

TO: BRAD RYAN
FROM: CODY JENNINGS, DIRECTOR
SUBJECT: SKAGWAY.COM REDESIGN
DATE: SEPTEMBER 25, 2020
CC: CVB BOARD

MEMO

Brad,

The CVB Board would like to recommend that we proceed with the website redesign of Skagway.com with the Simpleview agency. The last website redesign was completed in 2016 and while our site is functional now is the time to make some necessary upgrades to better serve our visitors and better represent our local businesses as our front-line marketing tool.

We settled on Simpleview as the website design contractor because of their expertise with destination management organizations like ours. They have designed and built award-winning destination websites and have more than 900 destination clients around the world include Norway, Las Vegas and Napa Valley. Their Alaska website portfolio includes Anchorage.net, AlaskaVisit.com, TravelJuneau.com, ExploreFairbanks.com, ValdezAlaska.org, and they are currently building new tourism websites for Haines Borough and the Seward Chamber/CVB.

Besides developing a more current, relevant, and easy to navigate website we will also be positioned to offer some additional touchless solutions for our visitors. First and foremost, a chatbot service will be integrated into the new site enabling us to engage with our visitors throughout their Skagway experience (planning stage, while visiting and after). For example, with the Chatbot service if a visitor is in Skagway and looking for a public restroom a message could be sent, and we could share a map with all public restrooms labeled. Or often times folks stop by our visitor information center looking for information on local dining options. We have a display of menus for all restaurants in Skagway. Rather than have a physical display going forward we can create a virtual display. Ultimately, we see this upgrade as an extension of our services a virtual visitor center if you will.

As part of the redesign the Simpleview team will also be working with us to reimagine our visual identity and logo. As the foundation of our brand we need to develop something that is relevant to us as a destination. Shedding the tag line “Gateway to the Yukon” is critical in our path forward. As a premiere travel destination, we don't want to be the gateway to somewhere else. It diminishes our status in the marketplace to potential visitors.

To move forward with this project the financial component breaks down as follows:

- Website Design and Build with Brand Identity and Logo \$39,500
 - Project Deposit of the One-time Cost Invoiced Upon Contract Execution \$20,000
 - Balance of One-time Cost Invoiced January 1, 2021 and due Net 30 \$19,500
- Annual Licensing \$14,000
- Simple Support Plan 60 Hours Annually \$6,000

We have \$25,000 in our FY 20.5 Budget to cover the project deposit but will need to plan for \$19,500 for the balance of the project in FY21. In FY21 we will also need to budget \$14,000 in annual licensing and \$6,000 for 60 Hours of Annual Support.

Simpleview has a tight timeline of 30 -34 weeks. As a best-case scenario, if the project was approved by October 1st we could expect to have a new site rolled out as early as April 22nd or as late as May 20th so timing is of the essence for this project.

Please let me know if there are any questions I can answer. Thank you for your consideration.

Cody Jennings

Skagway, Alaska

website design & visual identity
branding investment summary



Let's make something

INSPIRING

COVER LETTER

It is an honor to submit this proposal to the Skagway Convention & Visitors Bureau for Logo / Visual Identity Branding and the Redesign and Development of a new Tourism Website (Skagway.com). Simpleview's strategy, management, creative, execution, and measurement of every initiative has been designed for destination marketing, management and development only. Unlike other agencies who divide their focus across multiple industries, Simpleview has chosen to focus on the specific needs and KPIs of the Destination Marketing industry.

We exclusively empower Destination Marketing Organizations at the city, county, state and country-levels, across the world, with the most widely-adopted digital marketing and technology services and tools in the tourism industry. We've designed and built more award-winning destination websites than any agency in the world, and have grown to a global company with over 900 destination clients.

With unparalleled industry experience and with over 350 full-time staff – all focused and dedicated to destination marketing excellence - we have the resources, bandwidth, experience and expertise to help the Skagway CVB achieve its digital marketing objectives and would be thrilled to partner with you.

We have the experience, staff, and technologies to execute in-house all of your goals. Not only does this streamline costs for our clients, it gives us full control over the quality that we, and our clients, demand.

Our Experience Design (XD) team understands the importance of your logo and visual identity branding as the foundation of your overall marketing strategy, and knows that your destination website is your brand's anchor and marketing magnet. It is your first impression to prospective visitors and helps them understand your unique experiences and culture.

