

## CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 07/06/2020

Contract/Lease Control #: C17-2554-TDD

Procurement#: RFP TDD 10-17

Contract/Lease Type: CONTRACT

Award To/Lessee: STERLING VALLEY SYSTEMS, INC.

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 01/30/2019

Expiration Date: 05/31/2020

Description of: LODGING BOOKINGS DATA SERVICE

Department: TDD

Department Monitor: ADAMS

Monitor's Telephone #: 850-609-5385

Monitor's FAX # or E-mail: JADAMS@MYOKALOOSA.COM

Closed: July 6, 2020

Cc: BCC RECORDS

**CONTRACT CLOSE-OUT CHECKLIST**  
 (To Be Prepared by the Contracts & Lease Coordinator)

DATE: June 19, 2020

TO: Finance Department

SUBJECT: Contract No. C17-2554-TDD

MANAGING DEPARTMENT: TDD

CONTRACTOR'S NAME: STERLING VALLEY SYSTEMS, INC.

PROJECT TITLE: LODGING BOOKINGS DATA SERVICE

The attached has met the final payment contract requirement in subject contract.

	Yes	No
1. Final Invoice	X	
2. Completed Contract/Lease Payment Approval Form	X	
3. Close-Out Documents	Yes	No
a. Signed Release of Lien		N/A
b. Proof of Completion Advertisement		X
c. Certificate of Insurance		X
d. Consent of Surety to Final Payment		X
e. Proof of Performance/Payment Bond Continuation 12 Months Following Final Payment		X
f. Grants approval/signature		X
4. Remarks		

**Faye Douglas** Digitally signed by Faye Douglas  
 Date: 2020.06.18 10:05:04 -05'00'

\_\_\_\_\_  
 OMB DIRECTOR

\_\_\_\_\_  
 DATE

**CONTRACT/LEASE  
PAYMENT APPROVAL FORM  
COMPLETE AND FORWARD TO THE NEXT DEPARTMENT**

**COMPLETED BY DEPARTMENT**

DATE: 6/16/2020

VENDOR NAME: Sterling Valley Systems, Inc

VENDOR #: 21700167

CONTRACT/LEASE#: C17-2554-TDD

VENDOR INVOICE #	TASK ORDER # <i>(If Applicable)</i>	COUNTY/FEMA PROJECT # <i>(If Applicable)</i>	BUDGET DEPARTMENT #	ACCOUNT #	AMOUNT \$
50039772			1151	548041	4728.75
May 2020					
					\$4,728.75 .

**APPROVED FOR PROGRESS PAYMENT (please sign, as applicable and date)**

CONTRACTOR'S ENGINEER/ARCHITECT/PROJECT MANAGER: Lianne Clark Digitally signed by Lianne Clark  
Date: 2020.06.16 07:45:14 -0500 DATE: \_\_\_\_\_

COUNTY SUPERVISOR/PROJECT MANAGER: Jennifer Adams Digitally signed by Jennifer Adams  
Date: 2020.06.17 12:04:08 -05'00' DATE: \_\_\_\_\_

DEPARTMENT DIRECTOR: Charlotte Dunworth Digitally signed by Charlotte Dunworth  
Date: 2020.06.16 15:00:59 -05'00' DATE: \_\_\_\_\_

GRANTS ADMINISTRATION: \_\_\_\_\_ DATE: \_\_\_\_\_  
*(If Applicable)*

COUNTY ADMINISTRATOR: \_\_\_\_\_ DATE: \_\_\_\_\_  
*(Payments > \$50,000.)*

**FINAL PAYMENT**

FINAL PAYMENT YES  NO

*(If "Yes", forward to Purchasing Services Coordinator)*  
OMB DIRECTOR: Faye Douglas Digitally signed by Faye Douglas  
Date: 2020.06.18 10:03:49 -05'00' *(Payments > \$50,000)*

DATE: \_\_\_\_\_

DATE: \_\_\_\_\_ GRANTS ADMINISTRATION APPROVAL: \_\_\_\_\_  
*(If Applicable)*

DATE: \_\_\_\_\_ COUNTY ADMINISTRATION APPROVAL: \_\_\_\_\_  
*(Payments > \$50,000)*

**COMPLETED BY FINANCE - ACCOUNTS PAYABLE ONLY**

FISCAL YEAR: \_\_\_\_\_

DATE RECEIVED: \_\_\_\_\_

REVIEWED BY: \_\_\_\_\_

# INNTOPIA

Sterling Valley Systems  
782 Mountain Road  
PO Box 309  
Stowe VT 05672  
United States

## Invoice

**Date** 6/1/2020  
**Invoice #** 50039772  
**Terms** Net 30  
**Due Date** 7/1/2020  
**PO #**  
**Memo**  
**Subsidiary** SVS

### Bill To

Okaloosa County  
101 E James Lee Blvd  
Room 108  
Crestview FL 32536  
United States

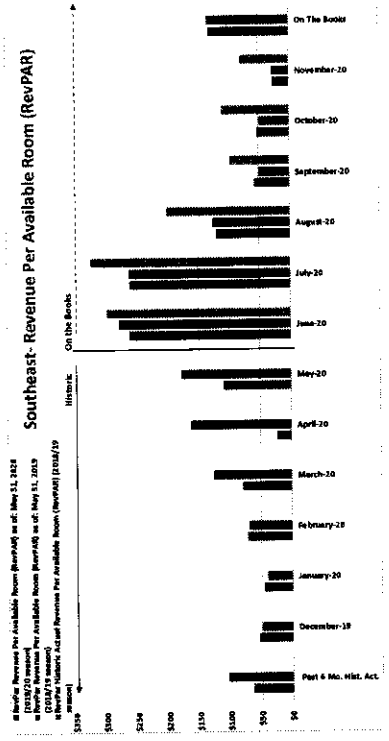
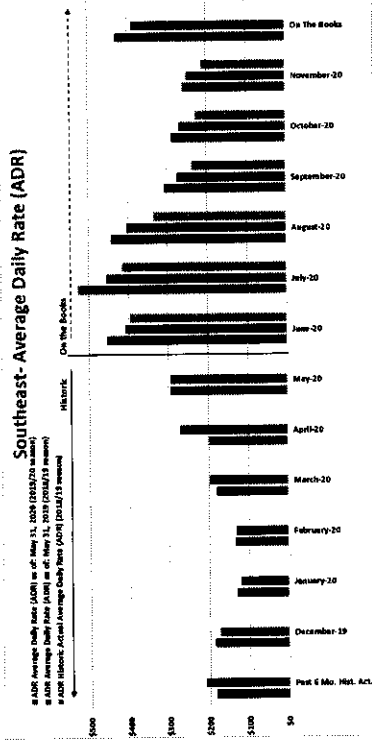
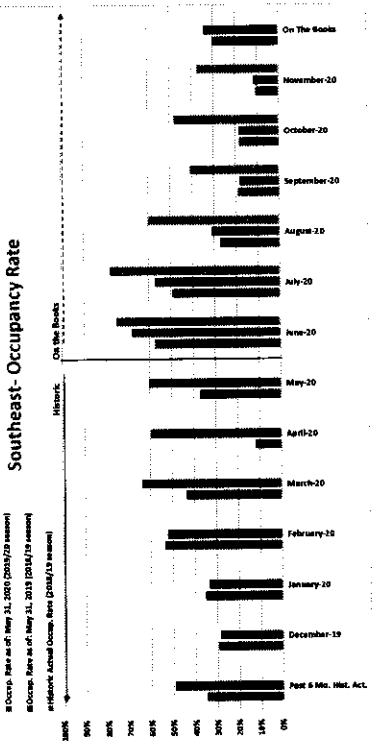
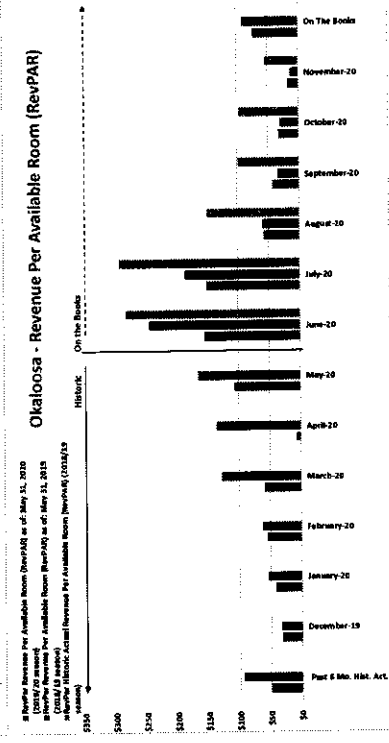
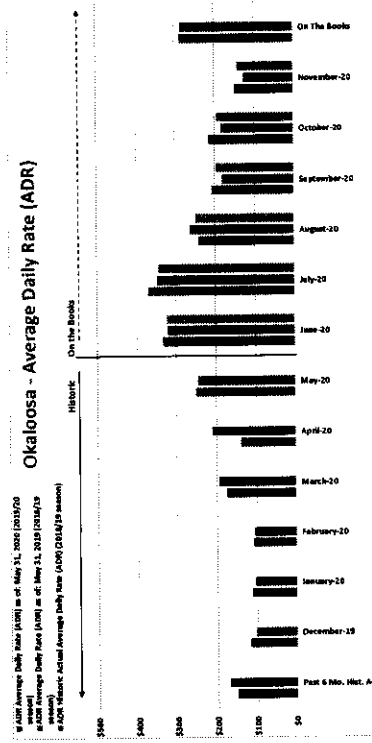
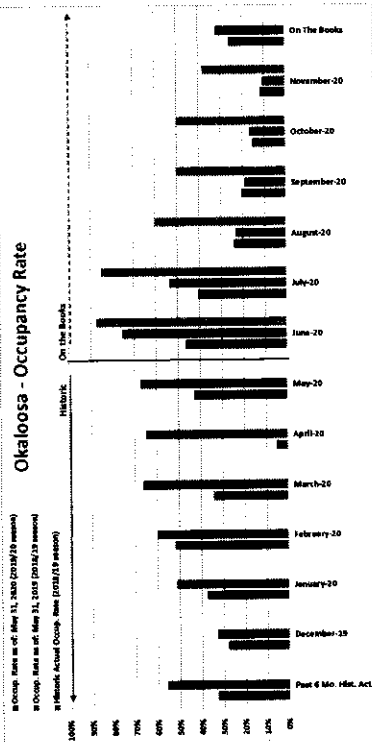
Description	Quantity	Rate	Amount
Intel Pack, Reservation Activity Outlook Report Set, Multi-Destination Comp, Reservation Activity Outlook Destination Executive Summary, Segment Reports, Daily Occupancy Report, Report for Retailers, Event Calendar Overlay, Guest Profiler, and Premium support	0.14286		4,728.75

**Total** 4,728.75  
**Amount Due** \$4,728.75

# Okaloosa Executive Summary

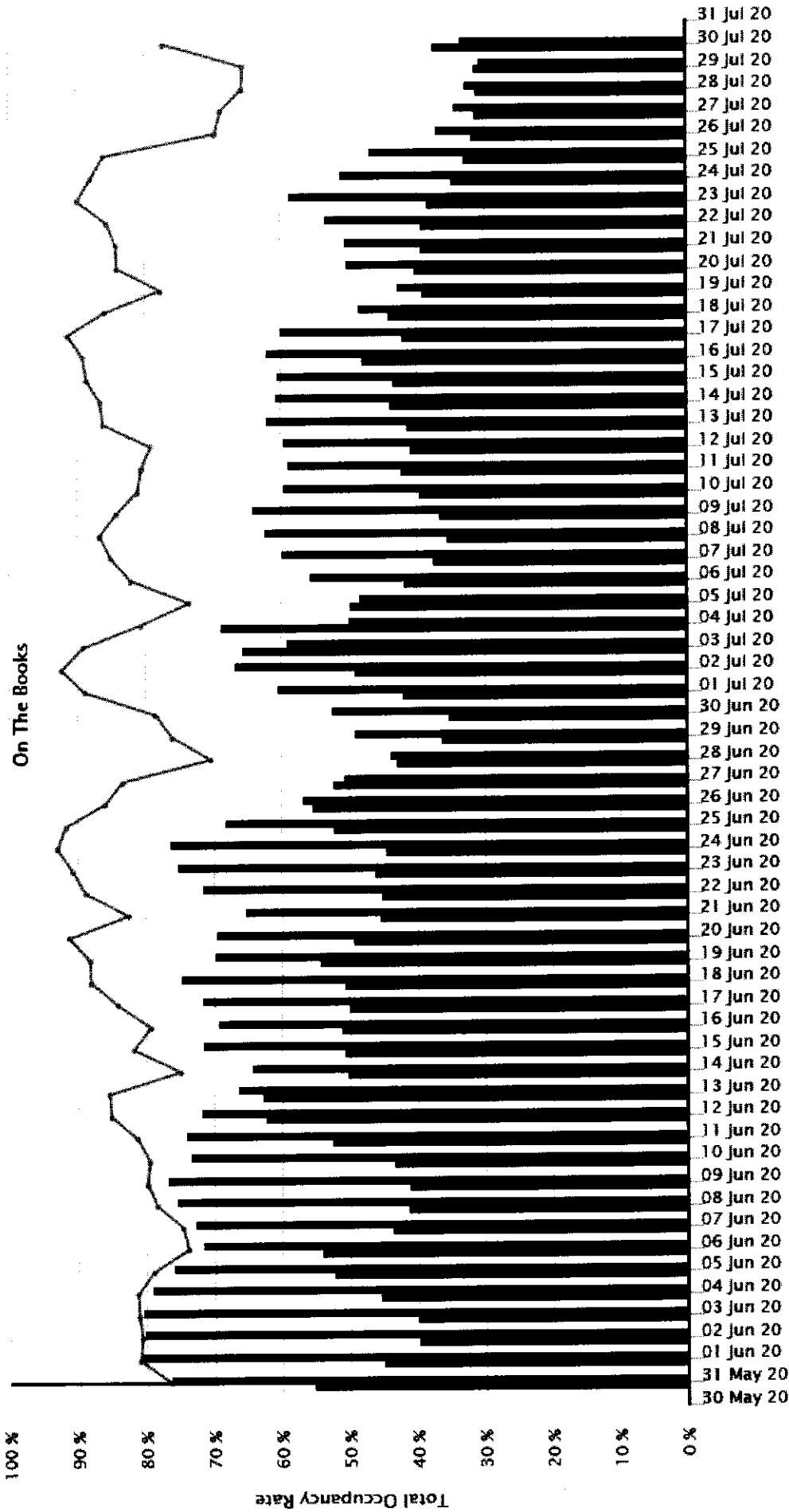
## As of May 31, 2020

1500 N. GULF  
 FT. WALTON BEACH  
 OKALOOSA ISLANDS  
 FLORIDA



## Okaloosa County Total Occupancy (60-Day Advance View) Daily Occupancy Report as of May 31, 2020

On The Books



■ Data as of May 31 (2019/20) 10 properties    ■ Data as of May 31 (2018/19) 10 properties    - - - Historic Actual (2018/19)

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## CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 04/13/2017  
Contract/Lease Control #: C17-2554-TDD  
Bid #: RFP TDD 10-17  
Contract/Lease Type: CONTRACT  
Award To/Lessee: DESTIMETRICS, LLC.  
Owner/Lessor: OKALOOSA COUNTY  
Effective Date: MAY 1, 2017  
Term: JUNE 30, 2018 W/2 ONE YEAR RENEWALS  
Description of Contract/Lease: DESTINATION LODGING BOOKINGS DATA SERVICES  
Department: TDD  
Department Monitor: DUNWORTH  
Monitor's Telephone #: 850-609-5385  
Monitor's FAX # or E-mail: [cdunworth@co.okaloosa.fl.us](mailto:cdunworth@co.okaloosa.fl.us)

Closed:

cc: Finance Department Contracts & Grants Office

## CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 04/26/2019

Contract/Lease Control #: C17-2554-TDD

Procurement#: RFP TDD 10-17

Contract/Lease Type: CONTRACT

Award To/Lessee: STERLING VALLEY SYSTEMS, INC.

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 01/30/2019

Expiration Date: 05/31/2020

Description of Contract/Lease: LODGING BOOKINGS DATA SERVICE

Department: TDD

Department Monitor: ADAMS

Monitor's Telephone #: 850-609-5385

Monitor's FAX # or E-mail: JADAMS@MYOKALOOSA.COM

Closed:

Cc: Finance Department Contracts & Grants Office





# CONTRACT/LEASE RENEWAL FORM

Date: April 9, 2019  
Company: Sterling Valley Systems, Inc.  
Attn: Jim Lilly  
Address: 678 S Franklin Street  
City, St, Zip: Denver, CO 80209  
RE:Lodging Bookings Data Svcs

**CONTRACT#: C17-2554-TDD**  
**STERLING VALLEY SYSTEMS, INC.**  
**LODGING BOOKINGS DATA SVS**  
**EXPIRES: 05/31/2020**

Dear Mr. Crist,

The Okaloosa County Board of County Commissioners agrees to renew the subject contract/lease, # C17-2554-TDD for an additional term. The contract renewal period will be June 1, 2019 to May 31, 2020. The annual budgeted amount for this contract is \$56,745.00. All other terms and conditions of the original agreement shall remain in full force and effect through the duration of this renewal.

