25/2017

CATEGORIES

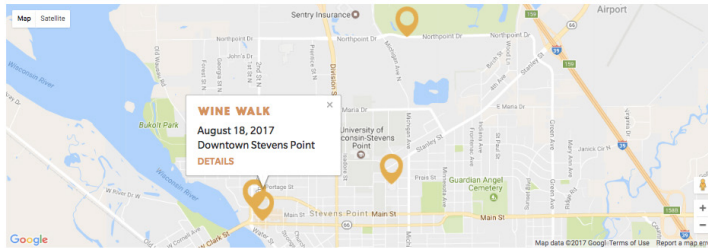
KEYWORD

Q

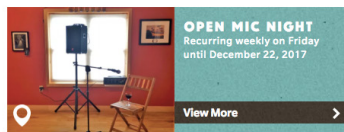
Sort: Date | Name

Close Map

1-10 of 15



AUGUST 18, 2017

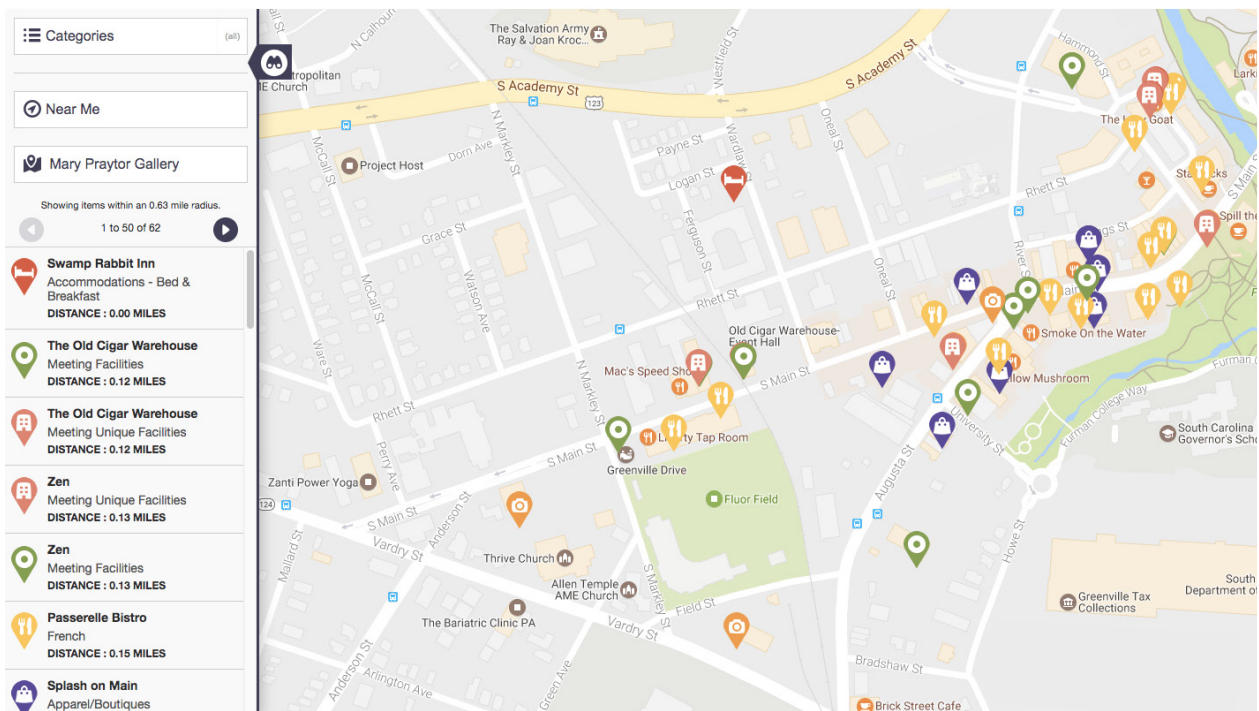


AUGUST 19, 2017



GOOGLE MAPS

- All standard Google Map view capabilities are available on all listings and events (including satellite, terrain, street view, etc.)
- Filter listing search results so they can be viewed on a map
- Map Explorer feature allows web users to discover local businesses on an interactive Google Map view and quickly find "what's nearby"
- GeoTriggers allow users to sort results by distance



Module & Integration Examples

BLOG

- Ability to create blog posts for your site with full text styling and access to HTML code
- Associate meta data for search engine optimization purposes
- Create categories and tags to enhance organization
- Moderate all visitor comments via Disqus.com integration (leading comment hosting and moderation site in the world)

Surf City USA Blog

Why I Surf HB Contest Offers "Circle of Honor" Spots to Surfers

Tuesday, May 16, 2017 10:00 AM by [Rachel Volbert](#)



In fall of 2016, the International Olympic Committee officially declared surfing an Olympic event

[Comments](#) | [Continue Reading »](#)



Search

From: mm/dd/yyyy

To: mm/dd/yyyy

Keyword

SEARCH

Tag Cloud

Active (46) Art (23) Beach (50)
Biking (52) Bookies (3) Brewery (13)
Desserts (25) Dining (78)
Downtown (64)
Event (67) Fuel (52)
Family Fun (68)
Happy Hour (19) Health (12)
Holidays (31) Local (50)
Must-See (24) Nature (10) Nightlife (21)
PCH (18) Pet Friendly (3) Photography (1)
Pier (15) Romance (7) Running (4)
Shopping (25) Skate (8) Spa & Salon (8)
Sports (26) Surf (29) Yoga (8)

Authors

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[Allison Hata \(31\)](#)
[Antonina Ruskowska \(1\)](#)
[Bonnie Gruttadauria \(22\)](#)

chicago

Things to Do Events & Shows Neighborhoods Restaurants Hotels Plan Your Trip

BEEN HERE BEFORE? DO THIS IN 2017

Get a roundup of new places to eat, drink & play for your return trip to Chicago.

English
español
中文

Or Use Google Translate:

English
Afrikaans
Albanian
Arabic
Armenian
Azerbaijani
Basque
Belarusian
Bengali
Bulgarian
Catalan
Chinese - Simplified

THIS WEEK IN CHICAGO

SEE FULL CALENDAR >

Fri 26	Sat 27	Sun 28	Mon 29	Tue 30	Wed 31	Thu 1	Prev Week	Next Week
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WELCOME

The world's best food. The world's best museums. Architecture that awes. And enough shopping for days. Find it all in Chicago. With events every weekend, plus live music, theatre and comedy every night — spring in Chicago buzzes with energy and excitement all season.

This is a city built on the shores of greatness. Start your adventures with us. As the official visitor site for Chicago, we have the tools for you to discover new


GOOGLE TRANSLATE

- Make your site available in nearly any language
- Reach foreign language speakers through a drop-down menu of translation options
- Once selected, the site quickly refreshes to the new language

Module & Integration Examples

UGC POWERED BY STACKLA




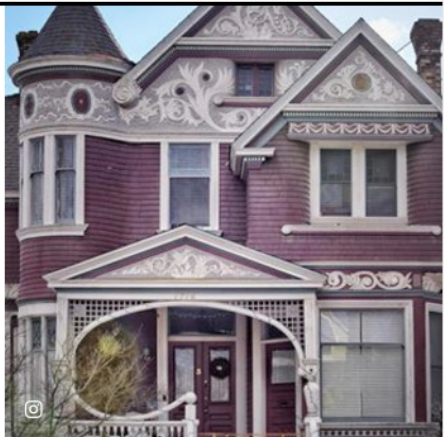


- Display real-time user-generated content from over 15 social sources by hashtag, keyword, page, profile or geolocation
- Built-in Rights Management tools acquire content rights on Instagram, Twitter and YouTube
- Moderate content with automated smart rules, whitelist, blacklists, and bad word filters
- Link to SKUs and overlay with Call-To-Actions to drive action