We are skilled in bringing your destination's brand essence to life via digital mediums - becoming your visitor's "Digital Destination." We believe your website shares your destination's story before your visitor arrives, inspiring them during the most important discovery and engagement phases of the customer journey.

Because Simpleview understands OUR industry, and the ever-evolving online landscape, we're in the best position to keep your story consistent, relevant and

The image shows the Simpleview logo in large, white, 3D-style letters mounted on a brown brick building facade. To the right of the text is a circular logo composed of three overlapping segments in blue, green, and yellow.

discoverable by the travelers most likely to convert. Our creative team is committed to being informed on the latest trends, is extremely knowledgeable about industry best practices, and are fearless in their creative exploration and deliver the best made from scratch design and experience to elevate your brand.

With expertise built on working with more destinations than any other company in our field, while providing the most personal support available to the industry, Simpleview offers the best of both worlds: boutique agency creativity and personal attention, with the robust technology infrastructure and scope of products and services of a larger tech company. By leveraging Simpleview's expertise, the Skagway CVB will achieve a new level of destination marketing effectiveness.

We know that we can deliver hallmark achievements and become your most trusted and reliable partner.

Sincerely,

A handwritten signature in blue ink, appearing to read "Paul Franke, Jr.", is shown on a light-colored background.

Paul Franke, Jr. | Director of Business Development
pfranke@simpleviewinc.com | 412-254-9002 (direct)

EXECUTIVE SUMMARY

Simpleview exclusively empowers Destination Marketing Organizations at the city, county, regional, state and country-levels, across the world, with the most widely-adopted digital marketing and technology services and tools in the tourism industry. We've designed and built more award-winning destination websites than any agency in the world, and have grown to a global company with over 900 destination clients, from the city of Valdez, AK (population 3,800 - www.ValdezAlaska.org) to the country of Norway (population 5,000,000 - www.VisitNorway.com). From www.Paducah.travel to www.VisitLasVegas.com. Our Alaska website portfolio includes Anchorage.net, AlaskaVisit.com, TravelJuneau.com, ExploreFairbanks.com, ValdezAlaska.org, and we are currently building new tourism websites for Haines Borough and the Seward Chamber/CVB.

Every year, more than 100 million people touch, click, swipe and scroll their way through Simpleview creative on hundreds of tourism websites imagined and built by our team of expert designers in ways that beautifully extend DMO brands through award-winning interactive. Our leading-edge design process balances industry best-practices with individual brand standards and the elements that make your destination unique, and results in the most inspirational and stunning destination websites in the industry.

As relatively large as we now are, our attention to each client is incredibly personal. As such, you will have a dedicated Project Manager for this project, and following completion, will build a relationship day-to-day with your dedicated Account Executive. By focusing exclusively on travel and tourism, Simpleview has gained a deeper understanding of the challenges destinations face. Early on, we understood that sound strategy and the right technologies could transform how destination organizations work, making them more effective in every aspect of marketing and destination management and development.

As a digital agency and tech firm hybrid, our products and services include DMO-specialized web-based CRM, CMS, Marketing Automation, creative design, UGC Curation and Social Media management, SEO, digital Content Creation, CRO, PPC, social advertising, display and other digital marketing solutions, mobile apps, data visualization/business intelligence, digital asset management, hotel & tour/activity booking platforms and website revenue generation. At our core, we design and build award-winning destination websites and ensure their success through ongoing content creation, digital marketing, paid media distribution and tactical SEO services.

The image shows the Simpleview logo mounted on a building facade. The logo consists of the word "simpleview" in a white, lowercase, sans-serif font. To the right of the text is a circular icon composed of three overlapping segments: a blue segment at the top, a green segment at the bottom, and a yellow segment on the right side. The building facade is made of brown, textured panels. A blue diagonal graphic element is visible in the top-left corner of the page.

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. Our web-based, fully-integrated Software-as-a-Service CRM and CMS integrated solution is tailor-made for DMOs, and based on nearly 20 years of R&D and experience, not adapted from white-labeled generic tools.

Not only is our platform the most robust in the industry, our Software-as-a-Service business model ensures clients not only do not need to make hardware/IT/server/hosting investments to leverage our tools, but they also do not have to unexpectedly budget for system upgrades (all system updates and version upgrades are included in our licensing and rolled out to all clients) or support (we include generous support plan bundles for ongoing customization/configurations and day to day support in our licensing).

