



Intended Sole Source Purchase: Customer Relationship Management Platform

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Project #: SS230324JBD

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The description of services intended for purchase from a sole source is posted in accordance with section 287.057(3)(c), Florida Statutes and will be posted for a minimum of 15 business days.

Commodity or Service Required:
Customer Relationship Management Platform

Description:
Lee County Visitor and Convention Bureau is seeking to execute a sole source for a customer relationship management platform with Act-On email marketing, Mint+, Cvent and Eventsforce for a period of 3-years.

Intended Sole Source:
Simpleview, LLC

Justification for Sole Source Acquisition:
Since 2009 the VCB has Invested over \$521,322 in support, design, upgrades, and maintenance, which includes \$51,363 for customizations to the software. A total of 1,300 staff, vendors and tourism business partners have been trained on the CRM software. Simpleview continues to work directly with Destinations International. Destinations International is the professional association that publishes the standards and best practices for destination marketing organizations like the Lee County VCB, to conform to all Industry guidelines. The VCB works with Cvent to source and cultivate meeting sales leads for the destination. Simpleview is the only CRM provider in the tourism industry that integrates with Cvent. The integration with Cvent saves valuable time for VCB staff, hotel partners, and meeting planners. The Act-On email marketing platform is the only email marketing platform that is integrated with Simpleview CRM. The integration allows the VCB to spend less time building and maintaining contact lists and managing email subscription preferences. The Act-On email marketing platform is included in the Simpleview CRM contract as an integration. MINT+ is a group prospecting tool to search for new business to the destination and is now integrated with Simpleview.

Recommended Procurement Approach:
For the reason(s) stated above, Lee County Procurement Management intends to utilize the Sole Source Procurement method to purchase from Simpleview, LLC for supplying the above.

Respond to:
If your firm feels they have the ability to supply the above, please contact Jennifer Brewer-Dano, Lee County Procurement Management at jbrewer-dano@leegov.com for future purchase review.