MEETINGS • TRAVEL TRADE • SPORTS • FILM • MEDIA • PARTNERS

VISIT HOTELS THINGS TO DO ABOUT

76°

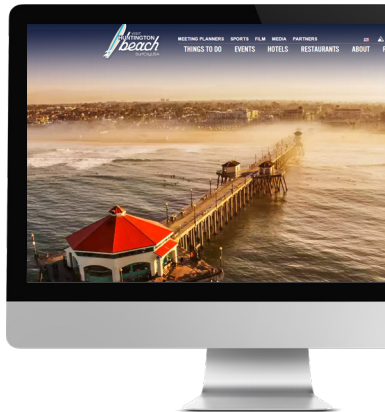


WELCOME TO SACRAMENTO

Sacramento is the star on the map of California - where you will find cultural attractions to inspire you, cutting-edge cuisine to impress you, history

Microsites

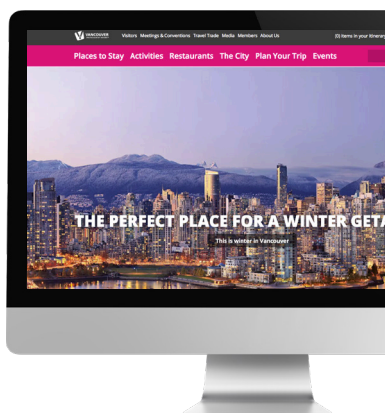
Create microsites with specialized content for conventions, events, campaigns and international languages with Simpleview CMS. Quickly build microsites from established templates with options for customizing layout, navigation, headers photos and more. Create custom content for each microsite, and/or pull existing content collections from your primary site including listings for nearby hotels, restaurants, etc. complete with integrated maps. Microsites can leverage other Simpleview CMS modules as needed, including events calendar, booking widget, social media feeds, form builder and more.



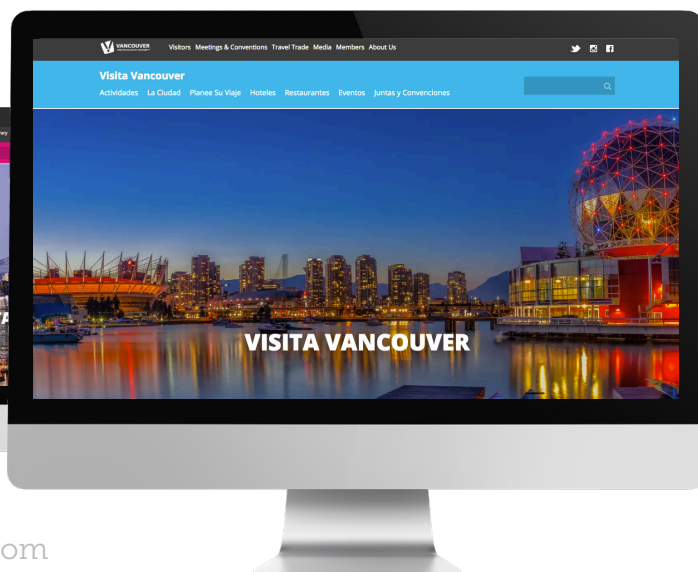
surfcityusa.com



surfcityusa.com/100-years-of-surfing



tourismvancouver.com



tourismvancouver.com/visitavancouver

Digital Marketing

Simpleview's digital marketing department offers a full suite of services to help DMOs lift their brand and web presence.

We can deliver to you a comprehensive, fully synthesized digital marketing solution, including all of the services you need to deliver a successful content marketing campaign.

Simply put, delivering a successful online marketing campaign from start to finish involves six steps: research, creation, optimization, amplification, testing, and proper measurement.

We have the expertise and the tools to provide content marketing planning and strategy; targeted, relevant content, from blog posts to User Generated Content (UGC); plus optimization and online advertising services from SEO to PPC; and testing, analysis, and reporting to help ensure continued success.

Digital Marketing Cycle



Our Services

Digital Marketing Cycle



Love People. Love Travel. Love Marketing

Simpleview has a passionate team of analysts, specialists, writers, and developers focused solely on travel and tourism. We offer DMOs online marketing expertise, results, and accountability that no other agency can match. Additionally, we are a Google Premier Partner and every person on the team is required to hold and maintain at least one Google certification.

Our Services

1. Research

Your Destination is More than Keywords.

Turn to us for in-depth research including full Search Engine Optimization (SEO), Conversion Rate Optimization (CRO), and Content audits that provide data-driven strategy and insights that help develop a clear roadmap for success.

2. Creation

Where to Find Your Destination's Story and How to Tell It Well.

We can provide optimized content creation that promotes your destination with storytelling through original, curated, and sponsored content.

3. Optimization

Navigating the Dynamic Between Content and Search Engines.

We offer a full suite of SEO services, properly positioning your site to reach travelers through organic search engine optimization, the #1 source of traffic today for a DMO. Our team spends nearly 30,000 hours per year optimizing DMO websites. No other agency can say that.

4. Amplification

Put the Customer First, Not You

Intelligent and effective PPC, email marketing, social media advertising, influencer marketing, YouTube ads, amplify digital content to increase the likelihood of destination arrivals. We help you target, track, test, and optimize paid media efforts to deliver the right message to the right person at the right time.

5. Testing

Is This Thing On?

Testing and CRO will let you know. Are you balancing your site's intentions with your visitor's experience? One of the most crucial metrics that DMOs should monitor is conversion. We offer a full range of CRO and testing services to compliment your Dynamic Content and A/B testing modules.

6. Measurement

Tell a Good Data Story.

Content is king, but context is key. DMOs are drowning in data. We begin with outcomes your DMO wants to achieve, then determine the best way to measure for those goals. Our team can provide usable insights for DMOs with detailed reporting and data-visualization tools like Destination Dashboards.

Simpleview SEO

Simpleview sites are designed and engineered to be as search engine friendly as possible and follow a technical architecture developed through analysis of more than 150 DMO sites.

Our staff incorporates best practices throughout our process and into our technology, including information architecture, search-friendly URLs, meta tagging, on-page content optimization, landing pages and more. We utilize extensive research and analysis to deliver the most valuable results, including:

- Baseline reports at the start of every project for clear before-and-after evaluations
- In-depth analysis of key market drivers and keyword/web strategies of your top competitors
- Information architectures and navigation plans built around the highest-value keywords and keyword phrases
- Unified website content, Search Engine Marketing (SEM) and SEO strategies built on keywords that cut through travel and tourism clutter
- The ability to identify and resolve both technical and content barriers that can limit your online success
- Strategic link-building advice to attract links to your content and avoid bad practices that can result in search engine penalties
- Cutting edge bid-management to make sure every Pay-Per-Click (PPC) dollar yields maximum results
- Analytics technology with detailed tracking of where your site visitors come from, the paths they take through your site, what they do while there, and where and when they leave
- Savvy media placement experts who negotiate the best PPC buys and display media placements to ensure your website is seen by the right people at the right time

Services

From analytics and webmaster tools installation and configuration, to critical keyword analysis, meta tag creation and implementation, link building strategy and before/after transition analysis, we handle every detail of optimization and analysis to make sure your destination makes an impact in front of the right audiences.

Philosophy & Approach

SEO should be at the heart of any online marketing strategy.

- Simpleview is the leader in SEO for the travel and tourism industry.
- All SEO staff are Google Analytics Certified and most carry additional certifications, such as Nielsen UX Certification and Google Adwords Certification to name a few.
- We work with over 90 destinations worldwide and are proud of our 96% retention rate.
- When using Simpleview's SEO services, many of our clients see double-digit organic growth.

We value building a lasting relationship with our clients, and view ourselves as an extension of your team. We don't just provide you with the tools and services you need, we help you manage, maintain and keep them working for you.

Let's start making SEO work for you today.