Through user groups comprised of dozens of destinations, an advisory board, and deep industry ties (we are members of ATIA and sponsor the annual convention annually, we are members of and sponsor DMA West, we are a Pinnacle Destinations International partner, and we sit on the Board for the US Travel Association), we are deeply invested in the success of the DMO industry and constantly calibrate our products and services for your success.



Investment





Investment

Visual Identity and Brand Guidelines	One-time Cost
Visual Identity	\$15,000
Rationale	Included
Logo	Included
Logo Breakdown	Included
Logo Usage and Guidelines	Included
Fonts	Included
Color Palette	Included
Additional Assets	Included
Providing a new logo and visual identity that will capture the spirit of the destination	Included
Ensuring that the logo will work well on both desktop and mobile versions of the site	Included
Use design best practices to create a logo and identity that will work well across all mediums Provide visual identity guidelines and usage recommendations to ensure logo use adheres to best practice	Included
Total	\$15,000

Website Design Services	One-time Cost	Annual Licensing
Responsive Sitemap Consultation & Content Roadmap	\$3,000	-
Responsive Strategy, Usability & Design Development	\$15,000	-
Strategic Planning & Research	Included	-
Discovery Session	Included	-
Digital Style Guide	Included	-
High-Fidelity Prototypes	Included	-
CMS Development Assets	Included	-
Content Collection, Page Creation & Data Migration	\$3,000	-
SEO Site Transition Program	\$3,500	-



Website Development Core Engagement	One-time Cost	Annual Licensing
Navigation & Content Management (Simpleview CMS)	-	Included
Homepage Slideshow & Interior Header Management (Image & Video)	-	Included
Media Asset Management Library (images, videos, documents with Toast image editing integration)	-	Included
Metatag Management	-	Included
Redirect Module	-	Included
Press Center & Articles Module	-	Included
Advanced Site Search	-	Included
Microsite Management	-	Included
Landing Pages, Vanity URLs	-	Included
Content Ownership	-	Included
RSS Feeds	-	Included
Template Generator	-	Included
Verizon Digital/EdgeCast Caching Content Delivery Network (CDN)	-	Included
Edge Hosting (Databank) and Sitewide SSL Certificate	-	Included
Code Editor (CSS, Template & Javascript Code Overwrite Capabilities)	-	Included
Responsive GEO Triggers (Listings, Coupons, Events)	-	Included
App Smart Banner	-	Included
Add This Social Sharing	-	Included
Schema.org and Open Graph Tagging Capabilities	-	Included
Quality Assurance Testing	-	Included
Staff Training (up to 10 hours of CMS training, plus up to 8 hours of website database/ CRM training; conducted virtually via GoToMeeting or similar)	-	Included
Project Management & Access to Client Portal (ticketing system, documentation, webinars, user forum, etc.)	-	Included
CMS Modules & Integrations	One-time Cost	Annual Licensing
Form Builder	-	Included
Partner Listings	-	Included
Calendar of Events	-	Included
Highlights Module	-	Included
Media Gallery	-	Included
Google Maps	-	Included
Translation Tool & ChatBot (e.g. LiveChat) Integration	-	Included



Simpleview CRM/Website Database	One-Time Cost	Annual Licensing
Simpleview CRM Base Level Licensing	-	Included
Member/Partner Management Module	-	Included
Member/Partner Extranet	-	Included
Member/Partner Marketplace	-	Included
Consumer/Visitor Inquiries Module	-	Included
Inkind/Expense Tracking Components	-	Included
Event Management Module (Member Meetings, Etc.)	-	Included
Dashboards	-	Included
Standard Reports	-	Included
Report Builder	-	Included
Form Builder	-	Included
Hosting, Point Updates, Version Upgrades	-	Included
Access to Client Portal (Ticketing System, Documentation, Webinars, User Forum)	-	Included
Website Subtotals	\$24,500	\$14,000
Visual Identity & Branding Subtotal	\$15,000	-
Totals	\$39,500	\$14,000
Grand Total	\$53,500	

Payment Schedule

One-time Cost Payment Schedule	Amount
Project Deposit of the One-time Cost Invoiced Upon Contract Execution	\$20,000
Balance of One-time Cost Invoiced January 1, 2021 and due Net 30	\$19,500

Recurring Cost Payment Schedule	Amount
1st Year Annual Licensing Invoiced January 1, 2021 and due Net 30, which sets the Anniversary Date for Years 2 and 3 Annual Licensing.	\$14,000

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