**If you are in agreement, please sign below and return this form along with a current Certificate of Insurance listing Okaloosa County as co-insured (if applicable).**

COUNTY REPRESENTATIVES

AUTHORIZED COMPANY REPRESENTATIVE

Dept. Director  
Signature: [Signature]

Contractor: Sterling Valley Systems, Inc. dba Inntopia

Date: 4/22/19

Approved By: [Signature]  
(as prescribed below on item 1)

Approved By: [Signature]

Date: \_\_\_\_\_

Approved By: [Signature]  
(as prescribed below on item 1)

Title: Chief Revenue Officer

Date: 4/25/19

Date: 4/12/2019

**County Department Instructions:**

- 1) Obtain signatures from Department Director, authorized Company Representative and then Purchasing Manager <\$25K and less, OMB Director \$25K to \$50K, County Administrator <\$100K and less or Board >\$100K, as necessary. If Board approval is required, the Chairman and County Administrator's signatures are required. Make sure the company provides a current Certificate of Insurance. (If applicable).
- 2) Keep a copy of this form for your records.
- 3) Send original to Contracts and Lease Coordinator at Purchasing Department.  
If you have any questions please contact the Purchasing Manager at 850-689-5960, Fax: 850-689-5970



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

4/4/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> <b>HAUSER</b> 5905 E. Galbraith Rd, Ste 9000 Cincinnati OH 45238	<b>CONTACT NAME:</b> LaTonya Willis, AINS <b>PHONE (A/C, No, Ext):</b> 513-936-7386 <b>FAX (A/C, No):</b> 513-984-7086 <b>E-MAIL ADDRESS:</b> lwillis@thehausergroup.com	
	<b>INSURER(S) AFFORDING COVERAGE</b>	
<b>INSURED</b> NTMHQ-1 <b>Sterling Valley Systems, Inc. dba Inntopia</b> 782 Mountain Road PO Box 309 Stowe VT 05672	<b>INSURER A :</b> Chubb Ins Co of New Jersey <b>NAIC #</b> 41386	
	<b>INSURER B :</b> Vigilant Insurance Company <b>20397</b>	
	<b>INSURER C :</b> ACE American Ins. Co. <b>22667</b>	
	<b>INSURER D :</b> Great Northern Insurance Co <b>20303</b>	
	<b>INSURER E :</b> Federal Insurance Company <b>20281</b>	
	<b>INSURER F :</b>	

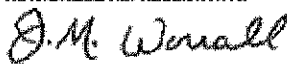
**COVERAGES** **CERTIFICATE NUMBER:** 1994460742 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
D	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:	Y	Y	3678-7077	10/28/2017	10/28/2018	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (EA OCCURRENCE) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPROP AGG \$ 2,000,000 Emp Benefits \$ 1M/1M COMBINED SINGLE LIMIT (EA accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
E	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input checked="" type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			7351-6182	10/28/2017	10/28/2018	COMBINED SINGLE LIMIT (EA accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> EXCESS LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			7981-0606	10/28/2017	10/28/2018	EACH OCCURRENCE \$ 10,000,000 AGGREGATE \$ 10,000,000 \$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	7170-7889	10/28/2017	10/28/2018	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
C	E&O/Cyber/Data Liability			EON G25584995 003	12/18/2017	12/19/2018	Limit \$10,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may i

Contract # C17-2554-TDD  
**DESTIMETRICS, INC.**  
**DESTINATION LODGING BOOKINGS DATA SERVICES**  
**EXPIRES: 06/30/2019 W/1 ONE YR RENEWAL**

<b>CERTIFICATE HOLDER</b>	<b>CANCELLATION</b>
	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 

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## CONTRACT, LEASE, AGREEMENT CONTROL FORM

Date: 06-05-2018

Contract/Lease Control #: C17-2554-TDD

Procurement#: RFP TDD 10-17

Contract/Lease Type: CONTRACT

Award To/Lessee: DESTIMETRICS, INC

Owner/Lessor: OKALOOSA COUNTY

Effective Date: 05/01/2017

Expiration Date: 06/30/2019 W/1 ONE YR RENEWAL

Description of Contract/Lease: DESTINATION LODGING BOOKINGS DATA SERVICES

Department: TDD

Department Monitor: ADAMS

Monitor's Telephone #: 850-609-5385

Monitor's FAX # or E-mail: JADAMS@MYOKALOOSA.COM

Closed:

Cc: Finance Department Contracts & Grants Office

**PROCUREMENT/CONTRACT/LEASE  
INTERNAL COORDINATION SHEET**

Procurement/Contract/Lease Number: C17-2554-T00 Tracking Number: 2993-18  
Procurement/Contractor/Lessee Name: Destimetrics, LLC Grant Funded: YES \_\_\_ NO \_\_\_  
Purpose: Renewal: Destination Lodging Bookings Data Services  
Date/Term: 6/1/18 - 5/31/19  
Amount: 56,745.<sup>00</sup>  
Department: T00  
Dept. Monitor Name: Adams

1.  GREATER THAN \$100,000  
2.  GREATER THAN \$50,000  
3.  \$50,000 OR LESS

**Purchasing Review**

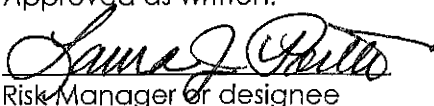
Procurement or Contract/Lease requirements are met:

 \_\_\_\_\_ Date: 4/5/18  
Purchasing Manager or designee Jeff Hyde, DeRita Mason, Matthew Young

**2CFR Compliance Review (if required)**

Approved as written: N/A Date: \_\_\_\_\_  
\_\_\_\_\_  
Grants Coordinator

**Risk Management Review**

Approved as written:  Date: 4/27/18  
Risk Manager or designee Laura Porter or Krystal King

**County Attorney Review**

Approved as written: See Approval Detail Date: 5/1/18  
\_\_\_\_\_  
County Attorney Gregory T. Stewart, Lynn Hoshihara, Kerry Parsons or Designee

Following Okaloosa County approval:

**Clerk Finance**

Document has been received: \_\_\_\_\_ Date: \_\_\_\_\_  
Finance Manager or designee

## Matthew Young

---

**From:** Parsons, Kerry <KParsons@ngn-tally.com>  
**Sent:** Tuesday, May 01, 2018 9:48 AM  
**To:** Matthew Young  
**Cc:** Lynn Hoshihara  
**Subject:** RE: Destimetrics, LLC/ Coordination No. 2993-18

The above referenced renewal is approved for legal purposes.

---

**From:** Matthew Young [mailto:myoung@myokaloosa.com]  
**Sent:** Friday, April 27, 2018 11:08 AM  
**To:** Parsons, Kerry  
**Cc:** Lynn Hoshihara  
**Subject:** Destimetrics, LLC/ Coordination No. 2993-18  
**Importance:** High

Please see the attached coordination item for TDD.

Respectfully,



**Matthew Young**  
Contracts & Lease Coordinator  
Okaloosa County Purchasing Department

Tel: (850) 689-5960 Fax: (850) 689-5970  
[myoung@co.okaloosa.fl.us](mailto:myoung@co.okaloosa.fl.us) [www.co.okaloosa.fl.us](http://www.co.okaloosa.fl.us)  
5479 Old Bethel Rd, Suite A Crestview, FL 32536

*Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.*

**CAUTION:** This email originated from outside the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



## CONTRACT/LEASE RENEWAL FORM

Date: April 3, 2018  
Company: Destimetrics, LLC  
Address: 678 S Franklin Street  
City, State, Zip: Denver, CO 80209  
RE: Destination Lodging Bookings Data Services

Dear Destimetrics:

The Okaloosa County Board of County Commissioners agrees to renew the subject contract/lease, #C17-2554-TDD for an additional term. The contract renewal period will be June 1, 2018 to May 31, 2019. The annual budgeted amount for this contract is \$56,745.00. All other terms and conditions of the original agreement shall remain in full force and effect through the duration of this renewal.

If you are in agreement, please sign below and return this form along with a current Certificate of Insurance listing Okaloosa County as co-insured (if applicable).

### COUNTY REPRESENTATIVES

Dept. Director  
Signature: [Signature]

Date: 5/21/18

Approved By: [Signature]  
(as prescribed below on item 1)

Date: 5/30/18

Approved By: [Signature]  
(as prescribed below on item 1)

Date: 6/1/18

### AUTHORIZED COMPANY REPRESENTATIVE

Contractor: [Signature]

Approved By: Trevor Crast

Title: CEO

Date: 5/10/18

### County Department Instructions:

- 1) Obtain signatures from Department Director, authorized Company Representative and then Purchasing Director <\$50K and less, County Administrator <\$100K and less or Board >\$100K, as necessary. If Board approval is required, the Chairman and County Administrator's signatures are required. Make sure the company provides a current Certificate of Insurance. (If applicable).
- 2) Keep a copy of this form for your records.
- 3) Send original to Purchasing Services Coordinator.

Username  Password

[Forgot Username?](#) [Forgot Password?](#) [Log In](#) [Create an Account](#)

# Search Results

**Current Search Terms: destimetrics\* llc\***

**Notice:** This printed document represents only the first page of your SAM search results. More results may be available. To print your complete search results, you can download the PDF and print it.

No records found for current search.

## Glossary

- [Search Results](#)
- [Entity](#)
- [Exclusion](#)
- [Search Filters](#)
- [By Record Status](#)
- [By Record Type](#)



- [Search Records](#)
- [Data Access](#)
- [Check Status](#)
- [About](#)
- [Help](#)
- [Disclaimers](#)
- [Accessibility](#)
- [Privacy Policy](#)
- [FAPIS.gov](#)
- [GSA.gov/IAE](#)
- [GSA.gov](#)
- [USA.gov](#)

IBM v1.P.64.20170330-1550  
WWW3

**Client Agreement for Destination Lodging Bookings Data Services**

This Agreement is between DestiMetrics and Okaloosa County, FL ("Client"), for destination lodging bookings data services (as identified below) subject to the terms and conditions described herein. The Client, their participating properties ("Client-Properties") along with their designated and authorized staff are collectively referred to herein as Subscribers.

WHEREAS, in December 2016 the Client issued a Request for Proposals seeking destination lodging bookings data services for the Okaloosa County Tourist Development Department (the "RFP"); and

WHEREAS, the Client, through a selection process conducted in accordance with the requirements of law and Client policy, has selected Destimetrics as the provider of such services; and

WHEREAS, DestiMetrics has been acquired by Sterling Valley Systems, Inc. dba Inntopia (collectively referred to as "Contractor"); and

WHEREAS, Client seeks to engage the Contractor for the purposes of providing destination lodging bookings data services.

NOW THEREFORE, in consideration of the above and the mutual covenants contained herein, the parties agree as follows:

The purpose of this Agreement is to plan, initiate and operate a destination-lodging research program for the Client, (collectively, Services) in conjunction with its Client-Properties, operated by Contractor, utilizing its proprietary methods, systems, procedures and enabling technology as further described below:

**I. Services:**

**Services Provided:** Includes initial Startup/Feasibility Fee - a one-time non-refundable pre-payment for determining the efficacy of the System for Okaloosa County's business requirements ("Startup") and Ongoing Operations, along with the production and publication of related work product which are provided by Contractor under the terms of this Agreement, as further described in "Attachment B – Products and Services", attached hereto and incorporated herein by reference.

**Startup:** Startup is applicable for first-time Clients and Client-Properties. Startup commences on the Service Start Date and continues until the start of the first month of production of the first set of reports per Attachment A in accordance with Contractor standard procedures. Startup includes: Contractor/Client initial startup meeting, Client-Property recruitment, orientation/training and the successful data submission of both any initial historical data and the first monthly data submission cycle as per Contractor standard procedures.

**Ongoing Operations:** Begins with the completion of Startup, and beginning of monthly reporting and continues thru the term of this Agreement and concludes with a final report, mid-month after the Service End Date.

**Data Submission & Report Subscribers:** This Agreement includes participation licenses for up to 19 Client-Properties as data submitters. Additionally, access to resulting reports is granted and provided via the Contractor secure web portal for up to 43 Subscribers (which includes 2 representatives for each Client-Property, and 5 Subscriptions for Client representatives), subject to change by mutual agreement during the term of this Agreement.

**II. Client Responsibilities:** Client will:

1. Compensate Contractor a one-time Startup Fee of \$26,155 payable in advance of services rendered upon execution of this Agreement, along with annual fees of \$56,745, payable at Service Start Date, and then monthly in arrears through the Term of the Agreement, as further detailed below:

Invoice Date	Amt. Due	Description
May 1, 2017	\$26,155.00	Startup: A one-time fixed fee prepayment, the result of which is a completed transient inventory study, property



		participation solicitation/agreement set and establishment of historical data set.
Due in 12 monthly cycles of data submission and related reporting.	\$56,745.00	Ongoing monthly reporting, based on June, 2017 as the first monthly reporting period, with data called for as of June 30, and the first monthly report produced in mid-July, then continuing monthly through end of Agreement.

2. Designate a representative (Client Representative) to serve as primary contact for Client's performance of the responsibilities described herein.
3. Identify, invite and recommend Client-Property participation, and then assist Contractor with their engagement by way of a related Client Property Subscription Agreement (Attachment C), Startup and ongoing data submission in accordance with Contractor standard procedures.
4. Acknowledge that this Agreement is part of a broader, cooperative industry destination/lodging research program, whose value increases with broader participation, and generally endorse and promote Program participation by any/all appropriate properties, similar comparative destinations and any others whose participation might be beneficial.

**III. Contractor Services and Responsibilities:** Contractor will:

1. Provide those products and Services further described in Attachment B, along with the use of its proprietary systems, procedures, policies and enabling technology.
2. Assist Client in their invitation, and recommendation re program participation then lead recruitment of Client-Properties and provide Startup training/orientation and ongoing support of Client and Client-Subscribers.
3. Collect data provided by Client-Properties, evaluate and secure the resulting data, then produce and distribute requisite reports to all Subscribers by way of the Contractor's secure web portal to which Subscribers are provided access via individual Subscriber logons.
4. Provide Client-Properties with access to additional Contractor products and services (beyond the scope of this agreement) on an a la carte basis, at best available rates, subject only to pre-existing commitments and in accordance with its standard Terms and Conditions.

**IV. Client-Property Participation:** In the performance of their obligations under this Agreement, both Contractor and Client rely on participating properties, the terms and responsibilities for which are defined in a separate but related Client-Property Subscription Agreement, in substantially the same form as Attachment C.

**V. Terms and Conditions:**

1. **Effective Date and Term of Agreement.** This Agreement shall be effective as of May 1, 2017, which coincides with the Startup portion of the Agreement, then beginning June 1, the ongoing monthly reporting stage begins, with the first report in early July, based on June 30 data, then remaining in effect for a period of one (1) year (with the June report of May 30 data), and includes an option for two, one (1) year renewals if agreed to in writing by both parties, at least 30 days prior to the end of the current year's Agreement
2. **Billing Procedures:**
  - a. Fees related to this Agreement are due and payable as described in the Client Responsibilities section of this Agreement and are delinquent if not received within 30 days of invoice date. Delinquent payments, if not cured within 30 days of notice, are grounds for default under this Agreement and the right to pursue applicable remedies. Invoicing and monthly reporting shall

be in sufficient detail for pre- and post-audit review to ensure the services were performed and that the correct amount has been invoiced pursuant to Attachment B.

- b. In the event a portion of an invoice submitted to the County for payment to the Contractor, as specified above, is disputed, payment for the disputed amount may be withheld pending resolution of the dispute, and the remainder of the invoice will be processed for payment without regard to that portion which is in dispute.
  - c. Expenses associated with the performance of this Agreement are included, except as follows: Travel related expenses, when at Client's request and pre-approved, will be charged at the costs incurred in accordance with Section 112.061 Florida Statutes, along with half the related travel time to/from Contractor Office in Denver. Contractor standard hourly rates are provided on Attachment D.
  - d. No taxes or other similar surcharges are anticipated, but if imposed or assessed by an authorized taxing authority, will be treated as expenses and become the Client's responsibility to pay and/or reimburse.
  - e. Any/all additional work requested by Client and not already included in this Agreement, will be performed, subject to pre-existing commitments, and charged at Contractor standard hourly rates, terms and conditions (as provided on Attachment D)
- 3. Confidentiality and Distribution:** Data Provided by Client-Properties, and resulting reports are CONFIDENTIAL INFORMATION, as subject to the following:
- a. Client/Client-Property data will be treated as Confidential Information by Contractor, not to be published or distributed unless/until aggregated with other similar data and indistinguishable as a result, and may be considered Public Record thereafter. Contractor will retain all data in its secure web portal, produce and distribute agreed upon reports for Client and Client-Properties and retain exclusive rights to the data and various reports, provided that no individual Client-Property data is disclosed, nor any aggregated data made public, nor will Contractor disclose aggregated destination data, unless with Client approval.
  - b. As part of the Separate-but related Client-Property Subscription Agreement (Attachment C), Client Properties and their respective Subscribers will be asked to acknowledge and agree that all information, reports and related data posted within the Contractor's web portal and/or otherwise provided by Contractor is CONFIDENTIAL INFORMATION, to which access is restricted, and reproduction, distribution or sharing of this CONFIDENTIAL INFORMATION is STRICTLY PROHIBITED unless otherwise required by law.
- 4. Inherent Limitations and Restrictions:** Notwithstanding the reasonable and best efforts undertaken by the parties to fully perform their respective obligations as provided for herein, the parties acknowledge and agree that there are inherent limitations and/or restrictions which may alter, influence and otherwise affect the results and the success of this Agreement and may thereby provide justifiable cause and reason for inability to perform certain obligations by a given party. These limitations and restrictions include, without limitation, the following:
- a. Client-Property Subscribers submission of timely and accurate data is vital to the performance of this Agreement, but beyond the control or direction of either Contractor or the Client, and could result in a failure to start or maintain the minimum thresholds of sufficient quantity or quality of data (Data Integrity) to publish viable reports in which case:
    1. Parties will utilize best efforts to restore minimum Data Integrity.
    2. Contractor may evoke a limited report production process, where data will be collected, aggregated, and reports produced, but distributed only to Client, until Data Integrity is restored.
    3. If Data Integrity is not achieved within 4 months of Service Start Date, or not maintained for any consecutive 3 month period during the term of this Agreement, then this Agreement may be cancelled by either party by providing 30 days written notice as provided for herein.

- b. The existence of minimum Data Integrity will be determined and established by Contractor, as part of its initial Startup and transient inventory census procedure in accordance with its standard procedures and at its sole discretion, generally benchmarked as at least 25% of the total applicable units in the study unless agreed upon by both parties.
5. **Responsibility:** All Program participants understand and acknowledge that Contractor reports are based on data provided by participating program Client-Properties.
  - a. **Systems:** Contractor stands by the systems (processes, procedures and technology) used to vet, aggregate and organize data that has been submitted to the Program. In the event that an error in these systems results in inaccurate data being published, Contractor will take the necessary steps to resolve the errant issue and restate / republish any and all reports that have been impacted by the errant system and provide an explanation of the correction, insofar as such an explanation does not breach Contractor confidentiality policies or reveal trade secrets.
  - b. **Submitted Data:** Contractor will use its best efforts to assure the accuracy of the data and resulting reports. Client acknowledges that data submissions from Client-Properties must be submitted in a manner that is compliant with Contractor data definitions, standards, and submission procedures. Client acknowledges that Contractor systems may not identify all errors in data submitted by Client-Properties. In instances where errant data submissions are identified after publication, Contractor will work to correct the errant data and restate / republish any and all reports that have been impacted by the errant data and provide an explanation of that correction, insofar as such an explanation does not breach Contractor confidentiality policies or reveal trade secrets.
  - c. Contractor will not be responsible or liable for accuracy of the data provided by Client-Properties nor its impact on resulting reports, or any decisions made as a result.
6. **Cancellation:** This Agreement shall terminate upon completion of all Services provided for herein, or sooner if mutually agreed upon by the parties, or cancelled by either party with 30 days written notice, whereupon this Agreement shall be terminated and wound down by the parties, in which case:
  - a. All Startup fees will be retained by Contractor.
  - b. Contractor will be compensated for all Services performed including for any/all monthly report production that had been performed prior to the date of Cancellation.
  - c. Any remaining obligations and/or fees associated with this Agreement will be terminated and no further obligations will remain in force or effect, excepting those related to Confidential Information as set forth above.
7. **Independent Contractor:** Contractor and the Client shall be considered independent Contractors. Neither Contractor nor the Client is an employee, agent, joint venturer or partner of the other entity. Nothing shall be interpreted as creating an employment relationship between or among Contractor and the Client. Contractor shall have control of the manner and means by which its services are provided to the Client subject to the terms and provisions of this Agreement.
8. **Controlling Law:** This Agreement shall be construed in accordance with, and governed by, the laws of the State of Florida.
9. **Dispute Resolution:** The parties agree that if either party breaches this Agreement, the non-breaching party may seek any and all legally available remedies.
10. **Public Records.** Contractor shall allow public access to all documents, records and other materials, subject to the provisions of Chapter 119, Florida Statutes, prepared or received by Contractor in conjunction with this Agreement.