**96%
retention
rate**



**organic
growth**



SEO Best Practices

Simpleview incorporates SEO best practices throughout our process and into our technology.

We utilize extensive research and analysis of 150+ DMOs to deliver the most valuable results.

Technical Specifications



Highest Security Standards

Hosting

Simpleview provides professional website and data hosting at a Tier 1 data facility to support our client, including security measures and traffic analysis by industry leader Google and Omniture when requested.

Application Infrastructure

Software Architecture

Simpleview employs logical tiers for all products to separate presentation layers from business logic and data components.

Hardware Architecture

Simpleview maintains web/application servers and database servers in separate subnets for security.

Accessibility

Simpleview site designs are always developed to comply with W3C WCAG1, WCAG2 (WAI) and Section 508 accessibility guidelines.

Application Design

Simpleview has built role-based security into all our technologies. We validate query strings using strong type validation to prevent injection attempts and use IDS devices under firewalls for further protection.

Highlights

- 24 Hour Manned Facility
- Tier I and II Support On-Site
- 5-Tier Security platform
- N+2 for all critical components
- SSAE 16, SAS 70, HIPAA, PCI, FISMA and EU Safe Harbor Compliant Hosting

Application Implementation

Infrastructure Design Requirements

For all our technology implementations, Simpleview uses separate environments for any required development, staging and production. As needed, we can provide network design documents of our production environment/ data center.

Web Application Security Within the Software Development Life Cycle

Simpleview offers mature products already in use. Should the need arise, our veteran development environments are protected by thorough security measures.

System and Infrastructure Documentation

Simpleview can provide documentation as required for our existing development and staging environments.

Hosting

Clustered Environment for Maximum Scalability and Redundancy

Both our Web Application and Database Servers utilize a clustered and load balanced environment to provide flexible peak demand scalability and downtime protection. In our clustered environment, there are always two exact copies of each website running simultaneously. If one of the servers in the cluster becomes taxed, the load balancer will automatically route new requests to the other cluster. In the unlikely scenario that one of the web or database servers fails, our platform will automatically switch over to the secondary cluster to avoid downtime. This same mechanism allows us to provide zero- downtime server maintenance since there is always a copy of the website running during the maintenance window.

Integrated Sandbox Environment

In order for changes to be completed and tested without affecting the live website, any organization that has to make changes to code must maintain a development/ sandbox environment. Traditionally, this would require a large investment in IT infrastructure to create development versions of the Web and Database Servers that are required to host the application, as well as allow for the IT staff required to handle the maintenance of the environment.

Our platform has a sandbox/development environment directly built in, enabling our clients to create an exact copy of the live website within minutes. This means your developers can create features without worrying about the overhead associated with a separate development environment. Furthermore, changes in the development environment can be deployed to live with a single click, and in the case of uncaught bugs or errors, our integrated Source Control Solution makes recovery simple.

Hosting

Global Market Reach with the EdgeCast Content Delivery Network

Traditional hosting solutions are limited by the physical location of the web server. The further the distance between the visitor and the web server, the longer it takes for the visitor to receive the information for which they are searching. Any delays in serving content increases the likelihood of that visitor bouncing from the site, as they look for a faster source for that information. Since one of the major goals, if not the most important, of a tourism website is to attract visitors from distant locations and keep them engaged, network latency due to distance is a major barrier to achieving that goal and serving those visitors' needs.

With our integrated Content Delivery Network (CDN), your website's content is served from hundreds of servers located in dozens of data centers around the world. Whether visitors are on the opposite coast of the United States, within the European Union or inside the crucial emerging markets of Asia, they will receive content from the location closest to them. For international clients, this can mean eliminating frustrating wait time from each page view.

In addition to serving content locally, a CDN network also provides unparalleled redundancy. If one of the datacenters experiences a problem, the rest of the network will automatically deliver your content. In addition, since the content is cached throughout the world, your website will also continue to serve static content, even if the web servers hosting your CMS crash.

Continuous Server Performance Monitoring and Optimization

In a traditional hosting environment, server optimizations are cost prohibitive. Due to budget constraints, most organizations cannot afford to have an engineer spend hundreds of hours shaving off 200ms from each page load. However, the power of multi-tenancy Software as a Service (SaaS) ensures that any optimization we make will positively impact each of our clients. This creates an economy of scale where we can provide a constant stream of improvements to our platform without any additional cost to our clients. Our engineering team is largely invested in creating systems that measure the real-time performance of your website and alert us to any potential problems, often before they have a negative impact. Through a detailed understanding of how the platform as a whole and each individual client is performing, our engineering team proactively optimizes to continually improve the speed and accuracy of each request.

Network Operations Disaster Recovery Plan

Data Integrity

We place the integrity of client data and our developed data at the highest level of importance in our disaster recovery plan. We established the following efforts to ensure data is always as safe as possible.

Development Environment

In our development environment, we have multiple development servers that store and host our data for testing and development purposes. This data is backed up daily to a local Network Attached Storage (NAS) and replicated to an offsite NAS. In the event of a server failure we are able to recover data from the most recent backup onto another server allowing our Dev teams to continue working on existing projects. The databases are backed up in full weekly with daily incremental backups and transaction log snapshots throughout the day. These database backups are stored on a local NAS and replicated to an offsite NAS.

Production Environment

In our production environment we have multiple web and database servers running and serving our live data. These are either private virtual machines on multiple VMware hosts or physical database servers configured with RAID5 to allow for single drive failure without the loss of data. All private virtual machines are backed up daily using Veeam replication software with periodic daily snapshots. Our databases are backed up in full weekly with daily incremental backups and transaction log snapshots taken throughout the day. This data is stored on an isolated Storage Area Network (SAN) in the data center. All our servers are built into a redundant and fail-over network to ensure maximum up-time, in the event of a primary server failure, the transactions are migrated to a standby server that will continue to manage the site and serve data while the primary is repaired or replaced. This is an automated process, however there is a possibility of momentary service loss resulting from the migration of the services from one server to another resulting in minimal interruption.

Network Operations Disaster Recovery Plan

Data Center Physical Attributes

Space

- 10,000 square feet total space
- Nine-foot ceiling height clearance
- Raised floors with structural capacity of 1,200 lbs/rack
- Overhead ladder racking
- Zone 1 seismic code construction

Power

- Direct connection to power grid at 13.2 kV
- N+1 electrical design and distribution, including redundant UPS n+1 configuration and battery backup with n+1+1
- Automatic transfer switches ensure smooth transition to backup power
- 72-hour, 750 kW backup generator with 2,300 gallons of fuel onsite, enough capacity to power more than 1,500 homes
- At least 200 watts/sq. ft. density in raised floor area.

Environmental Controls

- Manned Facility — Security and Engineers onsite 24/7/365
- Technical support available 24/7/365
- Focused on complex managed hosting environments

Stringent, Multi-layered Security Control Procedure

- 24/7 security monitoring
- Biometric palm scan and photo ID access cards required to enter colocation area. All visitors supervised and escorted.
- 24/7 closed-circuit video monitoring and logging with backup tape storage
- Support Connectivity

Data Center Provides and Maintains all Internet Connectivity for Customers as Part of Service

- 7 diverse fiber paths
- 23 Internet carriers
- FCP best-path routing

Network Operations Disaster Recovery Plan

Hardware/ Software Based Security

Our network is protected by a four tier security platform.

Tier 1 - Datacenter Border Security

- a. Traffic enters and leaves our hosting provider through one of 13 redundant multi-homed Internet carriers and is always routed for best performance.
- b. All traffic hits the first line of defense in the 5-Tiered Security, our data center border routers and firewalls. These redundant devices filter known threats, automated attacks, malicious traffic, bogon IPs, bad ports and untrusted networks.

