



Department Source: Convention and Visitors Bureau

To: City Council

From: City Manager & Staff

Council Meeting Date: December 4, 2023

Re: Amendment to the Simpleview Customer Relationship Management Agreement

Executive Summary

The Convention & Visitors Bureau (CVB) has an existing agreement with Simpleview, LLC for their Customer Relationship Management system. This amendment will allow the addition of a subscription to MINT+ which allows access to data sharing coop for sales leads.

Discussion

In 2015, the Council approval an agreement with Simpleview, LLC for a new Customer Management System for the Convention & Visitors Bureau (CVB). This system is the most widely used software tool in destination marketing and combines relationship management with sales, reporting and forecasting. It is effective and efficient to issue and track qualified hotel business leads.

The MINT+ subscription will allow direct access to bookings, histories, organizations, meeting profiles and contacts contributed by all subscribers and will interface directly with the CVB's customer management system. The initial cost of this subscription for one year is \$4,766.67. All other terms of the 2015 Agreement shall remain unchanged in full force and effect.

Fiscal Impact

Short-Term Impact: \$4,766.67 for FY2024

Long-Term Impact: \$5,200 annual subscription thereafter

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Organizational Excellence, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Primary, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
December 2015	R191-15: Authorizing the City Manager to Execute an Agreement with Simpleview, Inc.

Suggested Council Action

Approval of the Legislation.