**IF CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT OKALOOSA COUNTY RISK MANAGEMENT DEPARTMENT 5479 OLD BETHEL ROAD CRESTVIEW, FL 32536 PHONE: (850) 689-5977 [riskinfo@co.okaloosa.fl.us](mailto:riskinfo@co.okaloosa.fl.us).**

Contractor must comply with the public records laws, Florida Statute chapter 119, specifically Contractor must:

- a. Keep and maintain public records required by the County to perform the service.
- b. Upon request from the County's custodian of public records, provide the County with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in chapter 119 Florida Statutes or as otherwise provided by law.
- c. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the Contractor does not transfer the records to the County.
- d. Upon completion of the contract, transfer, at no cost, to the County all public records in possession of the Contractor or keep and maintain public records required by the County to perform the service. If the Contractor transfers all public records to the public upon completion of the contract, the Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Contractor keeps and maintains public records upon completion of the contract, the Contractor shall meet all applicable requirements for retaining the public records. All records stored electronically must be provided to the public agency, upon the request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

**11. Indemnification & Insurance.** To the fullest extent permitted by law, Contractor shall indemnify and hold harmless the Client, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or intentional wrongful conduct of the Contractor and other persons employed or utilized by the Contractor in the performance of this Agreement.

Contractor shall furnish the Client with Certificates of Insurance. The certificate holder shall be as follows:

Okaloosa County  
5479A Old Bethel Road  
Crestview, Florida 32536

The insurance required shall be written for not less than the following limits unless law requires higher amounts:

- |  |                             |
|--|-----------------------------|
| 1. Workers Compensation                                    |                             |
| a) State   | Statutory                   |
| b) Employers Liability                                     | \$100,000 each accident     |
| 2. Business Automobile<br>(Combined Single Limit)          | \$1 million each occurrence |
| 3. Commercial General Insurance<br>(Combined Single Limit) | \$1 million each occurrence |
| 4. Professional Liability<br>(Combined Single Limit)       | \$1 million each occurrence |
| 5. Personal Injury and Advertising                         | \$250,000 each occurrence   |

(Combined Single Limit)

**12. Entire Agreement.** This Agreement represents the entire understanding between the parties with respect to the undertakings covered hereunder and there are no oral or collateral agreements with respect thereto between the parties.

The following documents are incorporated by reference into this Agreement as Attachment E: Request for Proposals & Acknowledgement/Contractor's Submittal, RFP TDD 10-17, Destination Lodging Bookings Data Services for Okaloosa County Tourist Development Department. All terms within the above-referenced documents are in full force and effect and shall be binding upon both parties unless specifically addressed within the terms of the body of this Agreement.

All future modifications to this Agreement shall be in writing signed by both parties.

**13. Legal Fees.** If any legal action is brought by either party relating to this Agreement, the prevailing party shall be entitled to reimbursement by the other party of its reasonable attorney's fees and costs.

**14. Severability.** If any portion of the Agreement, the deletion of which would not adversely affect the receipt of any material benefit by either party, is for any reason held or declared to be invalid or unenforceable, such determination shall not affect the remaining portions of this Agreement. If this Agreement or any portion of this Agreement is held or declared to be inapplicable to any person, property or circumstance, such determination shall not affect its applicability to any other person, property or circumstance.

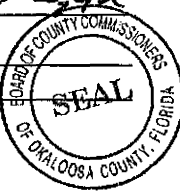
**15. General Provisions:** This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective personal representatives, successors and assigns. This Agreement, and Attachments hereto, embodies the entire understanding and agreement between the parties concerning the subject matter hereof and supersedes any and all prior negotiations, understandings or agreements concerning the subject matter hereof. This Agreement shall be deemed for all purposes to have been prepared through the joint efforts of the parties hereto and shall not be construed for or against one party or any other party as a result of the preparation, submittal, drafting, execution or other event of negotiation hereof.

EXECUTED as of the 7<sup>th</sup> day of April, ~~APRIL~~ 2017  
ML Carson, BCC Records  
April 7, 2017

**OKALOOSA COUNTY  
BOARD OF COUNTY COMMISSIONERS**

**Contractor**

By: *Carolyn N. Ketchel*  
Name: Carolyn N. Ketchel  
Title: Chairman



By: *Jim Lilly*  
Name: JIM LILLY  
Title: SVP

Attest:

*J.D. Peacock II*  
J.D. Peacock II  
Clerk of Circuit Court



Attachment A: Billing Information  
Attachment B: Products and Services

Attachment C: Client-Property Subscription Agreement

Attachment D: Contractor Standard Hourly Rates

Attachment E: Request for Proposals & Acknowledgement/Contractor's Submittal, RFP TDD 10-17

**ATTACHMENT A: BILLING INFORMATION**

Send Invoice by: \_\_\_\_\_ Email/PDF \_\_\_\_\_ Postal Mail

Client Company Name: \_\_\_\_\_

Authorized Representative Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
(PO Box or Street Address)

City: \_\_\_\_\_ State/Province: \_\_\_\_\_

Country: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

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Invoices are to be sent to the attention of: \_\_\_\_\_

Accounting Contact Email Address: \_\_\_\_\_ Phone \_\_\_\_\_

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## **ATTACHMENT B - CONTRACTOR PRODUCTS AND SERVICES**

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This Attachment B between DestiMetrics ("Contractor") and Okaloosa County, FL ("Client") further describes the Services that are being provided pursuant to the Client Agreement. The prices, terms and conditions described below are based on the total number of Data Submitting Client-Properties and Subscribers (including Client/Client-Property Subscribers) and data submitting Client-Properties as well as the overall term of this Agreement.

**0. DESTINATION RESEARCH PLAN: PLANNING AND STARTUP:** Upon execution of a Destination Research Program, an initial Planning and Startup meeting will be conducted, the purpose of which is to identify and provide for a set of items required to set the foundation for the Program's initialization and ongoing operations. These "Startup" items, are the first set of product/services referenced in our Agreement. A synopsis of related items follow:

- **0.1 Program Plan:** CONTRACTOR works with Client to confirm the Program's final product set, the target type and number of participating Client-Property participants, along with process for recruiting and engaging Client Properties, and Program Startup- Activation Calendar, the conclusion of which is the execution of Client Property Subscription Agreement and Profile (Sample at Attachment C).

**Client Property Onboarding:** Assist Client with Client -Property solicitation and once contracted, use Client-Property profile data to determine data submission methodology and collection of initial set of historical data, assess the viability of its use, and prepare a final plan and recommendations as to the collection of a historical base of data.

**Training, Methods, Metrics, Systems and Procedures:** Contractor provides its enabling technology, business rules and practices, systems, procedure's, metrics and data definition, along with Client and Client property training and initial data submission oversight, as part of this Program

Working with the Client and related Client-properties to determine the specific start-up schedule, and related responsibilities, a process that usually about 60-90 days but subject to adjustment as mutually agreed. **One Time Fees: \$11,400**

- **0.2 Transient Inventory Survey ("TIS").** The first step is to identify all short-term rental units in the Client destination market area (Okaloosa County) that are to be considered in the scope of work, including a general understanding of the quantity and type of lodging that is available for short-term rental, in the market area, and subsequently referred to as "Census". To accomplish this, Contractor relies on data provided by the Client for its review and assessment. **One Time Fees: \$4,500**

**1. MARKET INTELLIGENCE PACK:** Designed to provide a broad, contextual overview of the destination leisure travel ecosystem, and destination travel marketplace, the "Intel-Pak" includes a family of information related services, bundled into a comprehensive package that provides "what you ought to know..." to do business better. All Intel-Pak products are available through the Contractor's Secure Web Portal, and the Vacation/Mountain Travel News and Monthly Briefing are delivered by email for added convenience. Quarterly webinars complete the elements of the Intel Pak.

- **1.1 The Economy:** A collection of national and local economic and travel indicators as well as comparative sales/lodging tax and airport enplanement data, collected and updated monthly from publicly available sources and presented on Contractor's secure web portal.



- **1.2 Monthly Briefing** A monthly narrative summary of Contractor Travel News Talker, The Economy and Contractor “industry-wide” econometric data, with expert interpretation and supporting economic indicator dashboard graphics.
- **1.3 Travel News Talker:** A synopsis of current economic and destination travel news, aggregated from various 3<sup>rd</sup> party sources and selected for the destination travel industry marketing and management professionals, and updated regularly and posted on Contractor’s secure web portal.
- **1.4 Mountain/Vacation Travel News:** A monthly newsletter, featuring the top stories from the daily News Talker, and distributed to all Subscribers.
- **1.5 Quarterly Market Update Webinars:** A 60-minute web/phone based presentation by Contractor’s analysts, provided several times per year, and including strategic assessment and interpretation of market conditions and trends as well as industry lodging metrics for the past season and upcoming season. Webinars are exclusively for Subscribers only.
- **1.7 Library:** A collection of articles, reports and other market intelligence along with copies of various Contractor presentations are found in the Contractor Subscriber Library.

**Annual Price:** Complimentary Courtesy Inclusion

**Distribution Rights:** The Market Intelligence Pak is only available to individual Subscribers up to the number of subscribers listed in the Agreement.

**Publication:** These reports/products will be posted on Contractor’s web portal and will be accessible by all Subscribers.

**2. RESERVATION ACTIVITY OUTLOOK REPORT SET:** Client-Property data is collected at a monthly level of granularity and aggregated to create a destination-wide monthly report set of paid lodging reservation activity and related revenue,

- **2.1 Reservation Activity Outlook (RAO) Report.** The number of available units, room nights and related revenue are collected, from which Occupancy average daily rate (ADR), and revenue per available room night (RevPAR) are calculated. Results are then aggregated in a report format that provides graphic summaries, charts and supporting tables of business on the books for the forward looking 6 months and total business for the trailing 6 months. Current year data is overlaid against previous year-to-date and previous seasons-end data, when sufficient data exists. Three views of the resulting data are provided in chart form with supporting tables, including 6-month forward-looking view, fixed winter view (Nov. – Apr.), and fixed summer view (May – Oct.). Additionally, pacing of current year vs. previous year reservation activity is provided in chart and detailed table view. From this information, destinations can track their performance against their previous history and properties can see how the aggregate of other properties in their destination are performing. Distribution rights include all Subscribers. **Annual Price: \$ 15,125** per year.

**Note:** Additional Client-Property data submission licensing is available in increments for an additional fee.

**Distribution: Subscribers only.**

**Publication:** This report will be posted on Contractor’s web portal and will be accessible by all Subscribers.

**RAO Startup – One Time:** For first time Clients, a one-time startup fee will be charged to cover time/costs related to the determination of appropriate data collection methodology (in part depending on the related property management software systems), one-time collection/scrubbing of any historical data, and the related administration and training of Client and Client Properties toward that end. **One Time Fees: \$2,000**

- **2.2 Multi-Destination Comparative Report (MDC):** A destination-wide view of paid occupancies is created from data provided as part of the RAO (2.1) report, the result of which is displayed against all other individual participating Contractor destinations (which are kept anonymous) in bar chart format, in both current year occupancy and year-over-year comparative change. A third report shows Average Daily Rate in similar format and also includes the trailing months and forward –looking 6 months. Distribution rights include all Subscribers. This report will be posted on Contractor’s web portal and will be accessible by all Subscribers.

**Annual Price: \$3,685** subject to participation in the RAO (2.1) above, and under the same terms and conditions. **One Time Fees: \$300 (Distribution: Subscribers only).**

- **2.3 Reservation Activity Outlook: Destination Executive Summary:** One page synopsis of the monthly RAO reporting detail provided in executive summary format with graphic illustration and narrative explanation. This report is intended for broader distribution to community stakeholders, tourism dependent businesses and (optionally at the discretion of the Client) the general public and includes related distribution rights. **Annual Price: \$3,355** per year, subject to participation in the RAO (2.1) above, and under the same terms and conditions.
- **Startup – One Time:** Contractor works with the Client to choose from the menu of available data in order to personalize the appropriate data for distribution to their intended audience. **One Time Fees: \$825**
- **Distribution Rights:** The Destination Executive Summary includes unlimited distribution rights (i.e. general public and press) at the discretion of the Client. **Publication:** This report will be emailed each month to designated Client(s).
- **2.4 Reservation Activity Outlook: Property vs Destination Reports:** Presented in our standard Reservation Activity Outlook format, this report includes a comparison of Client property's occupancy, ADR and RevPAR for the past 6 months and the forward-looking 6 months to the performance of your destination. **Annual Price:** Included at no additional charge. **Distribution: Personalized and distributed only to each Client Property participant.**
- **2.5 Segment Reports:** Provide for the Okaloosa County Reports to be further segmented into two additional report sets (once the Program is properly established and related data is sufficiently robust (as determined by Contractor), one for Condo/Vacation Rentals and a second for hotels/motels. **Annual Fees: \$1,250**

**3. DAILY OCCUPANCY REPORT SET:** This report set is best suited to monitor overall resort occupancy of all guests (paid and unpaid), based on an aggregation of the advanced reservation data (at a daily level of granularity), from all reporting Client-Properties on (at least) a monthly basis, and more frequently upon agreement. Reports are available through the Contractor secure web portal and include several configuration options described below.

- **3.1 Daily Occupancy Report (DOR):** The standard DOR report shows the results at a daily level of granularity, in line chart format and includes previous year-to-date and previous year actual data when sufficient data exists. It then depicts percentage change of current year to previous year occupancy, and net pacing change since the previous report. Data is presented in line chart format and includes 4 views of the resulting data, including i) a 12-month view including 6 months forward looking and trailing 6 months. ii) fixed winter season: November – April, iii) fixed summer season: May – October. iv) a short-view of the upcoming 60 days of occupancy in bar chart format. **Annual Price: \$17,050.**

**DOR Startup – One Time:** For first time Clients a one-time startup fee will be charged to cover time/costs related to the determination of appropriate data collection methodology (in part depending on the related property management software systems), one-time collection/scrubbing of any historical data, and the related administration and training of Client and Client-Properties toward that end. **One Time Fees: \$ 2,200**

**Distribution Rights:** The Daily Occupancy Report, in its entirety, is only available to Subscribers.

**Publication:** This report will be posted on Contractor's web portal and will be accessible by all Subscribers.

- **3.2 Report for Retailers (60 day short-view) Distribution:** This report depicts occupancy for the forward looking 60 days in bar chart format and displays occupancy for the current year and the previous year. While access to this report is included in the DOR (page 5) this option allows for further distribution than the DOR allows. The Report for Retailers will be provided in a separate PDF and allows for unlimited distribution to retail community and/or Client constituents. **Annual Price:** Included.

**Publication:** This report will be emailed each month to the Designated Representative unless otherwise listed here:

- **3.3 DOR Interactive Event Calendar Overlay:** Interactive report generator that allows Client to overlay current and prior year event datasets on top of Daily Occupancy Report data. Data sets included are Current and Prior Year Contractor system events (holidays, etc.), and Current and Prior Year destination Client events (local events from your community). Events are displayed on chart output, available to be viewed in detail by mouse over technology and can be downloaded as .csv file for easy client management. Includes quarterly event updates. **Annual Price: \$3850/year** plus **One Time Fees: \$750**. **Distribution Rights:** The DOR Comparative Overlay is only available to individual Subscribers. **Publication:** This report will be posted on Contractor’s web portal and will be accessible by all Subscribers.

**4. GUEST PROFILER:** The Guest Profiler is a dynamic reporting tool that provides a snapshot of where a destination’s guests are coming from, what their demographic profiles are, when they’re arriving, how long they’re staying, when they book and more. Data is collected from properties within a client’s destination on a quarterly basis. The resulting reports are available through a “self-serve” report generator allowing clients to run their own reports, filter data for their own needs and do so as often as they like. **Annual Price: \$5,830** plus **One Time Fees: \$4,180**, and quarterly data submissions. **Distribution Rights:** The Guest Profiler is made available to available to individual Subscribers at properties who submit Guest Profiler data and Client Staff. **Publication:** This report will be posted on Contractor’s web portal and will be accessible by these Subscribers.

**5. OPTIONAL A LA CARTE PRODUCTS AND SERVICES:** The value of market and research data is increased as data moves to information, then knowledge, then strategies that produce results. CONTRACTOR offers the following additional Services:

- **5.1 Premium Support:** provides for additional support services to Client and Client-Properties to help ensure successful start-up, ongoing operations and better understanding and use of resulting reports for all Subscribers. Included is additional support available as needed for initial property recruitment, start-up and onboarding, data submission, understanding and using resulting reports and quarterly webinars with all Subscribers. **Number of annual presentations: 4**. **Annual Price: \$6,600**. Optional in-person presentations available at additional cost.

**TOTAL PACKAGE PRICE:**

**One Time Startup Fees**                    **\$26,155**

**ONGOING ANNUAL FEES:**                **\$56,745**

## ATTACHMENT C

# Destination/Lodging Research Program

## Participating Property Subscription Agreement

This Participating Property Subscription Agreement is part of a master agreement between DestiMetrics ("Contractor") and Okaloosa County, FL ("Client"), effective May 1, 2017 (Service Start Date). The master Agreement includes certain rights and obligations that are made available to the Client's participating lodging management companies (Client-Properties), subject to the terms and conditions described herein. The Client, their participating properties (Client-Properties) along with their designated and authorized staff are collectively referred to herein as Subscribers.