Tier 2 - Intrusion Prevention and Detection

- a. If a request makes it through the first tier of security, it enters our hosting providers intrusion prevention and detection systems (IPS/IDS). Here, all requests go through a deep packet inspection and are analyzed for legitimacy.
- b. Our hosting providers IPS/IDS systems monitor traffic in real time at gigabit speeds, and blocks over 2 million attacks per day. Rules are updated routinely and include most zero-day exploits.

Tier 3 - Dedicated High Performance Redundant Firewalls

- a. Dedicated high-performance Cisco ASA firewalls are used to achieve complete isolation between environments. Because our security needs are unique and we are dedicated to the security of our clients data, our staff work directly with the firewall administrators at our data center provider to tune our firewall rules for your data security.
- b. Firewalls limit ingress and egress traffic, perform stateful packet inspections and establish VPN connectivity to our offices and for our remote users.

Tier 4 - Enterprise Anti-Virus System

- a. The fourth tier works to protect our clients from mistakes and accidents. Our enterprise class anti-virus system uses the latest anti-virus software combined with a host intrusion prevention system to detect and remove viruses and malware from your servers before they can ever execute.

Recovery Plans

When possible the desire is to recover data as rapidly as possible and ensure that the redundancy systems have kicked in and determine the need for intervention. Secondary to that, if there is a system failure, recover data as rapidly as possible to either a standby server or to a server of equal capability to ensure that clients web presence remains online.

In the event of catastrophic data center loss, recover the data from the NAS / SAN and begin the process of acquiring and rebuilding servers utilizing disk imaging system to assist with rapid deployment of servers into the domain.

Service Level Agreement (SLA) Structure

1. Server Maintenance

a. Scheduled Maintenance

Simpleview reserves a monthly maintenance window during the third week of the month between the hours of midnight and 3:00 AM Mountain Time for all our North American clients to apply security updates, patches, and other software related updates that require a reboot of a system. Total downtime of a server should not exceed 15 minutes and could occur at any point within this window. For all Clients outside of North America, we will schedule this maintenance as best as we are able in accordance with your work schedules to ensure no disruption of service during your primary business hours. Client will receive a notification via email at least 24 hours prior to any other scheduled out-of-band maintenance not within this window.

b. Emergency Maintenance

If unplanned downtime occurs or is required to restore the availability of any server/services, all efforts will be made to notify clients. Various means of communication will be used, which may include email, forum/blog, tickets, or phone call.

2. Monitoring Service

Simpleview employs an enterprise-level monitoring service to alert technicians to any potential issue in availability of any service. Technicians are on-call 24/7 if any alerts are received and issue will be analyzed immediately.

3. Service Level Agreement

a. Network Uptime

Simpleview's data center network has 100% guaranteed uptime in a given month, excluding scheduled maintenance. The data center network Simpleview managed switches, routers, and cabling. It does not include client's local area network or client-provided internet connectivity.

b. Infrastructure

Simpleview's data center HVAC and power has 100% guaranteed uptime in a given month, excluding scheduled maintenance. Power includes UPS's, PDU's, and cabling, but does not include power supplies on your server(s). Infrastructure downtime exists when a particular server is shut down due to power or heat problems..

c. Hardware

Simpleview employs redundant hardware systems where possible to prevent downtime related to hardware failure. If a failure occurs hardware will be replaced at no cost and client will be notified if any downtime results. All hardware has a maximum life of 3 years and is replaced routinely without interruption of service.

Service Level Agreement (SLA) Structure

4. Response Time

Response times indicate when the problem will be addressed, when the client will be contacted, and when resolution will begin. In many cases, the issue will be resolved within the response window. In other cases, it may take more time to troubleshoot and correct an issue, in which case client will be notified as to the estimated time necessary to complete a request. Response time deadlines will start when the issue is brought to the attention of Simpleview through:

Response Levels

- **Critical** (Priority 1 – 1 hour)
The problem results in extremely serious interruptions to the system. It has affected, or could affect, all users. Tasks that should be executed immediately cannot be executed because of a complete crash of the system or interruptions in main functions of the system.
- **Urgent** (Priority 2 – same business day)
The problem results in serious interruptions to normal operations. Important tasks cannot be performed, but the error does not impair essential operations; processing can still continue in a restricted manner. The problem hinders productivity by users. The service request requires timely processing, because a long term malfunction could cause serious interruptions to several users or negatively impact business decisions.
- **Important** (Priority 3 – next business day)
The problem causes interruptions in normal operations. It does not prevent operation of a system, or there could be minor degradation in performance. The error is attributed to malfunctioning or incorrect behavior of the software. The issue will only affect a few users or there is a reasonable way to work around the issue temporarily.
- **Minor** (Priority 4 – three business days)
The problem results in minimal or no interruptions to normal operations (no business impact). The issue consists of “how to” questions, configuration inquiries, enhancement requests, new reports, or documentation questions.

If Simpleview Technical Support estimates that a reported technical issue or business situation requires additional attention, an internal management escalation procedure will be followed. A management escalation process will be enacted when response-time targets are, or will be, exceeded, when a Work Order is necessary, or when you are dissatisfied with the solution provided.

After Hours and Emergency Contact

Simpleview provides an after-hours line that will alert designated on-call staff members during not business hours based on Arizona/ Mountain time. This is to be used to report Critical issues (see definition above) and client will receive a response back within one hour.

Website Investment

Website Strategy, Usability, Architecture & Design	One-time Cost	Annual Cost
Responsive Sitemap Consultation & Content Roadmap	\$6,000	-
Destination Immersion (Travel & Expenses Billed Separately)	\$7,000	-
Responsive Strategy, Usability & Design Development	\$25,000	-
Strategic Planning & Ideation	Included	-
Discovery Session	Included	-
Research & Findings Presentation	Included	-
Wireframes	Included	-
Digital Style Guide	Included	-
High-Fidelity Prototypes	Included	-
Interaction Design & Development	Included	-
CMS Development Assets	Included	-
Content Collection, Page Creation & Data Migration	\$4,000	-
SEO Site Transition Program	\$4,500	-
Consumer User Testing (Via Destination Analysts)	TBD	-
Core Website Development	One-time Cost	Annual Cost
Navigation & Content Management System (CMS)	-	\$9,000
Homepage Slideshow & Interior Header Management (Image & Video)	-	Included
Metatag Management	-	Included
Redirect Module	-	Included
Articles Module (Includes One Feed; Additional Cost Per 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
Add This Social Sharing	-	Included
Schema.org and Open Graph Capabilities	-	Included
App Smart Banner	-	Included
Quality Assurance Testing	-	Included
Staff Training	-	Included
Weather Feed	-	Included
Form Builder	-	\$1,500
Partner Listings	-	\$2,500
Calendar of Events	-	\$2,000
Modules and Integrations	One-time Cost	Annual Cost
Highlights Module	-	\$1,000
Media Gallery Module	-	\$1,000
Barberstock Integration	-	Included
Booking Engine (aRes & Jackrabbit Only)	-	\$1,000
Weather Feed Integration	-	\$500
Google Maps Integration	-	\$2,500
CRM Licensing Fee (Member/Partner & Consumer)	-	Included
Subtotal	\$46,500	\$22,000
Project Management	\$6,975	\$0
Year One Total	\$75,475	

Website Investment

Recommended Items for Consideration	One-time Cost	Annual Cost
Search Engine Optimization (SEO)	-	\$24,000
SimpleSupport 5 Maintenance Plan	-	\$6,000
User Generated Content - "Publish" Tier	-	\$5,500
Blog Module	-	\$1,500
Thematic Static Map	\$7,500	-
Asset Request Module	-	\$2,500
Special Alerts Module	-	\$500
Yelp Pro Integration	-	\$1,500
Google Translate Integration	-	\$500
TripAdvisor Integration	-	\$1,500
Content Creation (.85/Word)	TBD	TBD

Payment Schedule

We have proposed our standard payment terms and schedule below. Other arrangements, such as monthly or annual payments, can be discussed.

