



City Clerk Document No. \_\_\_\_\_

City Council Meeting Date: June 10, 2021

**AMENDMENT TO CITY OF CHANDLER AGREEMENT  
SEARCH ENGINE OPTIMIZATION AND PAY PER CLICK SERVICES  
CITY OF CHANDLER AGREEMENT NO. ED8-920-3876**

THIS AMENDMENT NO. 3 (Amendment No. 3) is made and entered into by and between the City of Chandler, an Arizona municipal corporation (City), and Simpleview, LLC, (Contractor), (City and Contractor may individually be referred to as Party and collectively referred to as Parties) and made \_\_\_\_\_, 2021 (Effective Date).

**RECITALS**

WHEREAS, the Parties entered into an agreement for search engine optimization and pay per click services (Agreement); and

WHEREAS, the term of the Agreement was July 1, 2018 through June 30, 2019, with the option of up to four one-year extensions; and

WHEREAS, the Parties exercised the first option to extend for the period of July 1, 2019 through June 30, 2020; and

WHEREAS, the Parties exercised the first option to extend for the period of July 1, 2020 through June 30, 2021; and

WHEREAS, the Parties wish to exercise the third option through this Amendment to extend the Agreement for one year.

**AGREEMENT**

NOW THEREFORE, the Parties agree as follows:

1. The recitals are accurate and are incorporated and made a part of the Agreement by this reference.
2. Section 4, Price is amended to read as follows: The City will pay the Contractor the per unit cost

set forth in Revised Exhibit B of the original Agreement, attached to and made a part of this Amendment No. 3. Total payments made to the Contractor during the term of this Amendment No. 3 will not exceed \$75,200.00.

3. Section 5, Term is amended to read as follows: The Agreement is extended for a one-year period July 1, 2021 through June 30, 2022.
4. All other terms and conditions of the Agreement remain unchanged and in full force and effect. If a conflict or ambiguity arises between this Amendment No. 3\_ and the Agreement, the terms and conditions in this Amendment No. 3 prevail and control.

IN WITNESS WHEREOF, the Parties have entered into this Amendment on the Effective Date.

**FOR THE CITY**

By: \_\_\_\_\_

Its: Mayor

**FOR THE CONTRACTOR**

By: Scott Mendillo

Its: Head of Contracts & Procurement

**APPROVED AS TO FORM:**

By: \_\_\_\_\_  
City Attorney 

**ATTEST:**

By: \_\_\_\_\_  
City Clerk

**REVISED EXHIBIT B  
FEE SCHEDULE**

|                                                                             |                            |
|-----------------------------------------------------------------------------|----------------------------|
| <b>Section 1: Search Engine Optimization</b>                                |                            |
| All-inclusive pricing for the services described in the Scope of Work.      |                            |
| Organic SEO and Reporting                                                   | \$24,000.00 per year       |
| Analytics                                                                   | Included in Management Fee |
| <b>Section 2: Pay Per Click</b>                                             |                            |
| All-inclusive pricing for the services described in the Scope of Work.      |                            |
| PPC Management                                                              | \$7,200.00 per year        |
| PPC Spend                                                                   | \$36,000.00 per year       |
| <b>Section 3:</b>                                                           |                            |
| Simple Support                                                              | \$8,000.00 per year        |
| <b>Section 3: Total Annual Cost</b>                                         |                            |
| Total annual cost of services for Sections 1, 2 and 3 above.                | <b>\$75,200.00</b>         |
| <b>Section 4: Hourly Rates</b>                                              |                            |
| Provide staff roles and hourly rates for services in addition to the Scope. |                            |
| Role: Lela Scott MacNeil (Digital Media Analyst)                            | \$125.00 per hour          |
| Role: Leanna Gonzalez (SEO Analyst)                                         | \$125.00 per hour          |
|                                                                             |                            |
|                                                                             |                            |