This confirms participation of \_\_\_\_\_ (Client-Property) in the Contractor's destination/lodging research program (Program) as a participating property (Client - Property), and it is agreed that:

- 1. Participation - Data Submission:** I will contribute to the Program's data set by submitting my Property performance data according to Contractor standard terms and conditions (copies of which have been previously provided) and acknowledges that my compliant data submission exempts me/my property from fees that would normally associated with program participation.
- 2. Program Support:** By participating in this program, I am contributing to a larger destination-lodging research fact base, the results of which are made more valuable to all participants by more/broader participation. I understand the value of more/broader participation and will take such initiatives to encourage program participation, as I feel are reasonable and appropriate.
- 3. Resulting Reports:** As a compliant data submitting property, identified Subscribers at my property will receive those reports, resulting from the data I am submitting, and may also include other reports being produced as part of the Program. Once established, I may purchase additional property specific products and services directly from Contractor on an a la carte basis.
- 4. Confidential Information:** I understand that Contractor will treat all data provided by participating Properties, as CONFIDENTIAL INFORMATION, until aggregated with other similar data and indistinguishable as a result. Aggregated Reports will be produced and posted to Contractor's Secure web portal and made available to participating Properties, and their participating Destinations, as per Contractor's standard procedure. For purposes of clarity, individual lodging property data will never be disclosed to anyone including Client and other Client properties, and the aggregated Destination data will not be made available to other Destinations without the specific pre-approval of Client.
- 5. Report Confidentiality:** I understand the Program reports are CONFIDENTIAL INFORMATION, not for further reproduction or distribution outside my organization.
- 6. Responsibility:** All Program participants understand and acknowledge that Contractor's reports are based on data provided by participating program Properties and while Contractor will use its best efforts to assure the accuracy of the data and resulting reports, it cannot be held responsible either for accuracy of data submitted by participating properties, the resulting reports or any decisions made as a result.
- 7. Terms:** This Agreement can be cancelled by either party by providing 30 days written notice, provided that the confidentiality of data remains ongoing and in effect for all Parties.

Understood and Agreed,

Key Contact Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please print clearly*

Resort / Destination Name: \_\_\_\_\_

Property Name: \_\_\_\_\_

Management /Parent Company Name: \_\_\_\_\_

Property type (check all that apply if multiple categories):

<input type="checkbox"/>	Hotel / Motel	<input type="checkbox"/>	Property Management firm
<input type="checkbox"/>	Bed and breakfast	<input type="checkbox"/>	Timeshare / fractional ownership property
<input type="checkbox"/>	Condo / Condo hotel	<input type="checkbox"/>	Other: _____

Property Management Software System / Version: \_\_\_\_\_

Number of accommodations units\* currently in property inventory:

\*Note: A "unit" is any single hotel/motel room, studio, condominium, or single family house, regardless of the number of bedrooms, beds, or capacity. Lock off units should be counted at their maximum rental capacity ("keys"). For example, a portfolio of 100 condos should be counted as 100 "accommodations units". Please count only those units which are in your short-term rental pool.

*Please print clearly*

**Address (Mailing):**

Street \_\_\_\_\_ PO Box \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Property Phone # \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Names:

1. Key/Main Contact:

\_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

2. Designated Data Submitter (if different)

\_\_\_\_\_

Email address: \_\_\_\_\_ Phone number: \_\_\_\_\_

3. Additional Persons to include on monthly report distribution list:

\_\_\_\_\_

Name: \_\_\_\_\_ Email address: \_\_\_\_\_

Attachment D: Rates:

Category	Hourly	Day
Sr Advisor/Analyst	\$ 200	\$ 1500
Advisor/Analyst	\$ 150	\$ 1100
Jr Advisor/Analyst	\$ 100	\$ 700
Admin/Support	\$ 75	\$ 500

Rates are charged based on quarter hour increments.

Expenses are those actual costs incurred in conjunction with work associated directly with the Scope of Work and charged, at the costs incurred.

# EXHIBIT E



## REQUEST FOR PROPOSALS (RFP) & RESPONDENT'S ACKNOWLEDGEMENT

**RFP TITLE:**  
DESTINATION LODGING BOOKINGS DATA SERVICES  
FOR OKALOOSA COUNTY TOURIST DEVELOPMENT  
DEPARTMENT

**RFP NUMBER:**  
RFP TDD 10-17

**LAST DAY FOR QUESTIONS:** December 29<sup>th</sup>, 2016 3:00 P.M. cst

**RFP OPENING DATE & TIME:** January 12<sup>th</sup>, 2017 4:00 P.M. cst

**NOTE: PROPOSALS RECEIVED AFTER THE PROPOSAL OPENING DATE & TIME WILL NOT BE CONSIDERED.**

Okaloosa County, Florida solicits your company to submit a proposal on the above referenced goods or services. All terms, specifications and conditions set forth in this RFP are incorporated into your response. A proposal will not be accepted unless all conditions have been met. All proposals must have an authorized signature in the space provided below. All envelopes containing sealed proposals must reference the "RFP Title", "RFP Number" and the "RFP Due Date & Time". Okaloosa County is not responsible for lost or late delivery of proposals by the U.S. Postal Service or other delivery services used by the respondent. Neither faxed nor electronically submitted proposals will be accepted. Proposals may not be withdrawn for a period of sixty (60) days after the proposal opening unless otherwise specified.

**RESPONDENT ACKNOWLEDGEMENT FORM BELOW MUST BE COMPLETED, SIGNED, AND RETURNED AS PART OF YOUR BID. BIDS WILL NOT BE ACCEPTED WITHOUT THIS FORM, SIGNED BY AN AUTHORIZED AGENT OF THE RESPONDENT.**

COMPANY NAME DestiMetrics LLC  
MAILING ADDRESS 678 S. Franklin St.  
Denver, CO 80209  
CITY, STATE, ZIP  
FEDERAL EMPLOYER'S IDENTIFICATION NUMBER (FEIN): 03-0370559  
TELEPHONE NUMBER: 303-722-7346 EXT: 5 FAX: 303-952-7665  
EMAIL: jbabilon@destmetrics.com

I CERTIFY THAT THIS PROPOSAL IS MADE WITHOUT PRIOR UNDERSTANDING, AGREEMENT, OR CONNECTION WITH ANY OTHER RESPONDENT SUBMITTING A PROPOSAL FOR THE SAME MATERIALS, SUPPLIES, EQUIPMENT OR SERVICES, AND IS IN ALL RESPECTS FAIR AND WITHOUT COLLUSION OR FRAUD. I AGREE TO ABIDE BY ALL TERMS AND CONDITIONS OF THIS PROPOSAL AND CERTIFY THAT I AM AUTHORIZED TO SIGN THIS PROPOSAL FOR THE RESPONDENT.

AUTHORIZED SIGNATURE: [Signature] TYPED OR PRINTED NAME Ralf Garrison  
TITLE: CEO DATE 1/9/17



## **2.1 – TYPES OF LODGING FACILITIES INCLUDED AND WHETHER DATA IS AGGREGATED BY LODGING TYPE**

- **Lodging Type Facilities Included:**
  - The scope of work described in this Proposal does not limit the lodging type facilities included in the proposed data set.
  - DestiMetrics can track any lodging type within the community, assuming that the lodging providers are able and willing to provide data to the program.  
Recommended participating lodging types depends entirely upon the needs of the client, but typically includes:
    - Hotel Properties
    - Motel Properties
    - Non-Hotel Properties
      - Professionally-Managed Private Home Inventory
      - Professionally-Managed Condominium Inventory
      - Bed & Breakfast Inventory
    - Note: Other lodging type inventory may be considered for inclusion in the data, assuming that it is not disruptive to the more traditional lodging data represented by the categories above
  
- **Lodging Type Segmentation:**
  - DestiMetrics can, at the request of the client and with the purchase of such a product, generate reports that reflect individual lodging type categories, segmenting (for example) Private Home inventory, Condominium Inventory, or Hotel / Motel Inventory one from the other.
  - This proposal includes pricing for optional segment reporting.
  - The ability to segment data is dependent upon the acquisition of a data set of sufficient size as to be representative of that segment within the community, and of sufficient variety to ensure the confidentiality of the underlying individual participant data.

## 2.2 – TYPES OF METRICS TRACKED

- The Metrics tracked by the standard set of DestiMetrics products as proposed varies based on the property being considered. Full information on the products as proposed and their metrics is below:
  - **Reservation Activity Outlook (RAO):**
    - **Paid Occupancy Rate (Paid Room Nights Booked / Room Nights Available):** Occupancy rate of short-term (as defined by the client), paid stays. Does not include unpaid, comp, owner, guest-of-owner or other non-revenue-generating stays
    - **Year-over-Year % Change in Paid Occupancy Rate:** The performance variance as a percentage change of the above-defined Paid Occupancy Rate.
      - **Granularity Features:**
        - Monthly
        - Aggregate Prior 6 Months
        - Aggregate Future 6 Months
      - **Frequency:**
        - Monthly Reporting Cycle
      - **Aggregation:**
        - Rolling 12 Month View (6 months historic, 6 months future)
        - Static High Season with Seasonal Aggregate
        - Static Low Season with Seasonal Aggregate
    - **Month-over-Month Paid Occupancy Booking Pace:** Measurement of the absolute and year-over-year variance in paid occupancy rate of the current month / current & prior year as advanced or declined from the prior month / current year & prior year.
      - *Explanatory note: This metric is used to convey the % change in occupancy rate from the prior report period, this year versus last year, and is representative of booking pace growth / decline*
      - **Granularity Features:**
        - Monthly
        - Current Month, Current Year & Prior year
        - Prior Month, Current Year & Prior year
        - Upcoming 5 months, Current Year & Prior Year

- Upcoming 5 months, Prior Month, Current Year and Prior Year
    - Pacing Aggregate of 6 Months in view
  - **Frequency:**
    - Monthly Reporting Cycle
  - **Aggregation:**
    - Monthly & Period Aggregate
    - 6 Month Aggregate
    - Historic Actual Aggregate
  
- **Average Daily Rate (ADR) (Net Room Revenue Booked / Paid Room Nights Booked):** Average Daily Rate (ADR) of short-term (as defined by the client), paid stays. Does not include unpaid, comp, owner, guest-of-owner or other non-revenue-generating stays
- **Year-over-Year % Change in Average Daily Rate (ADR):** The performance variance as a percentage change of the above-defined Average Daily Rate (ADR).
  - **Granularity Features:**
    - Monthly
    - Aggregate Prior 6 Months
    - Aggregate Future 6 Months
  - **Frequency:**
    - Monthly Reporting Cycle
  - **Aggregation:**
    - Rolling 12 Month View (6 months historic, 6 months' future)
    - Static High Season with Seasonal Aggregate
    - Static Low Season with Seasonal Aggregate
  
- **Revenue Per Available Room (RevPAR) (Net Room Revenue Booked / Room Nights Available):** RevPAR of short-term (as defined by the client), paid stays. Does not include unpaid, comp, owner, guest-of-owner or other non-revenue-generating stays
- **Year-over-Year % Change in RevPAR:** The performance variance as a percentage change of the above-defined RevPAR.
  - **Granularity Features:**
    - Monthly
    - Aggregate Prior 6 Months
    - Aggregate Future 6 Months

- **Frequency:**
  - Monthly Reporting Cycle
- **Aggregation:**
  - Rolling 12 Month View (6 months historic, 6 months future)
  - Static High Season with Seasonal Aggregate
  - Static Low Season with Seasonal Aggregate
- **Daily Occupancy Report (DOR):**
  - **Total (Paid and Unpaid) Occupancy Rate (Paid and Unpaid Room Nights Booked / Room Nights Available):** Occupancy rate of short-term (as defined by the client), paid and unpaid stays. Include unpaid, comp, owner, guest-of-owner or other non-revenue-generating stays
  - **Year-over-Year % Change in Paid Occupancy Rate:** The absolute variance as a percentage difference of the above-defined Total Paid and Unpaid Occupancy Rate.
    - **Granularity Features:**
      - Daily
    - **Frequency:**
      - Monthly or optional semi-monthly Reporting Cycle
    - **Aggregation:**
      - Rolling 7 Month / ~210 Day View (1 month / ~30 Day historic, 6 month / ~180 Day future)
      - Static High Season
      - Static Low Season
- **Guest Profiler**
  - **Standard Consumer Demographic Data**
    - Zip Code
    - Revenue
    - Avg Household Education
    - Avg Household Income
    - Avg persons (adult and children) in household
    - Ethnicity: White, Black, Asian, Hispanic



### **2.3 FORECAST METHODOLOGY AND TIMEFRAME**

- DestiMetrics uses reported transactions on-the-books to provide absolute and year-over-year occupancy, ADR and RevPAR on-the-books for each for the upcoming (RAO Report) 6 months, and six month aggregate, and (DOR Report) ~180 Days.
- Transactions on-the-books are representative of the the actual transactions that have been made as of the report date
- Further forecasting methodologies are proprietary in nature and held by DestiMetrics as confidential components of our business operations.

## 2.4 REPORTING TYPES AND FREQUENCY

- **Transient Inventory Study:** The Transient Inventory Study counts the short term professionally managed lodging units and pillows in your destination/region by inventorying the quantity, type and quality of lodging available to transient vacation guests. This allows municipalities and DMOs be better plan for the future and market to the right type of guest. It is also an important baseline for our lodging performance research programs and to understand the changing lodging capacity and “hot beds” available in a destination.
  - **Republication:** Client Discretion
  - **Frequency:** Annually
  - **Sample:** See Sample Following This Section
- **Reservation Activity Outlook (RAO):** Occupancy and average daily rate (ADR) data and revenue per available room (RevPAR) from paid guest stays are gathered from lodging properties within Destination. The results are aggregated in a report format that provides graphic summaries, charts and supporting tables and displays data for the previous six months (historic actual) and the six months to come (based on reservations on-the-books) for both the current and prior year.
  - **Republication:** Confidential. No further distribution rights
  - **Frequency:** Monthly
  - **Further Details:** See section 2.2
  - **Sample:** See Sample Following This Section
- **Destination Executive Summary:** One page synopsis of the monthly RAO report detail is provided in executive summary format with graphic illustration and narrative explanation. This report is intended for broader distribution to community stakeholders, tourism dependent businesses and (optionally at the discretion of the Client) the general public and includes related distribution rights.
  - **Republication:** Client Discretion
  - **Frequency:** Monthly
  - **Sample:** See Sample Following This Section
- **Daily Occupancy Report (DOR):** This report monitors overall resort occupancy of all guests (paid and unpaid), based on an aggregation of the advanced reservation data from all reporting properties on (at least) a monthly basis, and more frequently upon agreement.



The standard DOR shows the result in line chart format and includes previous year-to-date and previous year actual data, then depicts percentage change of current year to previous year occupancy, and net pacing change since the previous report.

- **Republication:** Confidential. No further distribution rights
  - **Frequency:** Monthly or Semi-Monthly
  - **Further Details:** See section 2.2
  - **Sample: See Sample Following This Section**
- 
- **Report for Retailers (60 day short-view) Distribution:** This report depicts occupancy for the forward looking 60 days in bar chart format and displays occupancy for the current year vs. the previous year. While access to this report is included in the DOR, this option allows for further distribution than the DOR allows. The Report for Retailers is provided in a separate PDF and allow for limited distribution to retail community and/or client constituents.
    - **Republication:** Limited Distribution Rights
    - **Frequency:** Monthly or Semi-Monthly
    - **Further Details:** See section 2.2
    - **Sample: See Sample Following This Section**
- 
- **Daily Occupancy Report Interactive Event Calendar Overlay:** Interactive report generator that allows Client to overlay current and prior year event datasets on top of Daily Occupancy Report data. Data sets included are Current and Prior Year DestiMetrics system events (holidays, etc.), and Current and Prior Year Destination Client events (local events from your community). Events are displayed on chart output, available to be viewed in detail by mouse over technology and can be downloaded as .csv file for easy client management. Includes quarterly event updates.
    - **Republication:** Confidential. No further distribution rights
    - **Frequency:** Monthly or Semi-Monthly
    - **Further Details:** See section 2.2 (DOR Data specifically)
    - **Sample: See Sample Following This Section**
- 
- **Guest Profiler:** The Guest Profiler is a dynamic reporting tool that provides a snapshot of where a destination's guests are coming from, what their demographic profiles are, when they're arriving, how long they're staying, when they book and more. Data is collected from properties within a client's destination on a quarterly basis. The resulting reports are available through a "self-serve" report generator allowing clients to run their own reports, filter data for their own needs and do so as often as they like.



- **Republication:** Confidential. No further distribution rights
  - **Frequency:** Quarterly as Proposed
  - **Further Details:** See section 2.2
  - **Sample: See Sample Following This Section**
- 
- **Dashboard and Research Web Portal:** A custom research portal/dashboard that will be configured especially for your organization/destination and your related data/research and events, including but not limited to DMX data/products produced for all license holders. The Destination Dashboard includes the ability to customize and configure its branding, include/restrict access to certain individuals and add/include/link off to other related data beyond that from DMX. Designated users will be given access to this Destination Dashboard by way of username and password to login to [www.destimetrics.com](http://www.destimetrics.com).
    - **Republication:** Access limited to Subscribing Users. No further distribution rights
    - **Frequency:** Minimum monthly update; more frequently as-needed
    - **Sample: See Sample Following This Section**
- 
- **Market Travel Intelligence Pack:** DestiMetrics' Market Travel Intelligence Pack is designed to deliver "what you ought to know" about destination leisure travel. Presented in a coordinated package, it is designed to allow busy executives to track key market indicators and news in an efficient manner. It is an excellent complement to DestiMetrics' destination wide programs to keep their management, marketing, and sales force apprised of changing market conditions.
    - **Market Briefing:** Based on DestiMetrics' industry-wide data, the Market Briefing provides an overview of occupancy, ADR and RevPAR performance. The monthly report details significant market trends and changes, putting them into context for the destination leisure travel industry. Published on the fifteenth of every month, the Briefing analyzes DestiMetrics' latest research, providing a written and visual explanation of key economic indicators and their impact on the destination travel industry.
    - **Econometrics:** DestiMetrics has identified and follows a broad set of business indicators that include national economic and travel data as well as local sales and lodging tax data. Updated monthly, DestiMetrics tracks key economic indicators such as the Consumer Confidence Index, Travel Price Index, U.S. Foreign Exchange Rate, National Domestic Enplanements, US Unemployment, US National Hotel/Motel Occupancy and Lodging Tax Collections in resort towns.





- **Republication:** Access limited to Subscribing Users. No further distribution rights
- **Frequency:** Minimum monthly update; more frequently as-needed
- **Sample:** See Sample Following This Section



## Sample Transient Inventory Study

An analysis of the type and amount of rental units and pillows available for short-term rental as of January 1, 2014 in Sample Town 1 and Sample Town 2, neighboring communities funded by the same DMO, was conducted by DestiMetrics on behalf of Towns' Destination Marketing Organization during the Fall of 2013.