One-time Cost Payment Schedule	Amount
Project Deposit Equal to 50% of the One-time Cost Due Upon Contract Execution	\$26,737
Balance of One-time Cost Due Upon Approval of Design	\$26,737

Annual Cost Payment Schedule	Amount
The First Quarterly Payment of \$5,500 is Due Upon Design Approval; and Quarterly Payments of \$5,500 Thereafter for the Term of the Agreement	\$5,500

Project Plan, Implementation Schedule and Cutover Plan

Project Timeline: Website Design & Development

Website development is an intensely collaborative process, with deliverables and deadlines on both sides. The lynchpin in any site development is the design phase, the length of which hinges on how much time clients need for review. In most cases, when designs meet quick approval, we can complete the entire process in as little as 30 – 34 weeks, closely paralleling this timeline chart.

PHASE 1: SITE STRUCTURE & DESIGN	TIME
Project kickoff	Week 1
Orientation meeting - contract review and coordination of initial project requirements	Week 2
Discovery meeting - initial creative and SEM discussion regarding brand, audience, goals, KPIs, etc.	Week 2
Collect client branding assets (logos, fonts, images, print samples, etc.)	Weeks 1 - 3
Collect content files (imagery, blog data, etc.)	Weeks 2 - 17
SEM research - analyze site traffic, search data, and industry trends to generate sitemap recommendations	Weeks 2 - 4
Creative research - reviewing brand assets and SEM research to generate initial wireframes	Weeks 4 - 6
Findings presentation - deliver sitemap and wireframe recommendations	Week 7
Style guide - create and present digital style guide after findings approval	Weeks 8 - 9
Develop advanced sitemap document after findings approval and gain approval	Weeks 8 - 17
Design - create high-fidelity prototypes after style guide approval	Weeks 10 - 14
Present design	Week 14
Acquire design approval	Weeks 15 - 17
PHASE 2: PRODUCTION	TIME
Cut up design files into individual image assets	Weeks 18 - 20
Initial CMS setup and configuration	Week 21
Development of contracted modules and functionality	Weeks 21 - 25
Content & data migration	Weeks 26 - 27
Internal quality assurance testing and review	Weeks 28 - 30
PHASE 3: TESTING & LAUNCH	TIME
Client CMS training	Weeks 31 - 34
Client site review	Weeks 31 - 40
Launch website & CMS	Week 34
30 business day post-launch review period begins	Week 34

Service and Maintenance Plan

Service and Maintenance Plan

The Proposer shall provide a service and maintenance plan that describes in detail how the Proposer will provide warranty, service, and maintenance in accordance with the requirements of this RFP.

We use a combination of tools and teamwork to support your website post-launch. There is a 30-day window following the launch of any new website, which allows our clients to provide us feedback regarding any lingering issues, bugs or small tweaks that have been noted since launch. Throughout these 30 days, your team will begin working within either an ongoing support or SimpleSupport project.

While the Simpleview CMS allows for easy management of all navigation and content throughout the site, we provide maintenance and support service to our clients, and as part of our SaaS model, platform point updates and version upgrades are included. For other support requests, our clients purchase one of several SimpleSupport plans. These plans provide for an allotment of support hours each month at a discounted rate. We have proposed a SimpleSupport 5 maintenance plan, which includes 5 hours of support per month. Any unused hours carry forward, and any additional support will be billed at a rate of \$125/hour.

Crystal Franke will continue to serve as your dedicated Account Manager, and you will have access to our online Client Portal and ticketing system. The ticketing system will allow Flagler County staff to enter support requests 24/7/365 and view the status of the request.

Project Team, Qualifications, Experience and Capabilities

Project Team, Qualifications, Experience and Capabilities

This section shall include the qualifications of the staff assigned to this project and at a minimum, the proposal shall:

1. Designate a Project Manager
2. Include a listing of key staff, functional disciplines, and responsibilities of the project team members

The Contractor shall clearly state if it proposes to subcontract any of the work herein. The Contractor shall provide the names of subcontractors, and by proposing such firm(s) or individuals, the Contractor assumes full liability for the subcontractor's performance.

Please see pages 73 - 74 for our proposed project team.

Project Team



Greg Evans
Vice President of
Sales & Account
Services

Greg Evans has been with Simpleview since 2008 and currently serves as our Vice President of Sales & Account Services, where he works with his department to understand every detail of the high-tech products and services we offer, and explain their relevance to clients and prospects. He has more than 14 years of corporate sales and account management experience, having worked for technology-forward corporations such as MCI and Iron Mountain. He received his Bachelor's degree in Business Marketing and Communications from the University of Phoenix.



Scott Stanislav
Senior Director of
Account Services

Scott joined Simpleview in 2010 and currently serves as Senior Director of Account Services. In his role, Scott is responsible for managing a team of Account Managers to ensure they deliver a high level of service for each client daily. He also plans and executes new initiatives within the department, manages goals, and provides strategic guidance to clients. Scott's previous experience includes Account Manager and Senior Account Manager at Simpleview, and worked at Lowe Campbell Ewald as an Account Manager and Project Manager. Scott received a Bachelor of Science in Advertising, with an emphasis in Public Relations from Grand Valley State University.



Crystal Franke
Account Manager

Crystal began working at Simpleview in early 2015 as an Account Associate, and now serves as one of the company's Account Managers. Her responsibilities include continuously providing support for clients, identifying needs and offering solutions, managing requests, and offering information about noteworthy industry trends. Before joining Simpleview, Crystal worked as an Account Manager for a human resources outsourcing company that provided online tools for managing employees. Crystal received a Bachelor's degree in Elementary Education from Northwestern State University.



Lisa Love
Executive Director,
Experience Design

As a key member of Simpleview's XD department, Lisa harnesses the talents, energy and enthusiasm to deliver innovative designs that result in a lifetime of brand loyalty. Since 1984, she has been providing her creative talents to start-up companies and Fortune 100 corporations, including the Dial Corporation, Phoenix Sky Harbor International Airport, Bath & Body Works and Nordstrom. Today, she works with destination marketing organizations to create strong, long-lasting bonds with their visitors. She received her Bachelor's degree in Graphic Design from the Ohio University.

Project Team



Sabrina Navarro
CMS Project Manager

Sabrina has been managing projects for DMOs since 2007. In her role as CMS Project Manager, Sabrina works with clients throughout the entire project process (from design to beyond launch), and acts as a liaison to ensure everything is executed according to specifications and on time. Prior to working at Simpleview, Sabrina gained nearly 10 years of experience managing DMO projects in roles such as account project coordination, inside sales and online production management. She graduated Cum Laude from Smith University with a Bachelor's degrees in Interdisciplinary American Studies.



Jason Swick
Vice President of
Digital Marketing

Jason joined the Simpleview team in 2010, and currently serves as Vice President of Digital Marketing, where his main responsibilities include overall management, strategy and growth of the Digital Marketing department. Jason frequently coordinates online media buys for DMOs, as well as paid search and SEO campaigns. He is a Google Adwords Certified Partner with specialties including search engine marketing and optimization, paid search, Facebook advertising, online campaign management and conversion optimization. Jason holds a Bachelor of Science degree in Small Business Administration from Northern Arizona University.



Erin McNamara
Senior SEO Analyst

Erin began working with Simpleview in 2010, and as Senior SEO Analyst, she works with clients to continually refine and evolve their websites, building on strengths and correcting weaknesses to improve traffic quality and volume, increase bookings, build databases and meet goals. Erin has more than 11 years of marketing experience – most recently focusing on SEO and website usability for an array of clients (from small businesses to well-known larger international companies). Her professional background also includes teaching Business Communications for The Eller College of Management at The University of Arizona. Erin achieved a Bachelor of Science in Advertising and Public Relations and a Master's degree in Education from Northern Arizona University.



Sean Smith
Director of Network
Operations

As Director of Network Operations, Sean not only oversees Simpleview's IT department but provides clients a level of behind-the-scenes technological expertise that few can match. He and his team assist with every product launch and oversee the updating of all infrastructure equipment to ensure fast, dependable service for every client and for Simpleview staff. Prior to joining Simpleview in 2007, Sean served 10 years in the U.S. Navy. After his service, he began building more than fifteen years of professional network operations and IT management, including work for the US Army, AOL, Krispy Kreme, and several local companies. He holds a bachelor's degree in Information Technology/Network and Telecommunications from the University of Phoenix.

Similar Projects/ Background and Experience

Similar Projects/Background and Experience

Provide ten (10) projects (DO NOT include Flagler County) of the same or similar magnitude to this RFP request, including agency/business name, contact person, phone number and e-mail address. Provide a short description of each project, to include the name of the project, location, type and value. Provide URL's for each project referenced. Contact information must be current and verified by the proposer prior to submittal.

These similar projects should display the extent and quality of work performed of other tourism-related clients; demonstrated knowledge in tourism marketing and other relevant factors.

Asheville Convention & Visitors Bureau

Elizabeth White, Web Manager, ewhite@exploreasheville.com, 828-232-2243
www.exploreasheville.com

Asheville Convention & Visitors Bureau is a great example of a customized CSS Code Editor. They are one of the few DMOs that have a developer on staff, and they use the Code Editor to the fullest. Although Simpleview did not design this website, our flexible CMS platform was built so the design layer is separated from the development layer, so it easily allowed for third party design hosting.

Experience Grand Rapids

Andrea Robyns, Marketing Technology Director, arobyns@experiencegr.com, 616-233-3550
www.experiencegr.com

Experience Grand Rapids has a modern design, with a customized listings layout. The DMO had usability testing performed on their previous site in an effort to assist with decisions for their current site. Our staff constantly collaborates with their team, as they are continuously looking for ways to evolve and update their website.

Explore Fairbanks

Brady Gross, Internet Marketing Associate, bgross@explorefairbanks.com, 907-750-4458
www.explorefairbanks.com

Explore Fairbanks' website includes a custom interactive map and listings widget, and their header is designed to subtly represent the Aurora Borealis. Simpleview's Destination Travel Network (DTN) advertisements are designed to match the DMO's website branding and themes— so a user can't tell the difference between an image or advertisement—and placed throughout.

Similar Projects/Background and Experience

Greater Boston Convention & Visitors Bureau

Glenn McGibbon, Senior Web Marketing Manager, gmcgibbon@bostonusa.com, 617-536-4100
www.bostonusa.com

Greater Boston Convention & Visitors Bureau's site is a great example of Simpleview's powerful fully-integrated system. Greater Boston has a customized Restaurant Week and the integrated CMS and CRM platforms help them work more efficiently and make one of their biggest events a great success. For example, the CVB displays all of their participating restaurant's data on the front-end (CMS) and pulls all of their members' data from the back-end (CRM). Greater Boston CVB also have a very customized map feature, along with Destination Travel Network (DTN) advertisements.

Innovation Norway

Hans Petter Aalmo, Web Manager, hans.petter.aalmo@innovasjon Norge.no, 212-885-9700
www.visitnorway.com

Innovation Norway's website is one-of-a-kind. Their entire website is fully customized with faceted search, dynamic content, multiple languages, recently viewed pages, listing algorithm and modules. Innovation Norway's site is a multi-language website and includes three maps: point of interest map, event and listing detail map, and Map Explorer— all which can be managed within their Simpleview CMS platform. In addition, Innovation Norway also has a premium partner breakdown, which has the flexibility and ability to do specific functionality for various pages. Simpleview's cutting-edge technology and extremely knowledgeable developers allow for all of Innovation Norway's customizations.

Irving Convention Center

Monty White, Director of Marketing, mwhite@irvingtexas.com, 972-401-7721
www.irvingconventioncenter.com

The Irving Convention Center and Irving Convention & Visitors Bureau are two different entities, but use the same CMS platform. Simpleview CMS' flexibility allows for both websites to be controlled by the same CMS, and they are able to use the same modules (i.e. calendar of events) and CRM integrations. Simpleview recently designed Irving Convention Center's website, which included textures from their new Convention Center building throughout the site.

Similar Projects/Background and Experience

New Mexico Tourism Department

Max Lehman, Webmaster, Max.Lehman@state.nm.us, 505-476-0210 | www.newmexico.org

New Mexico has a phenomenal representation of a customized regional map on their homepage. They have used their standard listings to build “NM True Trails” under their “Places to Go” navigation item.

Richmond Region Tourism

Mike Ritchie, Digital Marketing Manager, mritchie@visitrichmondva.com, 804-783-7426
www.visitrichmondva.com

Richmond Region Tourism’s modern, blogger-esque design has great use of white space and flow. They also take advantage of User Generated Content throughout the website with the Stackla integration. Their calendar of events is also customized with multiple filters, which was requested by their partners.

Visit Huntington Beach

Jake Schultz, Senior Digital Marketing Manager, jake@surfcityusa.com, 714-969-3492
www.surfcityusa.com

Visit Huntington Beach’s modern website design is comprised of User Generated Content, vivid imagery, blogger-esque features, and incorporates articles and stories throughout the site. The calendar of events module is fully customized, and was completely rebuilt from Simpleview’s core product. In 2017, Visit Huntington Beach won Outstanding Website from the Internet Advertising Competition Awards.

Wilmington and Beaches Convention & Visitors Bureau

Shawn Braden, Executive Vice President Marketing, sbraden@wilmingtonandbeaches.com, 910-341-4030 | www.wilmingtonandbeaches.com

Although Simpleview did not design the Wilmington and Beaches CVB’s website, we were able to accommodate their needs by putting multiple, previously designed microsites onto one CMS platform. The CVB identified a cost savings by repurposing multiple modules that they had previously purchased on Simpleview’s CMS platform. Now, all of their microsites and website can benefit from Simpleview’s CMS flexibility.

Cost Proposal Worksheet

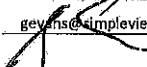
Cost Proposal Worksheet



COST PROPOSAL WORKSHEET Tourism Website Design, Development and Maintenance Request for Proposal 18-018P

Completed Cost Proposal Worksheet MUST be Included with Submission
(Instruction to save Attachment from website: Perform "file save as" and save spreadsheet to your computer.
Fill in pricing in highlighted column, preferably electronically.)

Proposers are required to complete all fields shaded in green. All other fields will be automatically calculated.

NAME OF BUSINESS: Simpleview, LLC
CONTACT PERSON: Greg Evans
EMAIL ADDRESS: gevens@simpleviewinc.com
AUTHORIZED SIGNATURE: 

ITEM	DESCRIPTION	COST
1	Website - Initial Design & Implementation	\$ 56,350.00

Year 1 - Annual Recurring Costs (10/1/18 - 9/30/19)		
2	Website Hosting	Included
3	Website Maintenance	\$ 6,000.00
4	Website CMS	\$ 22,000.00
5	SEO	\$ 24,000.00

Year 2 - Annual Recurring Costs (10/1/19 - 9/30/20)		
6	Website Hosting	Included
7	Website Maintenance	\$ 6,000.00
8	Website CMS	\$ 22,000.00
9	SEO	\$ 24,000.00

Year 3 - Annual Recurring Costs (10/1/20 - 9/30/21)		
10	Website Hosting	Included
11	Website Maintenance	\$ 6,000.00
12	Website CMS	\$ 22,000.00
13	SEO	\$ 24,000.00

Year 4 - Annual Recurring Costs (10/1/21 - 9/30/22)		
14	Website Hosting	Included
15	Website Maintenance	\$ 6,000.00
16	Website CMS	\$ 22,000.00
17	SEO	\$ 24,000.00

Year 5 - Annual Recurring Costs (10/1/22 - 9/31/23)		
18	Website Hosting	Included
19	Website Maintenance	\$ 6,000.00
20	Website CMS	\$ 22,000.00
21	SEO	\$ 24,000.00

Required Documents

Required Forms

SECTION 7 – REQUIRED FORMS

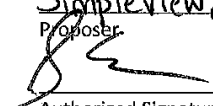
7.1 – PROPOSAL SUBMITTAL CHECKLIST

- ☒ Form 7.2 – Proposer’s Certification
- ☒ Form 7.3 – Drug-Free Workplace Certificate
- ☒ Form 7.4 – Sworn Statement Pursuant to Section 287.133 (3)(a) F.S. in Public Entity Crimes (BS-2)
- ☒ Form 7.5 – Affidavit of Non-Collusion
- ☒ Form 7.6 – Vendor Information Form
- ☒ W-9 Form
- ☒ Submission of one (1) original marked “ORIGINAL”, five (5) identical paper copies, and one (1) electronic copy in pdf format on USB

How did you hear about this solicitation?