### I. METHODOLOGY

**Matrix:** Data on the number of short term units and their maximum occupancies in each unit type category in each location was collected. The following terms are defined in the "Glossary of Terms" in order to provide consistency in reporting: Property Management Company, Property Name, Unit Type, Short Term and Maximum Occupancy. Other terms were addressed and defined to accommodate all types of rental situations including Time-share/Fractional Ownership and Lock-offs. Prior to the commencement of the study, Unit Types were categorized and defined in to the following: Hotel Room, Studio/Efficiency/Suite, Condominium, Bed & Breakfast at Private Home.

**Participation:** The data was obtained by soliciting information from properties, property management companies and individual homeowners who manage and rent units to transient guests for periods of time less than 30 consecutive nights.

**Data Collection:** Participants were sent the Bed Base Data Collection Form via email and asked to include their property name, unit type, unit count, location, maximum occupancy and name and title of submitter.

**Unit Inclusions/Exclusions:** Units that are only available for a total of two weeks or less per year for very specific holidays, festivals or on a case by case basis were excluded from this study. Units that are available for the duration of one season, winter or summer, were included.

### II. SUMMARY OF DATA

The bed base research yielded the following data which has been display in several table and graphs. 38 different entities reported their data to make up the following summaries.

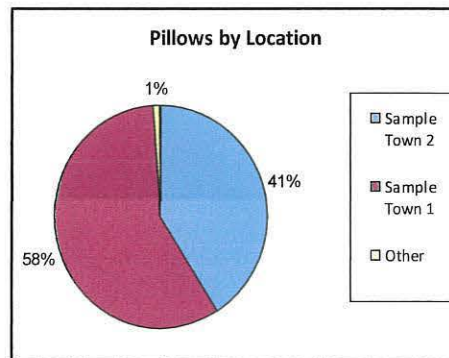
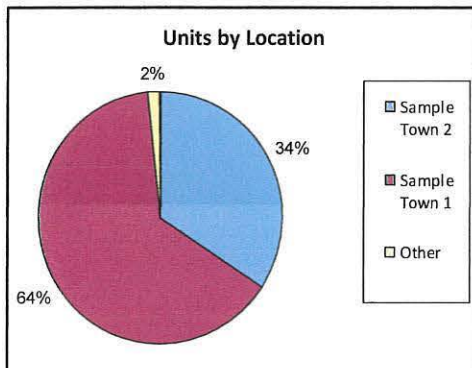
It was found that:

- There were xxxxx total units available for short term rental that could theoretically accommodate xxxxxxxx persons at maximum capacity.
- Compared to the last study, two years ago, this represents a xxx% decrease.
- Condominium units and pillows are the most prevalent in both locations. Private homes offer the next largest amount of pillows but much fewer units; averaging 9.9 pillows per unit. Conversely, hotel rooms offer the next largest amount of units but less pillows; averaging 2.7 pillows per unit.
- Sample Town 1 offers twice as many short term rental units as Sample Town 2, however Sample Town 1 has only 58% of the region’s pillows while Sample Town 2 has 41%.
- Sample Town 2 offers the majority of fractional ownership units (88%) and pillows (84%) making up 38% of its total units and 27% of its total pillows.

### III. RESULTS – as of January 1, 2014

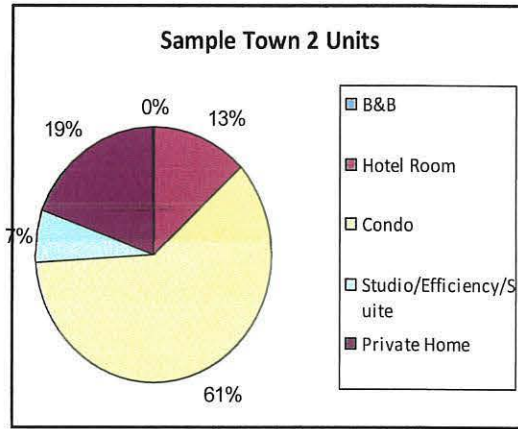
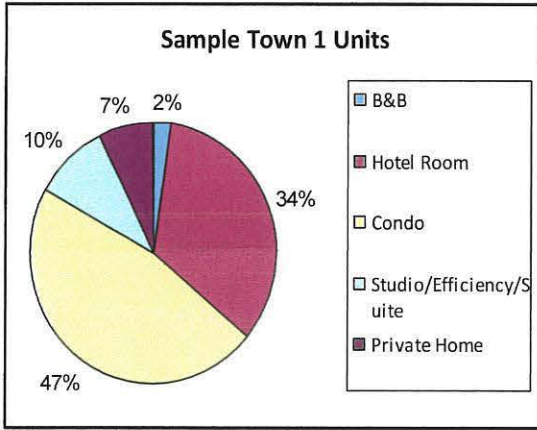
a. **Units/Pillows by Location:** The following tables and graphs represent the total number of units and pillows in both Sample Town 2 and Sample Town 1 including the combined total of each.

Totals	Sample Town 2	Sample Town 1	Other	All
Units	381	725	18	1124
Pillows	2442	3424	74	5940



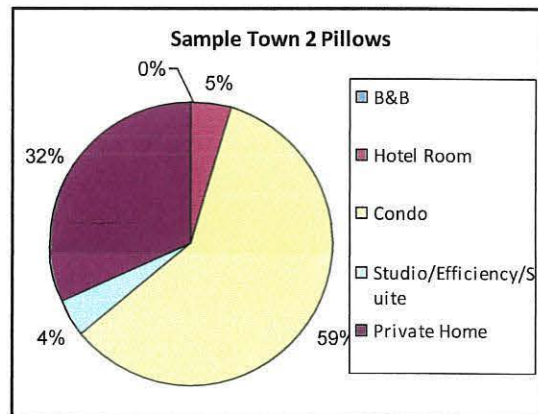
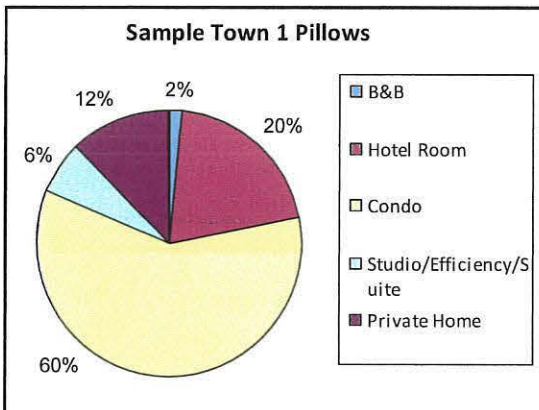
b. **Units by Unit Type and Location:** The following tables and graphs represent the total number of units in each unit type category in each location and their overall totals.

Units By Location	B&B	Hotel Room	Condo	Studio/Efficiency/Suite	Private Home	All
Sample Town 2	0	51	230	26	74	381
Sample Town 1	16	247	346	67	49	725
Other	0	14	0	0	4	18
<b>Totals</b>	<b>16</b>	<b>312</b>	<b>576</b>	<b>93</b>	<b>127</b>	<b>1124</b>



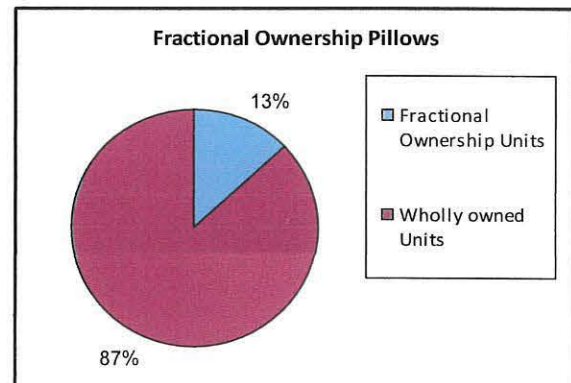
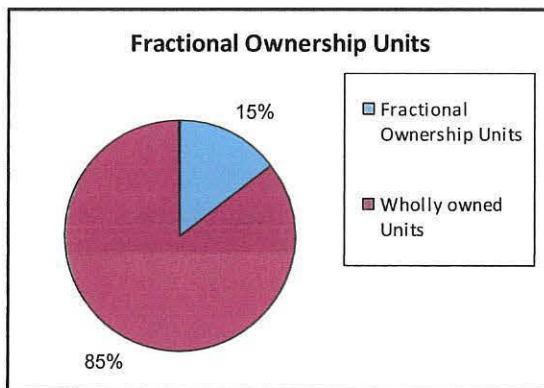
c. **Pillows by Unit Type and Location:** The following tables and graphs represent the total number of pillows in each unit type category in each location and their overall totals.

Pillows By Location	B&B	Hotel Room	Condo	Studio/Efficiency/Suite	Private Home	All
Sample Town 2	0	114	1448	97	783	2442
Sample Town 1	56	696	2030	219	423	3424
Other	0	28	0	0	46	74
<b>Totals</b>	<b>56</b>	<b>838</b>	<b>3478</b>	<b>316</b>	<b>1252</b>	<b>5940</b>



d. **Fractional Ownership Units and Pillows:** The following tables and graphs represent the total number fractional ownership units and pillows in comparison to wholly owned units.

All	Unit	Pillows
Fractional Ownership Units	165	785
Wholly owned Units	959	5155

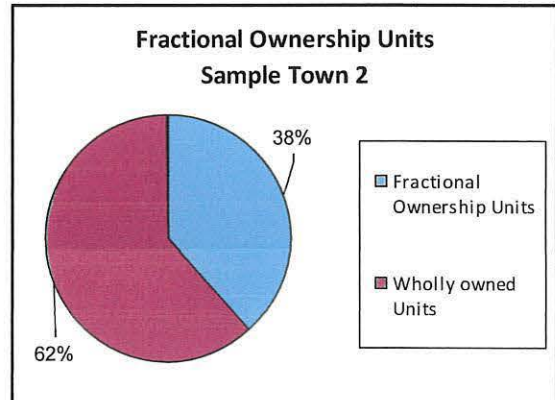
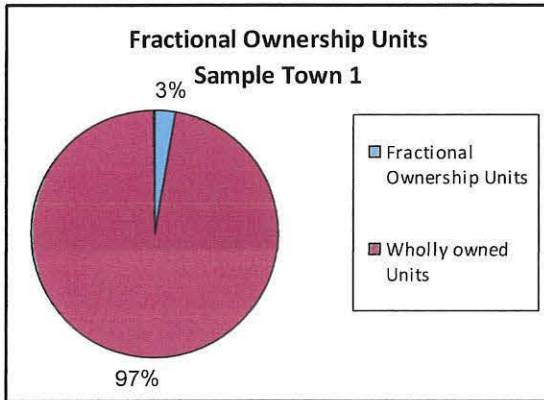


e. **Fractional Ownership Units and Pillows by Location:** The following table and graphs represent the total number fractional ownership units and pillows by location and are compared to wholly owned units.

Fractional Ownership Totals	Sample Town 2	Sample Town 1	All
Units	146	19	165
Pillows	663	122	785

Units	Sample Town 2	Sample Town 1	All
Fractional Ownership Units	146	19	165
Wholly owned Units	235	706	941

Pillows	Sample Town 2	Sample Town 1	All
Fractional Ownership Pillows	663	122	785
Wholly Owned Pillows	1779	3302	5081



RAO Sample



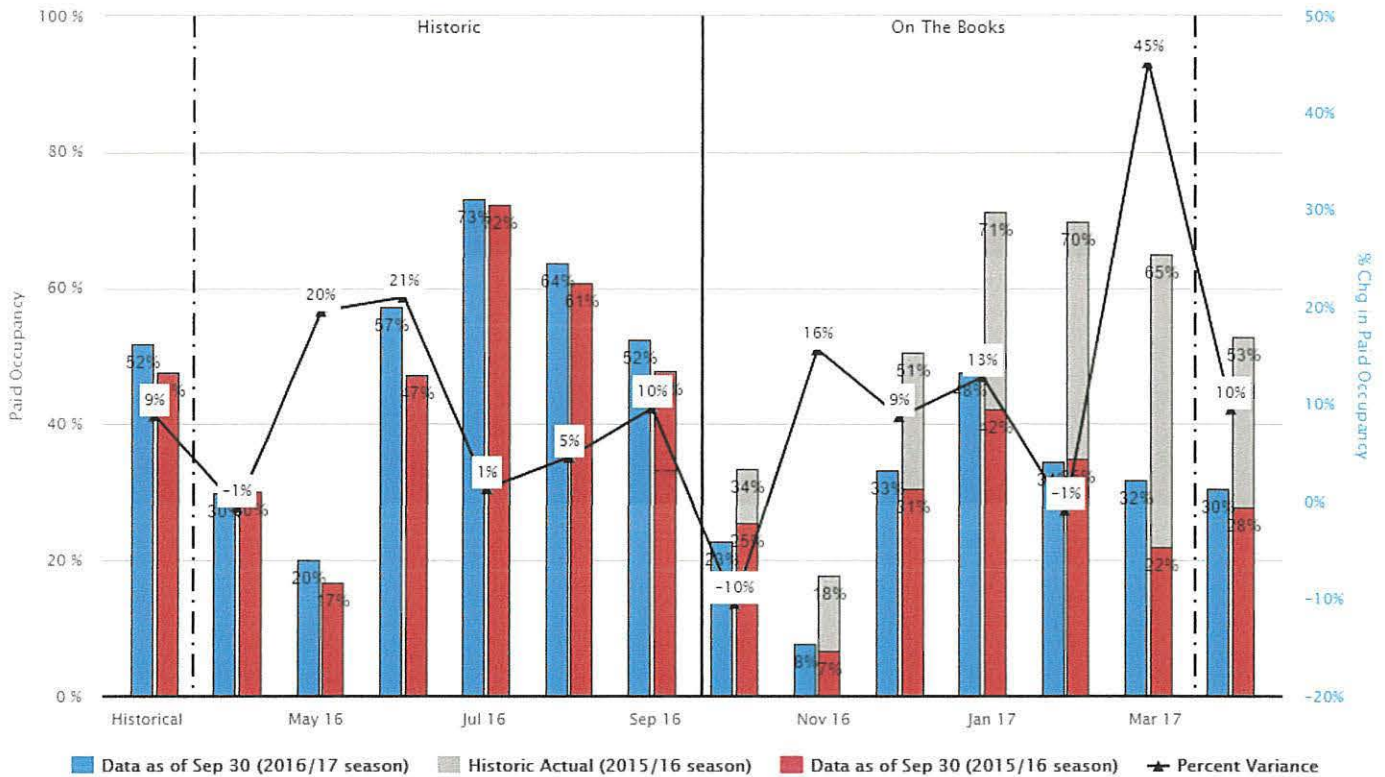
**Executive Summary**  
Res Activity Outlook as of Sep 30, 2016

**Executive Summary**

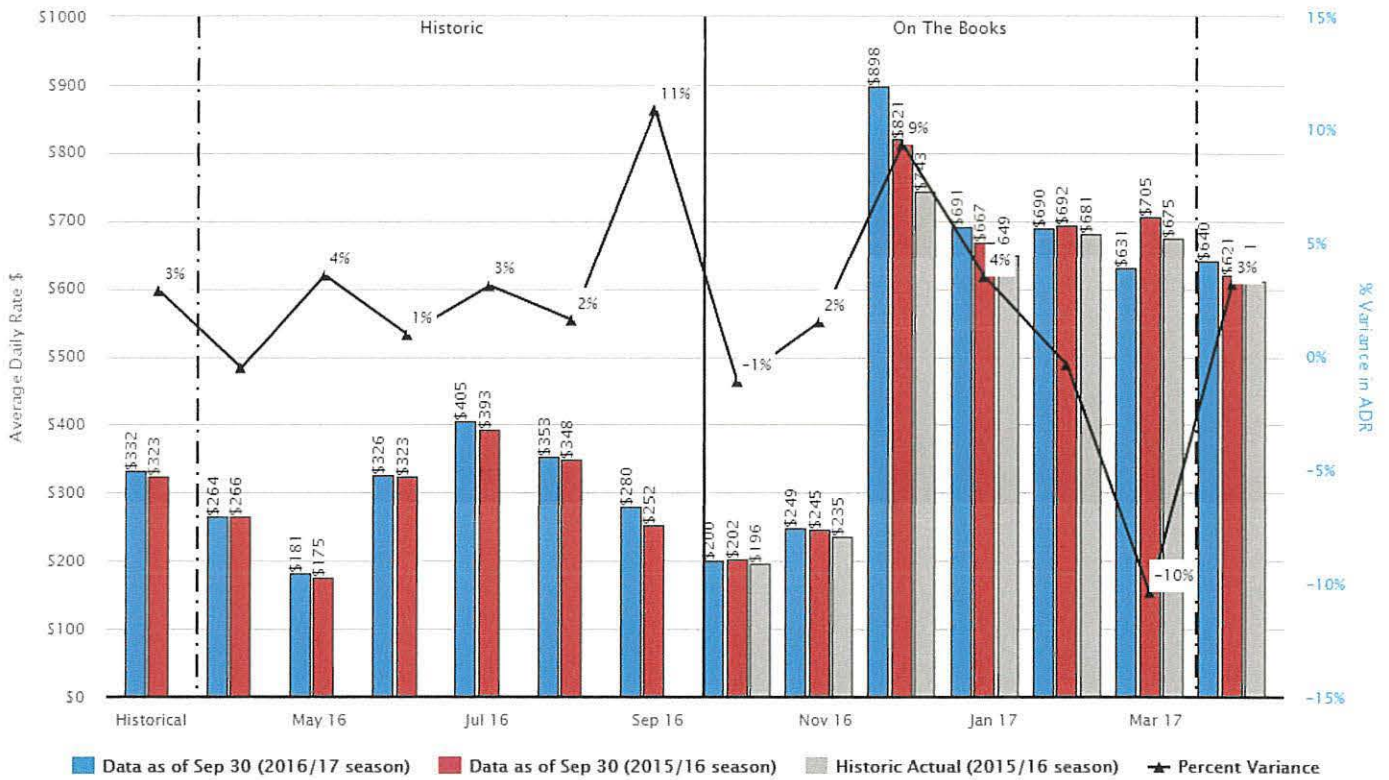
Last Month Performance: Current YTD vs. Previous YTD		2016/17	2015/16	Year over Year % Variance
Sample Destination Occupancy for last month (Sep) changed by (9.6%)	Occupancy (Sep) :	52.4%	47.8%	9.6%
Sample Destination ADR for last month (Sep) changed by (10.9%)	ADR (Sep) :	\$ 280	\$ 252	10.9%
Sample Destination RevPAR for last month (Sep) changed by (21.6%)	RevPAR (Sep) :	\$ 147	\$ 121	21.6%
Next Month Performance: Current YTD vs. Previous YTD				
Sample Destination Occupancy for next month (Oct) changed by (-10.4%)	Occupancy (Oct) :	22.8%	25.5%	-10.4%
Sample Destination ADR for next month (Oct) changed by (-1.1%)	ADR (Oct) :	\$ 200	\$ 202	-1.1%
Sample Destination RevPAR for next month (Oct) changed by (-11.4%)	RevPAR (Oct) :	\$ 46	\$ 51	-11.4%
Historical past 6 months Month Actual Performance: Current YTD vs. Previous YTD				
Sample Destination Occupancy for the past 6 months changed by (8.9%)	Occupancy	51.7%	47.5%	8.9%
Sample Destination ADR for the past 6 months changed by (2.9%)	ADR	\$ 332	\$ 323	2.9%
Sample Destination RevPAR for the past 6 months changed by (12.0%)	RevPAR	\$ 172	\$ 153	12.0%
Future 6 Month On The Books Performance: Current YTD vs. Previous YTD				
Sample Destination Occupancy for the future 6 months changed by (9.6%)	Occupancy	30.4%	27.7%	9.6%
Sample Destination ADR for the future 6 months changed by (3.2%)	ADR	\$ 640	\$ 621	3.2%
Sample Destination RevPAR for the future 6 months changed by (13.1%)	RevPAR	\$ 195	\$ 172	13.1%
Incremental Pacing - % Variance in Rooms Booked last Calendar Month: Sep 30, 2016 vs. Previous Year				
Rooms Booked during last month (Sep,16) compared to Rooms Booked during the same period last year (Sep,15) for all arrival dates has changed by (6.3%)	Booking Pace (Sep)	8.6%	8.1%	6.3%

\* DestiMetrics Census: Total number of rooms reported by participating DestiMetrics properties as available for short-term rental in the reporting month. This number can vary monthly as inventories and report participants change over time.