Public Purchase	<input checked="" type="checkbox"/>	Email	<input type="checkbox"/>
County Website	<input type="checkbox"/>	Newspaper	<input type="checkbox"/>
		Other	<input type="text"/>
			<small>(please specify)</small>

BY: Simpleview, LLC
Proposer



Authorized Signature

4-27-18
Date

Required Forms

7.2 – PROPOSER’S CERTIFICATION

PROPOSER’S NAME: Simpleview, LLC

PROPOSAL NUMBER: **18-018P**

PROPOSAL TITLE: **Tourism Website Design, Development and Maintenance**

SUBMITTALS DUE: **Wednesday, May 2, 2018**

TIME: **3:00 P.M., Local Time**

Purchasing Department
Flagler County Board of County Commissioners
Government Services Building
1769 E. Moody Boulevard
Building 2, Third Floor
Bunnell, Florida 32110

I have carefully examined the Request for Proposals (RFP) including Instructions to Proposers, Terms and Conditions, Special Conditions, Proposal Submittal and Requirements, Evaluation of Proposals, Scope of Work and/or Specifications, Required Forms, and any other documents accompanying or made a part of this request.

I hereby propose to furnish the goods or services specified in the RFP at the prices provided in this submission. I agree that my proposal will remain firm for a period of up to 120 days in order to allow the County adequate time to the evaluate, negotiate and award the proposal. Furthermore, I agree to abide by all conditions of the proposal.

I certify that all information contained in the proposal submittal is truthful to the best of my knowledge and belief. I further certify that I am a duly authorized to submit this proposal on behalf of the company as its agent and that the company is ready, willing and able to perform if awarded a contract.

I further certify, under oath, that this proposal is made without prior understanding, Contract, connection, discussion, or collusion with any person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the Flagler County Board of County Commissioners or of any other Company interested in said RFP; and that the undersigned executed this Proposer’s Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

I further certify that having read and examined the Scope of Work and/or Specifications for the designated services and understanding all the Terms and Conditions, including the Special Conditions, for contract under which services will be performed, does hereby propose to furnish all labor, equipment, and material to provide the services set forth in the RFP.

I acknowledge receipt and incorporation of the following addenda, and the cost, if any, of such revisions has been included in the price of the proposal submission.

Addendum #	<u>1</u>	Date:	<u>4-25-18</u>	Addendum #	_____	Date:	_____
Addendum #	_____	Date:	_____	Addendum #	_____	Date:	_____

This document must be completed and returned with your Submittal

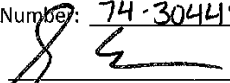
Required Forms

CONTINUED: 7.2 -- PROPOSER'S CERTIFICATION

I hereby declare that the following listing states any clarifications, any and all variations from and exceptions to the requirements as described in this Request for Proposals. The undersigned further declares that the work will be performed in strict accordance with such requirements, and understands that any exceptions to the requirements of the specifications and documents may render the submission non-responsive.

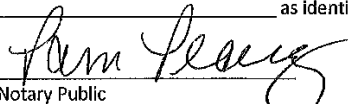
NO EXCEPTIONS ALLOWED AFTER THE REQUEST FOR PROPOSALS IS SUBMITTED:

Please check one: ☒ I take NO exceptions. ☐ Exceptions:

Company Name: Simpleview, LLC
Contact Person / Title: Greg Evans, VP of Sales & Account Services
Mailing Address: 7458 N. La Cholla Blvd. Suite 100
City: Tucson State: Arizona Zip: 85741
Phone: 520.575.1161 Fax: 520.575.1171
E-Mail: gevans@simpleviewinc.com
Federal Identification Number: 74-3044818
Authorized Signature: 

STATE OF Arizona
COUNTY OF Pima

The foregoing instrument was acknowledged before me 27 day of April, 2018, by Greg Evans, who is personally known to me or who has produced _____ as identification.


Notary Public

My Commission Expires: Oct 14, 2018

Commission # 305422

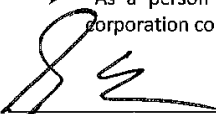
This document must be completed and returned with your Submittal

Required Forms

7.3 – DRUG FREE WORKPLACE

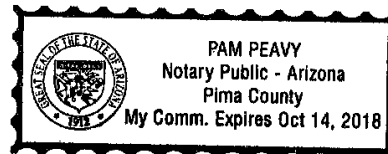
I, the undersigned, in accordance with Florida Statute 287.087, hereby certify that,
(print or type name of firm) Simpleview, LLC

- Publishes a written statement notifying that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the Workplace named above, and specifying actions that will be taken against violations of such prohibition.
- Informs employees about the dangers of drug abuse in the workplace, the firm's policy of maintaining a drug free working environment, and available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug use violations.
- Gives each employee engaged in providing commodities or contractual services that are under bid or proposal, a copy of the statement specified above.
- Notifies the employees that as a condition of working on the commodities or contractual services that are under bid or proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, please or guilty or nolo contendere to, any violation of Chapter 1893, or of any controlled substance law of the State of Florida or the United States, for a violation occurring in the workplace, no later than five (5) days after such conviction, and requires employees to sign copies of such written statement to acknowledge their receipt.
- Imposes a sanction on, or requires the satisfactory participation in, a drug abuse assistance or rehabilitation program, if such is available in the employee's community, by any employee who is so convicted.
- Makes a good faith effort to continue to maintain a drug free workplace through the implementation of the Drug Free Workplace program.
- "As a person authorized to sign this statement, I certify that the above named business, firm or corporation complies fully with the requirements set forth herein".


(Authorized Signature)

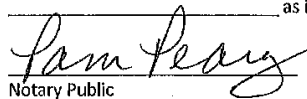
Greg Evans
(Print Name)

4-27-18
(Date)



STATE OF AZ
COUNTY OF Pima

The foregoing instrument was acknowledged before me 27 day of April, 2018, by Greg Evans, who is personally known to me or who has produced _____ as identification.


Notary Public

My Commission Expires: Oct 14, 2018

Commission # 305422

This document must be completed and returned with your Submittal

Required Forms

7.4 – SWORN STATEMENT UNDER SECTION 287.133(3)(A), FLORIDA STATUTES, ON PUBLIC ENTITY CRIMES

Before me, the undersigned authority, personally appeared Greg Evans, who, being by me first duly sworn, made the following statement:

1. The business address of Simpleview, LLC (name of Offeror or business) is 7438 N. La Cholla Blvd. Suite 100 Tucson, Arizona 85741.

2. My relationship to Simpleview, LLC (name of Offeror or business) is Vice President (relationship such as sole proprietor, partner, president, vice president). of Sales & Account Services

3. I understand that a public entity crime as defined in Section 287.133 of the Florida Statutes includes a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity in Florida or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any proposal or contract for goods or services to be provided to any public entity or such an agency or political subdivision and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy or material misrepresentation.