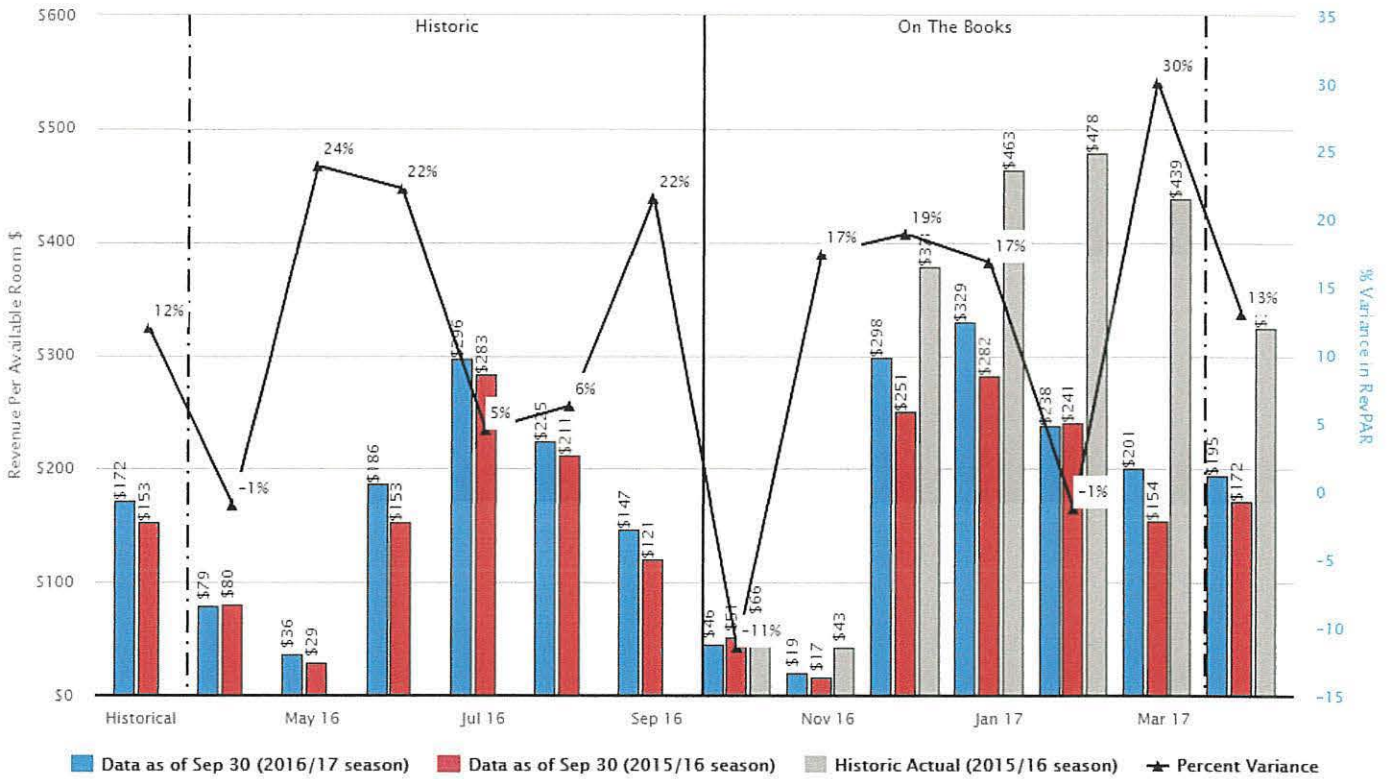
DESCRIPTION: The Reservation Activity Outlook Report tracks occupancy, average daily rate (ADR), and revenue per available room (RevPAR); the key metrics most of interest to lodging properties. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including: i) current YTD occupancy, ii) last YTD occupancy, iii) last season's ending occupancy. The Reservation Activity Outlook Report is generated on a monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner, and representing a valid set of data as a result. Report results are provided only to those properties who participate by submitting their data. Additionally, participating properties can order (on an a-la-carte basis) an individual report which shows the reservation activity of their property, measured against an aggregated set of competitive properties that they choose from amongst DestiMetrics's other participants. As is the case in all DestiMetrics data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.