4. I understand that "convicted" or "conviction" is defined by the Florida Statutes to mean a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilt or nolo contendere.

5. I understand that "affiliate" is defined by the Florida Statutes to mean (1) a predecessor or successor of a person or a corporation convicted of a public entity crime, or (2) an entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime, or (3) those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate, or (4) a person or corporation who knowingly entered into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months.

6. Neither the Offeror or contractor, nor any officer, director, executive, partner, shareholder, employee, member or agent who is active in the management of the Offeror or contractor, nor any affiliate of the Offeror or contractor has been convicted of a public entity crime subsequent to July 1, 1989. (Draw a line through paragraph 6 if paragraph 7 below applies.)

~~7. There has been a conviction of a public entity crime by the Offeror or contractor, or an officer, director, executive, partner, shareholder, employee, member or agent of the Offeror or contractor who is active in the management of the Offeror or contractor or an affiliate of the Offeror or contractor. A determination has been made pursuant to Section 287.133(3) by Order of the Division of Administrative Hearings that it is not in the public interest for the name of the convicted person or affiliate to appear on the convicted vendor list. The name of the convicted person or affiliate is _____.~~ A copy of the order of the Division of Administrative Hearings is attached to this statement. (Draw a line through paragraph 7 if paragraph 6 above applies.)

(Authorized Signature)

(Print Name)

STATE OF ARIZONA

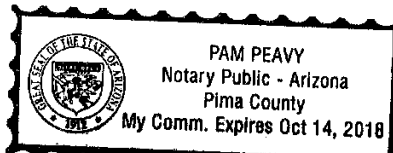
COUNTY OF Pima

The foregoing instrument was acknowledged before me 27 day of April, 2018, by Greg Evans, who is personally known to me or who has produced _____ as identification.

Notary Public

My Commission Expires: Oct 14, 2018

(Date)



Commission # 305422

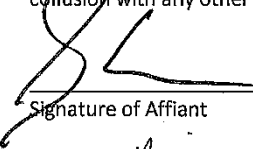
This document must be completed and returned with your Submittal

Required Forms

7.5 -- AFFIDAVIT OF NON-COLLUSION AND OF NON-INTEREST OF FLAGLER COUNTY EMPLOYEES

GREG EVANS

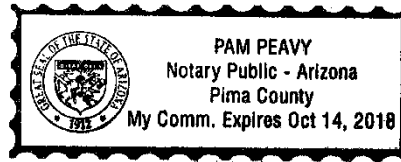
_____, * being first duly sworn, deposes and says that he (it) is the Offeror in the above proposal, that the only person or persons interested in said proposal are named therein; that no officer, employee or agent of the Flagler County Board of County Commissioners or of any other Offeror is interested in said proposal; and that affiant makes the above proposal with no past or present collusion with any other person, firm or corporation.



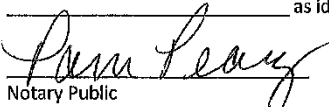
Signature of Affiant

STATE OF Arizona

COUNTY OF Pima



The foregoing instrument was acknowledged before me 22 day of April, 2018, by Greg Evans, who is personally known to me or who has produced _____ as identification.



Notary Public

My Commission Expires: Oct 14, 2018

Commission # 305422

*NOTICE: State name of Offeror followed by name of authorized individual (and title) that is signing as Affiant. If Offeror is an individual, state name of Offeror only.

This document must be completed and returned with your Submittal

Required Forms

7.6 – VENDOR INFORMATION

(Please attach a current W9 Form)

Name of Individual or Business Name:

Simpleview, LLC

Parent Company Name (if different than above):

Simpleview Holdings, LLC

Taxpayer Identification Number (TIN): 74-3044818

Vendor is:

(☐) Corporation

(☒) Partnership

(☐) Sole Proprietorship

(☐) Other _____ (Explain)

Permanent Residence/Corporate Office Address:

Address 7458 N. La Cholla Blvd. Suite 100

City Tucson State Arizona Zip Code 85741

Phone 520.575.1151 Fax 520.575.1171

E-mail gevans@simpleviewinc.com

Payment Address (if different from above):

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail _____

Purchase Order Address (if different from above):

Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

E-mail _____

Current W-9 Attached? Yes ☒

This document must be completed and returned with your Submittal

Required Forms

Form W-9 (Rev. January 2011) Department of the Treasury Internal Revenue Service	Request for Taxpayer Identification Number and Certification	Give Form to the requester. Do not send to the IRS.																																								
Name (as shown on your income tax return) <u>Simpleview, LLC</u>																																										
Business name/disregarded entity name, if different from above																																										
Print or type See Specific Instructions on page 2.	Check appropriate box for federal tax classification (required): <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input checked="" type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ <u>P</u> <input type="checkbox"/> Exempt payee <input type="checkbox"/> Other (see instructions) ▶																																									
	Address (number, street, and apt. or suite no.) <u>7458 N. La Cholla Blvd. Suite 100</u>																																									
	City, state, and ZIP code <u>Tucson, AZ 85741</u>																																									
	List account number(s) here (optional)																																									
Part I Taxpayer Identification Number (TIN) Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3. Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.																																										
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="10" style="text-align: center;">Social security number</td> </tr> <tr> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> <td style="width: 30px; height: 20px;"></td> </tr> </table> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="10" style="text-align: center;">Employer identification number</td> </tr> <tr> <td style="width: 30px; height: 20px;">7</td> <td style="width: 30px; height: 20px;">4</td> <td style="width: 30px; height: 20px;">-</td> <td style="width: 30px; height: 20px;">3</td> <td style="width: 30px; height: 20px;">0</td> <td style="width: 30px; height: 20px;">4</td> <td style="width: 30px; height: 20px;">4</td> <td style="width: 30px; height: 20px;">8</td> <td style="width: 30px; height: 20px;">1</td> <td style="width: 30px; height: 20px;">8</td> </tr> </table>			Social security number																				Employer identification number										7	4	-	3	0	4	4	8	1	8
Social security number																																										
Employer identification number																																										
7	4	-	3	0	4	4	8	1	8																																	
Part II Certification Under penalties of perjury, I certify that: 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and 3. I am a U.S. citizen or other U.S. person (defined below). Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.																																										
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%; vertical-align: top;">Sign Here</td> <td style="width: 60%; vertical-align: bottom;"> Signature of U.S. person ▶ </td> <td style="width: 25%; vertical-align: bottom;"> Date ▶ <u>4-28-18</u> </td> </tr> </table>			Sign Here	Signature of U.S. person ▶	Date ▶ <u>4-28-18</u>																																					
Sign Here	Signature of U.S. person ▶	Date ▶ <u>4-28-18</u>																																								
General Instructions Section references are to the Internal Revenue Code unless otherwise noted. Purpose of Form A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA. Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to: 1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued), 2. Certify that you are not subject to backup withholding, or 3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.																																										
Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9. Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are: • An individual who is a U.S. citizen or U.S. resident alien, • A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States, • An estate (other than a foreign estate), or • A domestic trust (as defined in Regulations section 301.7701-7). Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.																																										

NOTICE OF CONFIDENTIALITY

This document is strictly confidential. There are no reproduction rights granted without the express written permission of Simpleview. If you have any concerns, questions or issues regarding this Confidentiality Notice, please contact Simpleview directly.

In consideration of receipt of this document, the recipient agrees to maintain such information in confidence; and to not reproduce or otherwise disclose this information to any person outside the group directly responsible for evaluation of its contents, except that there is no obligation to maintain the confidentiality of any such information which was known to recipient prior to receipt of this document as evidenced by written business records; which becomes publicly known through no fault of recipient; or which is received by recipient without obligation of confidentiality from a third party owing no duty of non-disclosure or confidentiality to Simpleview.

SIMPLEVIEWINC.COM