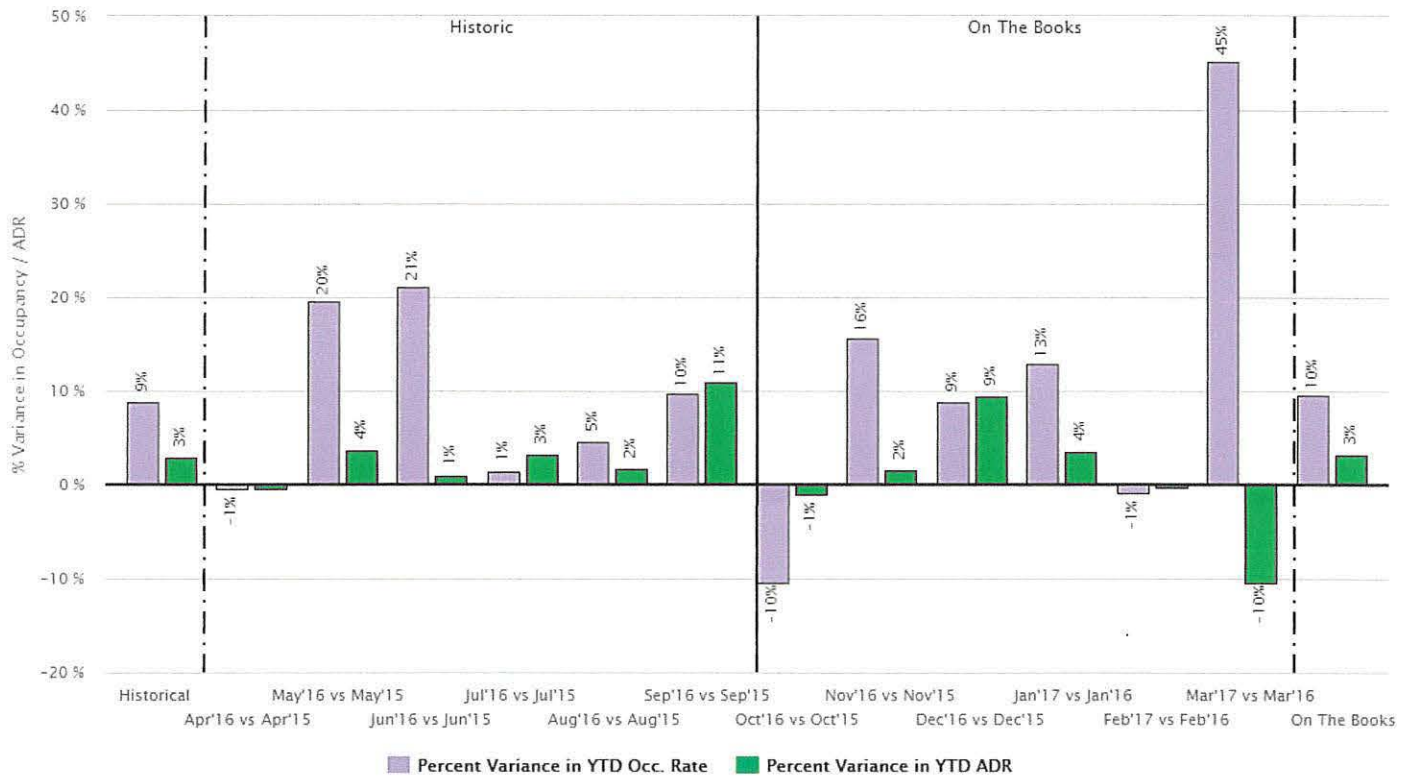


**Sample Destination Revenue Per Available Room (Most Recent Data)**  
Res Activity Outlook as of Sep 30, 2016

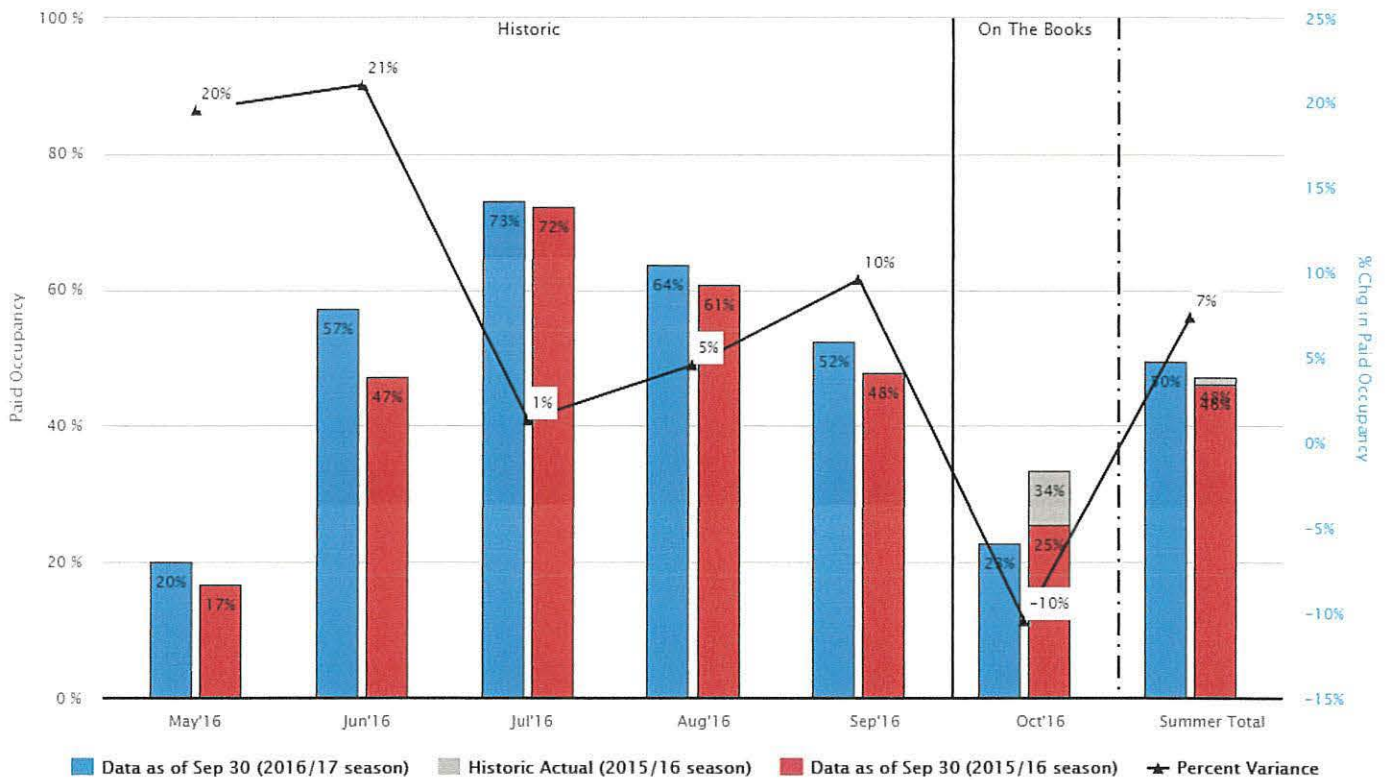


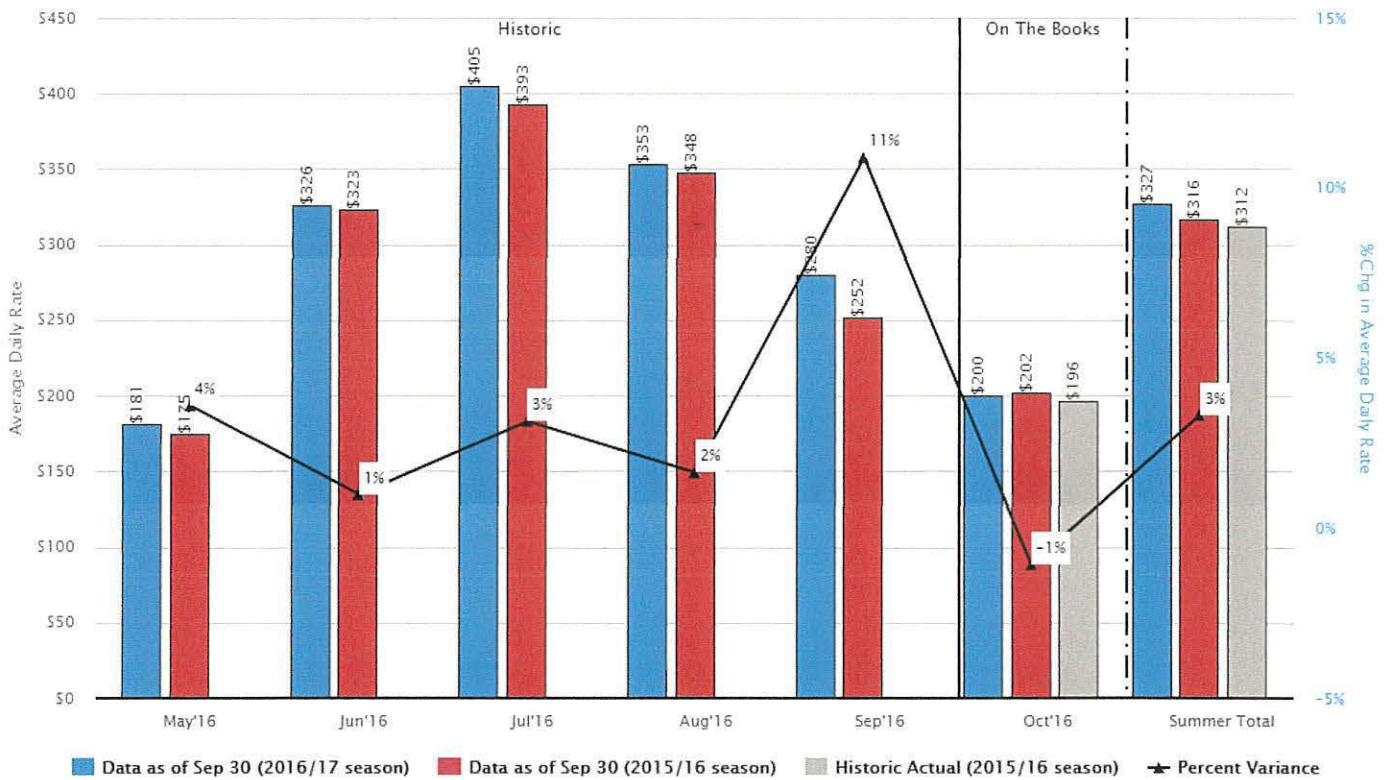


**Sample Destination Variance in YTD Occupancy and ADR**  
 Res Activity Outlook 2016/17 vs 2015/16



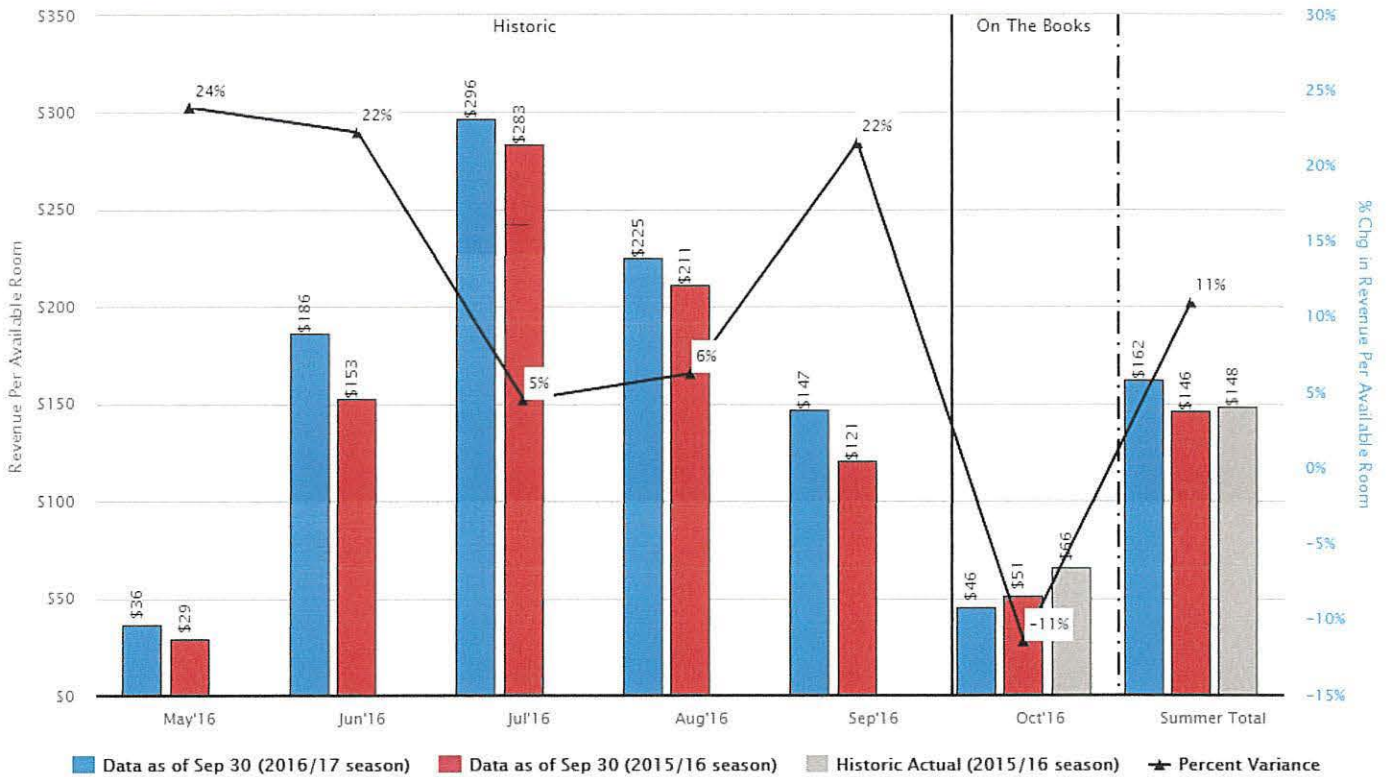
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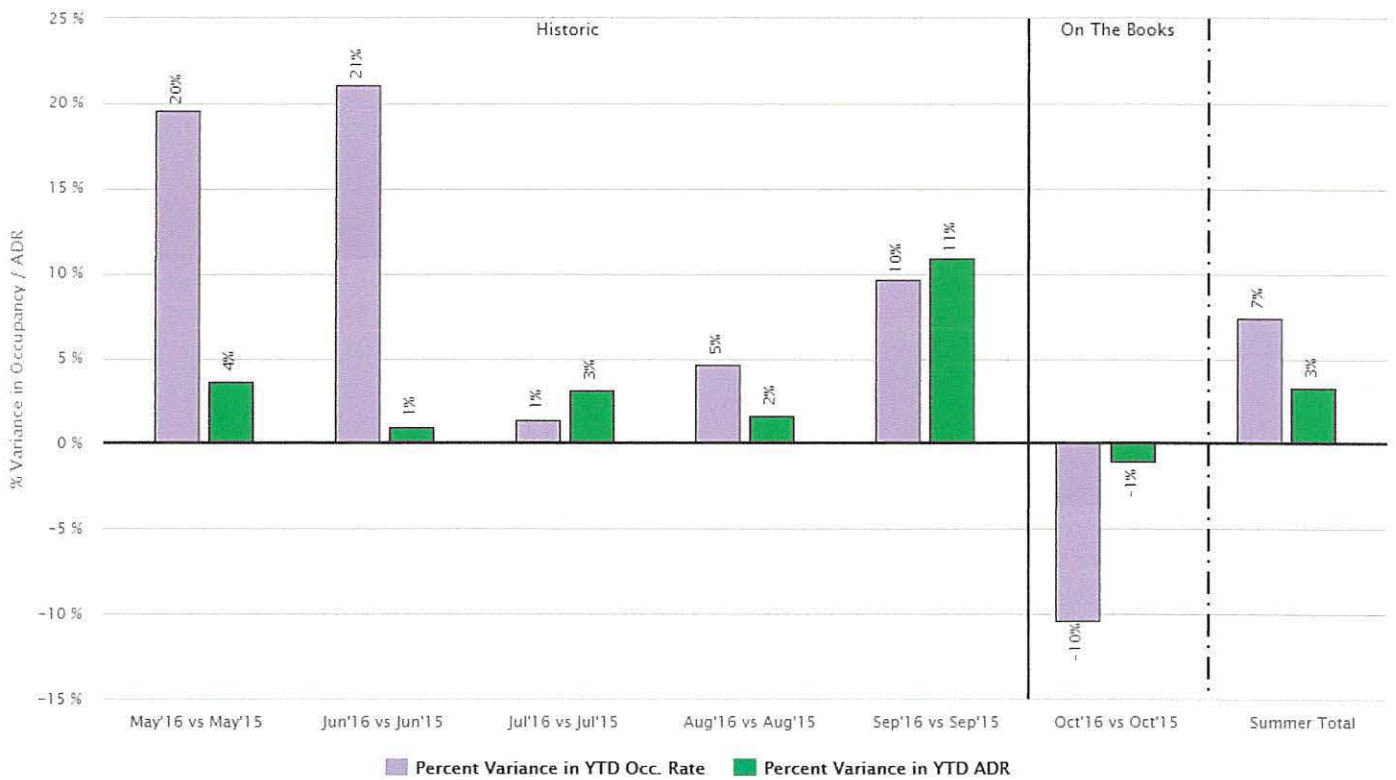
**Sample Destination Revenue Per Available Room (Summer-to-date)**  
Res Activity Outlook as of Sep 30, 2016



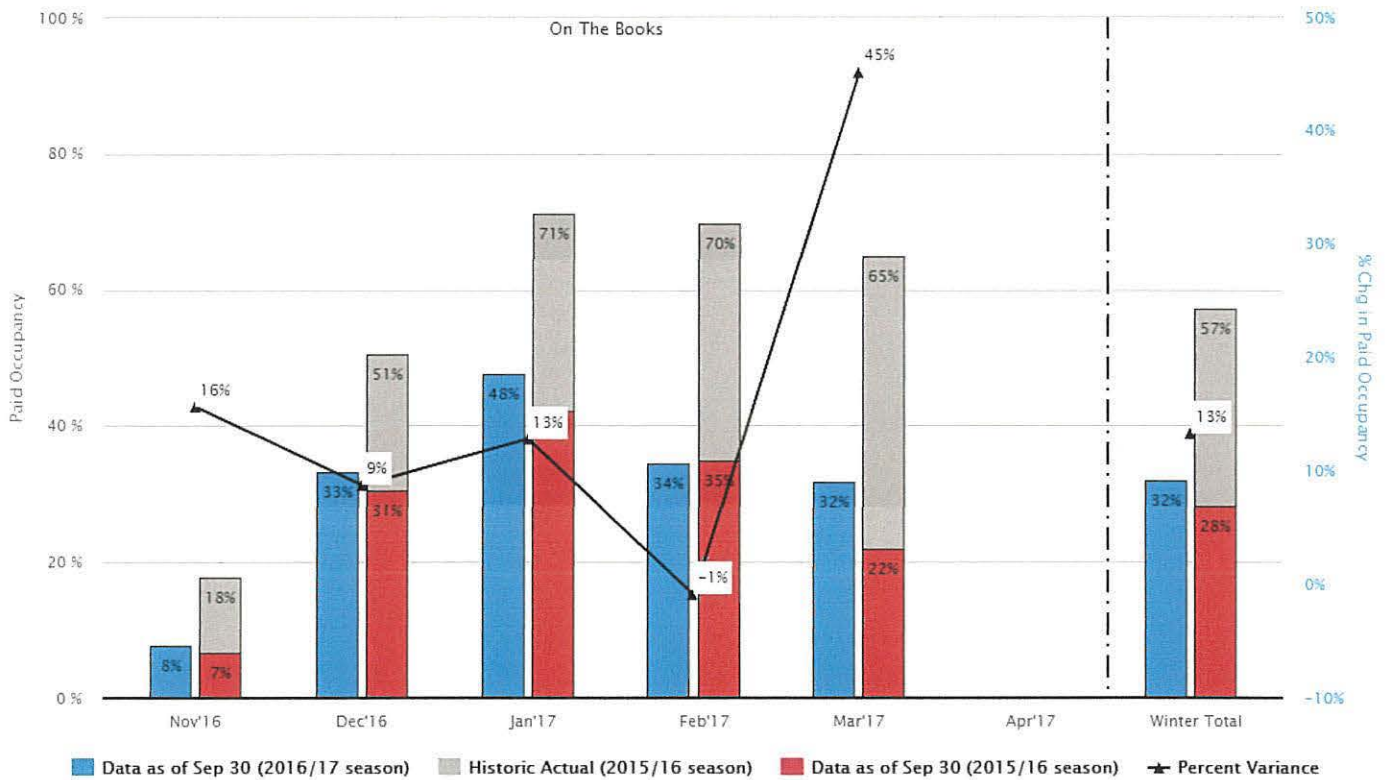
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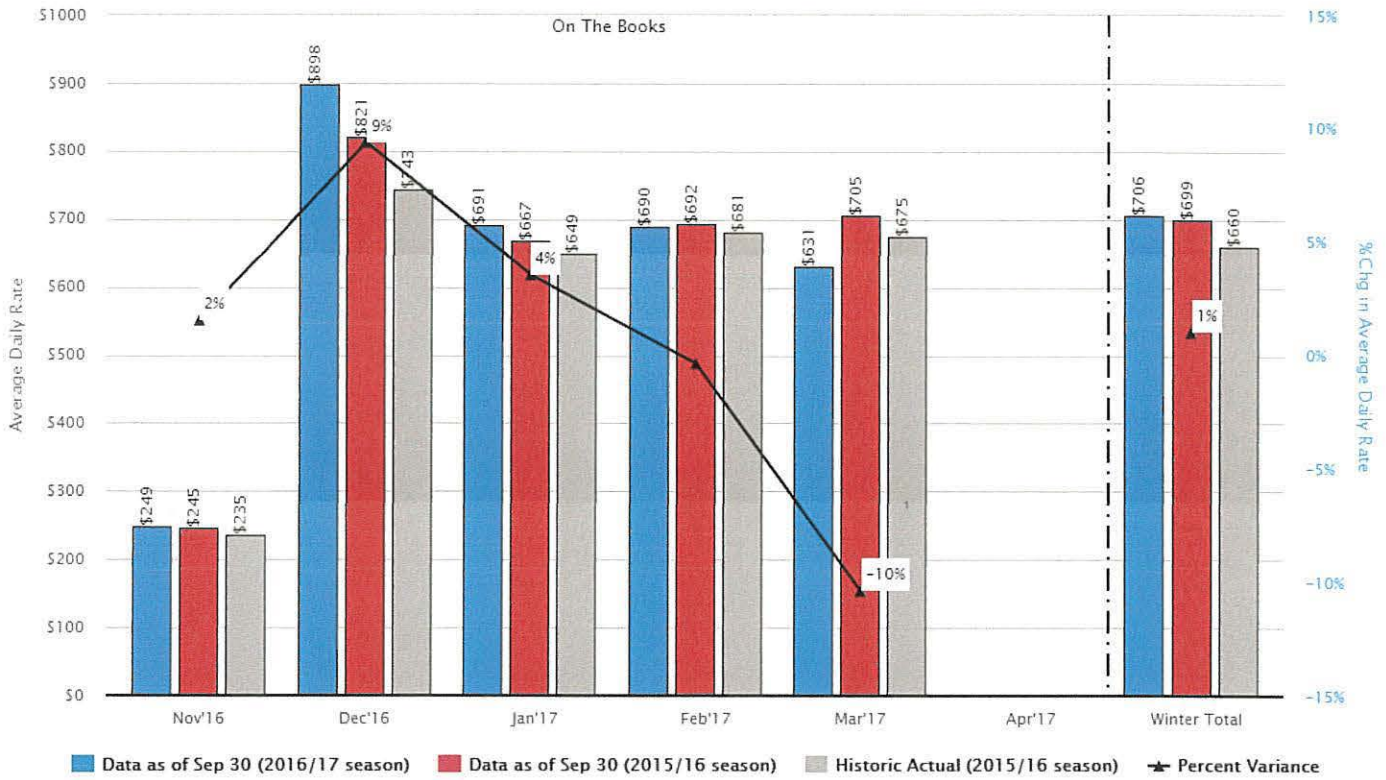
**Sample Destination Variance in YTD Occupancy and ADR (Summer-to-date)**  
 Res Activity Outlook as of Sep 30, 2016



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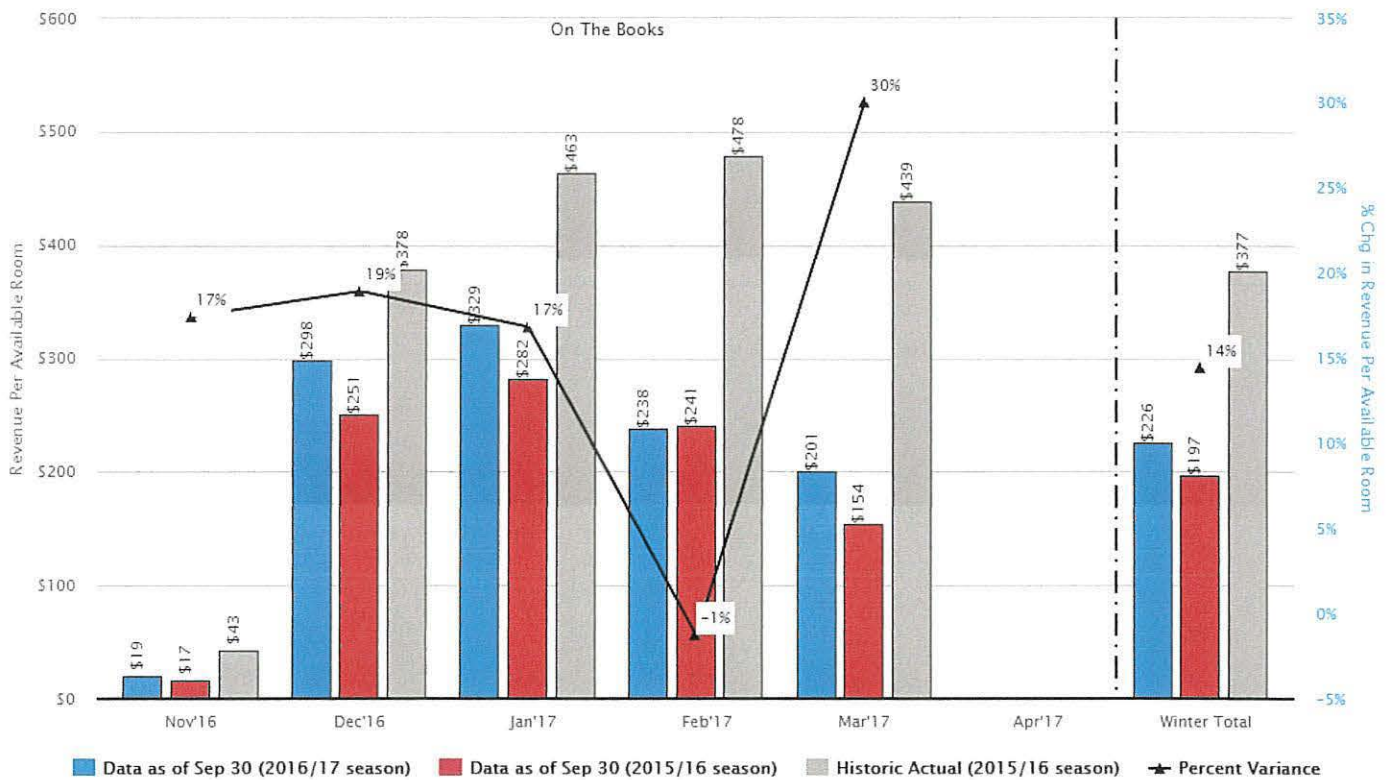








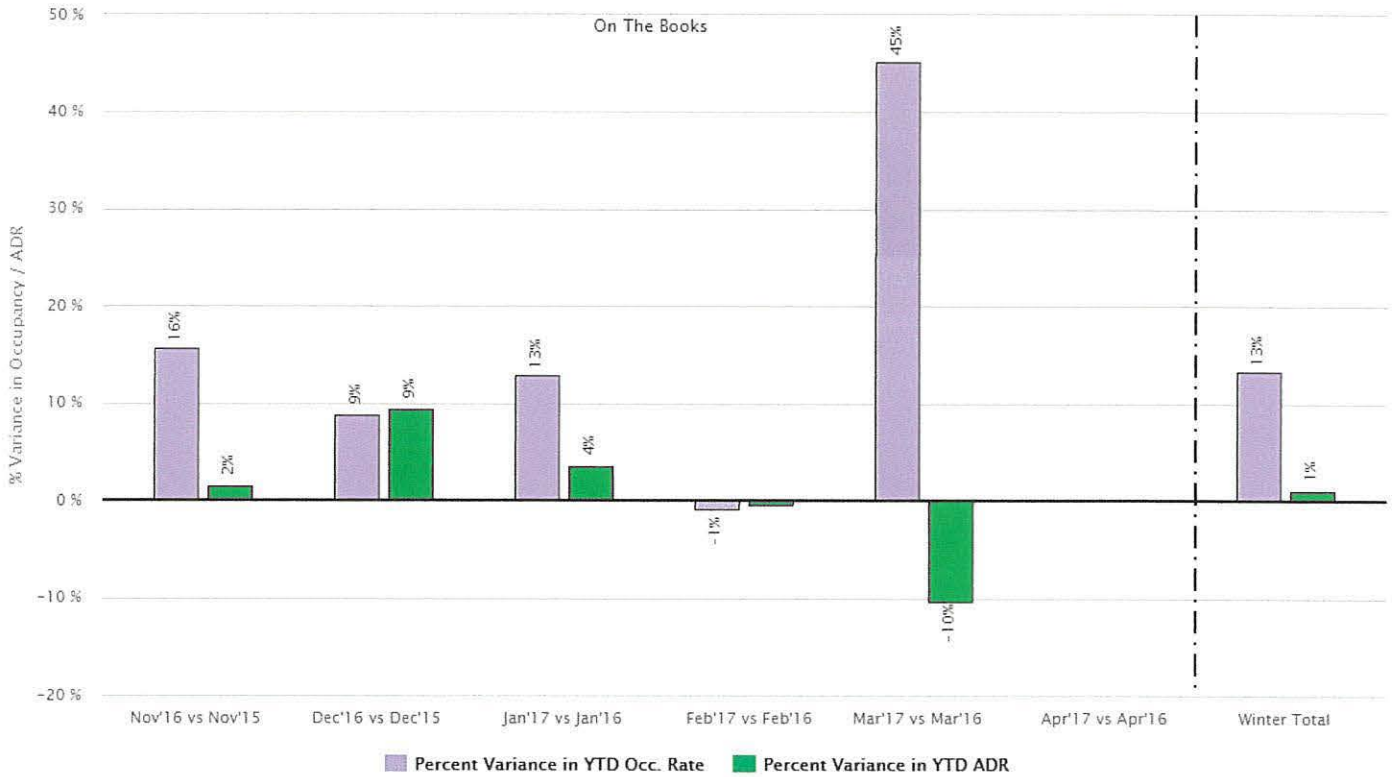
**Sample Destination Revenue Per Available Room (Winter-to-date)**  
Res Activity Outlook as of Sep 30, 2016



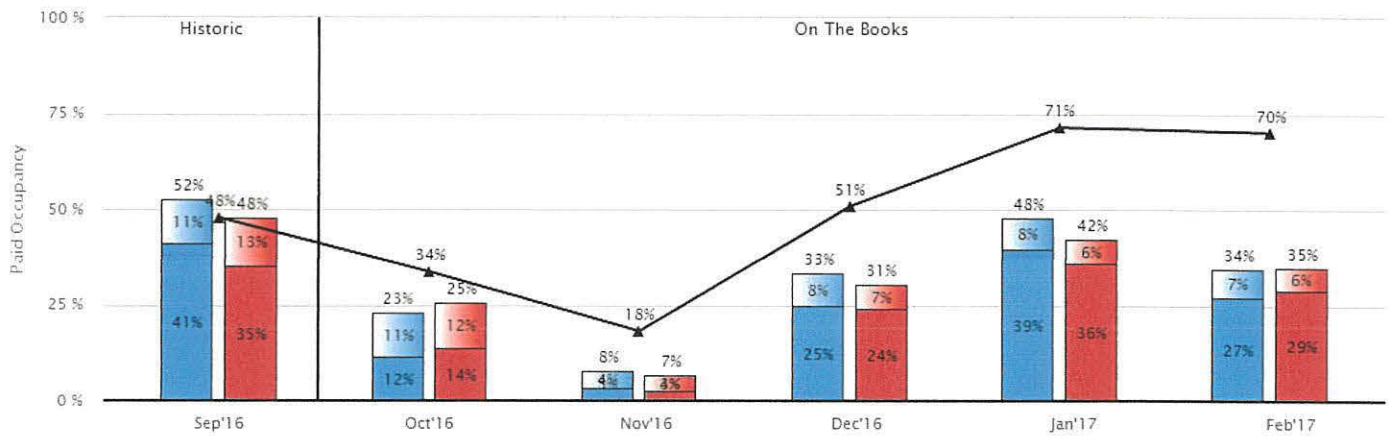
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**Sample Destination Variance in YTD Occupancy and ADR (Winter-to-date)**  
 Res Activity Outlook 2016/17 vs 2015/16



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Month of Occupancy	Occupancy as of 9-30-2016	Occupancy as of 9-30-2015	Absolute Change	Occupancy as of 8-31-2016	Occupancy as of 8-31-2015	Absolute Change	Incremental occupancy booked Sep 16	Incremental occupancy booked Sep 15	Absolute Variance in Incremental Fill	Percentage Variance in Incremental Fill	2015/16 Historic actual occupancy
Sep	52.4%	47.8%	4.6%	41.3%	35.3%	6%	11.2%	12.5%	-1.4%	-10.9%	47.8%
Oct	22.8%	25.5%	-2.7%	11.6%	13.8%	-2.2%	11.3%	11.7%	-0.5%	-4.0%	33.7%
Nov	7.8%	6.7%	1.1%	3.4%	2.5%	0.8%	4.4%	4.2%	0.2%	5.8%	18.2%
Dec	33.2%	30.5%	2.7%	24.7%	24%	0.7%	8.5%	6.5%	2%	30.5%	50.9%
Jan	47.7%	42.3%	5.4%	39.5%	36.1%	3.4%	8.2%	6.2%	2%	32.7%	71.4%
Feb	34.5%	34.8%	-0.3%	27%	28.7%	-1.7%	7.4%	6.1%	1.4%	22.5%	70.1%
<b>Total</b>	<b>33.9%</b>	<b>32.2%</b>	<b>1.7%</b>	<b>25.3%</b>	<b>24.1%</b>	<b>1.2%</b>	<b>8.6%</b>	<b>8.1%</b>	<b>0.5%</b>	<b>6.3%</b>	<b>50.1%</b>

■ As of Sep 30, 2016   
 ■ As of Aug 31, 2016   
 ■ As of Sep 30, 2015   
 ■ As of Aug 31, 2015   
 ▲ 2015/16 Historic actual

\*Based on providing complete pacing data within a given month of occupancy only. Results may differ from those presented elsewhere in report if property set differs. \*\*Results for "Percent Variance in incremental fill" indicate how room nights booked during the month just ended compare to room nights booked during the same month in the prior year, for occupancy in the month just ended and for the upcoming five months (as well as the six-month period in total). These results provide an indication of the degree to which booking activity occurring during the month just ended was greater or less than booking activity occurring in the same month a year ago - i.e. a measure of the strength of booking activity occurring during the month just ended.



**Sample Destination Paid Occupancy (Most Recent Data)**  
 Res Activity Outlook as of Sep 30, 2016

Occ Rate: YTD 2016/17 VS. YTD 2015/16					
Month of Occupancy	Occ Rate as of Sep 30, 2016	Occ Rate as of Sep 30, 2015	Occupancy Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	# of Properties in sample
Apr 16	29.9%	30.1%	-0.5%		7
May 16	20.0%	16.7%	19.6%		7
Jun 16	57.1%	47.2%	21.1%		7
Jul 16	73.1%	72.2%	1.4%		7
Aug 16	63.6%	60.8%	4.6%		7
Sep 16	52.4%	47.8%	9.6%		7
Oct 16	22.8%	25.5%	-10.4%	33.7%	7
Nov 16	7.8%	6.7%	15.7%	18.2%	7
Dec 16	33.2%	30.5%	8.7%	50.9%	7
Jan 17	47.7%	42.3%	12.8%	71.4%	7
Feb 17	34.5%	34.8%	-0.9%	70.1%	7
Mar 17	31.8%	21.9%	45.2%	65.1%	7
Grand Total	40.8%	37.4%	8.9%	50.3%	7
Historical Months Total	51.7%	47.5%	8.9%	47.5%	7
On the Books Total	30.4%	27.7%	9.6%	53.1%	7



**Sample Destination Average Daily Rate (Most Recent Data)**  
 Res Activity Outlook as of Sep 30, 2016

Average Daily Rate: YTD 2016/17 VS. YTD 2015/16					
Month of Occupancy	ADR as of Sep 30, 2016	ADR as of Sep 30, 2015	ADR Percent Variance in YTD ADR Rate	Historic Actual ADR	# of Properties in sample
Apr 16	\$ 264	\$ 266	-0.5%		7
May 16	\$ 181	\$ 175	3.6%		7
Jun 16	\$ 326	\$ 323	1.0%		7
Jul 16	\$ 405	\$ 393	3.1%		7
Aug 16	\$ 353	\$ 348	1.6%		7
Sep 16	\$ 280	\$ 252	10.9%		7
Oct 16	\$ 200	\$ 202	-1.1%	\$ 196	7
Nov 16	\$ 249	\$ 245	1.6%	\$ 235	7
Dec 16	\$ 898	\$ 821	9.4%	\$ 743	7
Jan 17	\$ 691	\$ 667	3.5%	\$ 649	7
Feb 17	\$ 690	\$ 692	-0.4%	\$ 681	7
Mar 17	\$ 631	\$ 705	-10.4%	\$ 675	7
Grand Total	\$ 450	\$ 435	3.4%	\$ 467	7
Historical Months Total	\$ 332	\$ 323	2.9%	\$ 323	7
On the Books Total	\$ 640	\$ 621	3.2%	\$ 611	7



**Sample Destination Revenue Per Available Room (Most Recent Data)**  
Res Activity Outlook as of Sep 30, 2016

RevPAR Rate: YTD 2016/17 VS. YTD 2015/16					
Month of Occupancy	RevPAR as of Sep 30, 2016	RevPAR as of Sep 30, 2015	RevPAR Percent Variance in YTD RevPAR Rate	Historic Actual RevPAR	# of Properties in sample
Apr 16	\$ 79	\$ 80	-1.0%		7
May 16	\$ 36	\$ 29	23.9%		7
Jun 16	\$ 186	\$ 153	22.3%		7
Jul 16	\$ 296	\$ 283	4.5%		7
Aug 16	\$ 225	\$ 211	6.3%		7
Sep 16	\$ 147	\$ 121	21.6%		7
Oct 16	\$ 46	\$ 51	-11.4%	\$ 66	7
Nov 16	\$ 19	\$ 17	17.5%	\$ 43	7
Dec 16	\$ 298	\$ 251	19.0%	\$ 378	7
Jan 17	\$ 329	\$ 282	16.8%	\$ 463	7
Feb 17	\$ 238	\$ 241	-1.3%	\$ 478	7
Mar 17	\$ 201	\$ 154	30.1%	\$ 439	7
Grand Total	\$ 184	\$ 163	12.6%	\$ 239	7
Historical Months Total	\$ 172	\$ 153	12.0%	\$ 153	7
On the Books Total	\$ 195	\$ 172	13.1%	\$ 324	7



**Sample Destination Data Tables (Summer-to-date)**  
Res Activity Outlook as of Sep 30, 2016

Summer Bookings: Occ Rate: YTD 2016/17 VS. YTD 2015/16					
Month of Occupancy	Occ Rate as of Sep 30, 2016	Occ Rate as of Sep 30, 2015	Occ Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	# of Properties in sample
May 16	20.0%	16.7%	19.6%		7
Jun 16	57.1%	47.2%	21.1%		7
Jul 16	73.1%	72.2%	1.4%		7
Aug 16	63.6%	60.8%	4.6%		7
Sep 16	52.4%	47.8%	9.6%		7
Oct 16	22.8%	25.5%	-10.4%	33.7%	7
Summer Total	49.5%	46.1%	7.4%	47.5%	7

Summer Bookings: Average Daily Rate: YTD 2016/17 VS. YTD 2015/16					
Month of Occupancy	ADR as of Sep 30, 2016	ADR as of Sep 30, 2015	Percent Variance in YTD ADR Rate	Historic Actual ADR	# of Properties in sample
May 16	\$ 181	\$ 175	3.6%		7
Jun 16	\$ 326	\$ 323	1.0%		7
Jul 16	\$ 405	\$ 393	3.1%		7
Aug 16	\$ 353	\$ 348	1.6%		7
Sep 16	\$ 280	\$ 252	10.9%		7
Oct 16	\$ 200	\$ 202	-1.1%	\$ 196	7
Summer Total	\$ 327	\$ 316	3.3%	\$ 312	7

Summer Bookings: Revenue Per Available Room: YTD 2016/17 VS. YTD 2015/16					
Month of Occupancy	RevPAR as of Sep 30, 2016	RevPAR as of Sep 30, 2015	Percent Variance in YTD RevPAR	Historic Actual RevPAR	# of Properties in sample
May 16	\$ 36	\$ 29	23.9%		7
Jun 16	\$ 186	\$ 153	22.3%		7
Jul 16	\$ 296	\$ 283	4.5%		7
Aug 16	\$ 225	\$ 211	6.3%		7
Sep 16	\$ 147	\$ 121	21.6%		7
Oct 16	\$ 46	\$ 51	-11.4%	\$ 66	7
Summer Total	\$ 162	\$ 146	11.0%	\$ 148	7





**Sample Destination Data Tables (Winter-to-date)**  
Res Activity Outlook as of Sep 30, 2016

Winter Bookings: Occ Rate: YTD 2016/17 VS. YTD 2015/16					
Month of Occupancy	Occ Rate as of Sep 30, 2016	Occ Rate as of Sep 30, 2015	Occupancy Percent Variance in YTD Occ Rate	Historic Actual Occ Rate	# of Properties in sample
Nov 16	7.8%	6.7%	15.7%	18.2%	7
Dec 16	33.2%	30.5%	8.7%	50.9%	7
Jan 17	47.7%	42.3%	12.8%	71.4%	7
Feb 17	34.5%	34.8%	-0.9%	70.1%	7
Mar 17	31.8%	21.9%	45.2%	65.1%	7
Apr 17					
Winter Total	32.0%	28.2%	13.3%	57.1%	7

Winter Bookings: Average Daily Rate: YTD 2016/17 VS. YTD 2015/16					
Month of Occupancy	ADR as of Sep 30, 2016	ADR as of Sep 30, 2015	Percent Variance in YTD ADR Rate	Historic Actual ADR	# of Properties in sample
Nov 16	\$ 249	\$ 245	1.6%	\$ 235	7
Dec 16	\$ 898	\$ 821	9.4%	\$ 743	7
Jan 17	\$ 691	\$ 667	3.5%	\$ 649	7
Feb 17	\$ 690	\$ 692	-0.4%	\$ 681	7
Mar 17	\$ 631	\$ 705	-10.4%	\$ 675	7
Apr 17					
Winter Total	\$ 706	\$ 699	1.0%	\$ 660	7

Winter Bookings: Revenue Per Available Room: YTD 2016/17 VS. YTD 2015/16					
Month of Occupancy	RevPAR as of Sep 30, 2016	RevPAR as of Sep 30, 2015	Percent Variance in YTD RevPAR Rate	Historic Actual RevPAR	# of Properties in sample
Nov 16	\$ 19	\$ 17	17.5%	\$ 43	7
Dec 16	\$ 298	\$ 251	19.0%	\$ 378	7
Jan 17	\$ 329	\$ 282	16.8%	\$ 463	7
Feb 17	\$ 238	\$ 241	-1.3%	\$ 478	7
Mar 17	\$ 201	\$ 154	30.1%	\$ 439	7
Apr 17					
Winter Total	\$ 226	\$ 197	14.5%	\$ 377	7

## DESTINATION LEVEL RESERVATIONS ACTIVITY SUMMARY

Produced by DestiMetrics, LLC. Presented as a community service by the Sample DestiMetrics subscribing organization



Destination: Sample

Period: Bookings as of June 30, 2013

### Executive Summary - Year over Year Variance and Analysis

Data based on a sample of up to 21 properties in the Sample destination, representing up to 2,487 Units ('MTRiP Census'\*\*) and 70.1% of 3,516 total units in the Sample destination ('Destination Census'\*\*)

**MARKET OVERVIEW:** The past month saw a slowing of the growth in the financial market, with the Dow reacting to increases in consumer interest rates and declining for the first time since November 2012. At the same time, the consumer side of the spectrum, specifically consumer confidence, increased to its highest level since 2008, driven in some part by lower than seasonal fuel prices / cost of living, and in large part by the addition of 195,000 jobs to the private sector. Though the unemployment rate didn't decline during the month, the impact of the continued job market strength is having the desired effect. This impact is also being felt at mountain destinations. Based on aggregate data from all DestiMetrics destinations, occupancy for June is up 4.9 percent versus the same time last year, while rate is also up 2.7 percent for the month. Bookings taken in June for arrival in June were down -3.8 percent (not shown). Locally, Sample Destination occupancy was up 5.1 percent in June versus 2012, accompanied by a slight increase in rate of 1.3 percent. Sample Destination occupancy for the past six months (January - June) was up 7.0 percent compared to the same period in 2012, while rate also increased a slight 1.8 percent. Bookings taken in June for arrival in June were down a slight -1.1 percent compared to June 2012 (not shown).

		2012/13	2011/12	Year over Year % Diff
<b>a. Last Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates during last month (June, 2013) were down (-8.0%) compared to the same period last year (June, 2012), while Average Daily Rate was up (1.3%).	Occupancy (June) :	<b>32.4%</b>	<b>30.8%</b>	<b>5.1%</b>
	ADR (June) :	<b>\$132</b>	<b>\$130</b>	<b>1.3%</b>
<b>b. Next Month Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for next month (July, 2013) are up (0.6%) compared to the same period last year, while Average Daily Rate is also up (2.3%).	Occupancy (July) :	<b>38.7%</b>	<b>39.5%</b>	<b>-2.0%</b>
	ADR (July) :	<b>\$145</b>	<b>\$141</b>	<b>3.1%</b>
<b>c. Historical 6 Month Actual Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the previous 6 months (January - June) are up (8.1%) compared to the same period last year, while Average Daily Rate is also up (4.8%).	Occ - 6 Month Historic	<b>48.7%</b>	<b>45.5%</b>	<b>7.0%</b>
	ADR - 6 Month Historic	<b>\$231</b>	<b>\$227</b>	<b>1.8%</b>
<b>d. Future 6 Month On The Books Performance: Current YTD vs. Previous YTD</b>				
Occupancy Rates for the upcoming 6 months (July - December) are up (8.1%) compared to the same period last year, while Average Daily Rate is also up (3.2%).	Occ % - 6 Month Future	<b>15.8%</b>	<b>15.7%</b>	<b>0.6%</b>
	ADR - 6 Month Future	<b>\$164</b>	<b>\$166</b>	<b>-1.2%</b>
<b>e. Incremental Pacing - % Change in Rooms Booked last Calendar Month: Jun. 30, 2013 vs. Previous Year</b>				
Booking Pace will be available beginning with the September report of August data	Booking Pace (June) :	<b>5.1%</b>	<b>5.0%</b>	<b>2.0%</b>

**LOOKING FORWARD:** The moderate financial market slowdown in June has quickly reversed itself in early July and, despite upcoming issues related to the debt ceiling and other federal budget considerations, investors appear determined to continue to drive markets upward. Consumer confidence is now fast approaching the 90 point mark, the tipping point between market-driven and 'marketer-driven' demand, where the impetus for purchasing comes from the consumer rather than the destinations. The shift is revealing itself in the strong summer season on-the-books as of June 30th with all metrics pointing upward. Based on the aggregate of DestiMetrics industry-wide data, on-the-books aggregate occupancy for all destinations for the upcoming six months (July - December) is up 6.3 percent, while rate is also up somewhat 5.6 percent from the same period last year. Meanwhile, bookings made during June for arrival June - October are down -2.0 percent compared to the same period in 2012. Locally, Sample Destination on-the-books Occupancy for July 2013 is down a slight -2.0 percent compared to 2012, accompanied by an decrease in rate of 3.1 percent. Occupancy on-the-books for the upcoming six months (July - December) is up somewhat 0.6 percent compared to the same period last year, with an decrease in rate of -1.2 percent. Sample Destination bookings taken in June for arrival June - November was up 2.0 percent compared to the same period last year, with increases in one of the six months within scope.

**For more information:**

Sample Resort Chamber: Your Name

[yourname@yourDMO.com](mailto:yourname@yourDMO.com)

[www.yourDMO.com](http://www.yourDMO.com)

DestiMetrics, LLC Contact Information: 678 S. Franklin St., Denver, CO 80209 303-722-7346

[info@DestiMetrics.com](mailto:info@DestiMetrics.com)

[www.DestiMetrics.com](http://www.DestiMetrics.com)

DOR Sample



**Executive Summary**  
Daily Occupancy Report as of Apr 30, 2016

**Content & Overview**

**Contents Graph**

- a. Rolling 6-month view
- b. Static summer view
- c. Static winter view
- d. 45-day advance view

**Participating Properties**

Aspen Alps	Aspen Square Hotel	Crestwood Condo Hotel	Little Nell
Sky Hotel	Pokolodi Lodge	The Viceroy	

The Daily Occupancy Report tracks occupancy on a daily level of granularity. The report combines the data sets of participating properties into a destination wide view that features three data sets (providing that sufficient information is available) including:

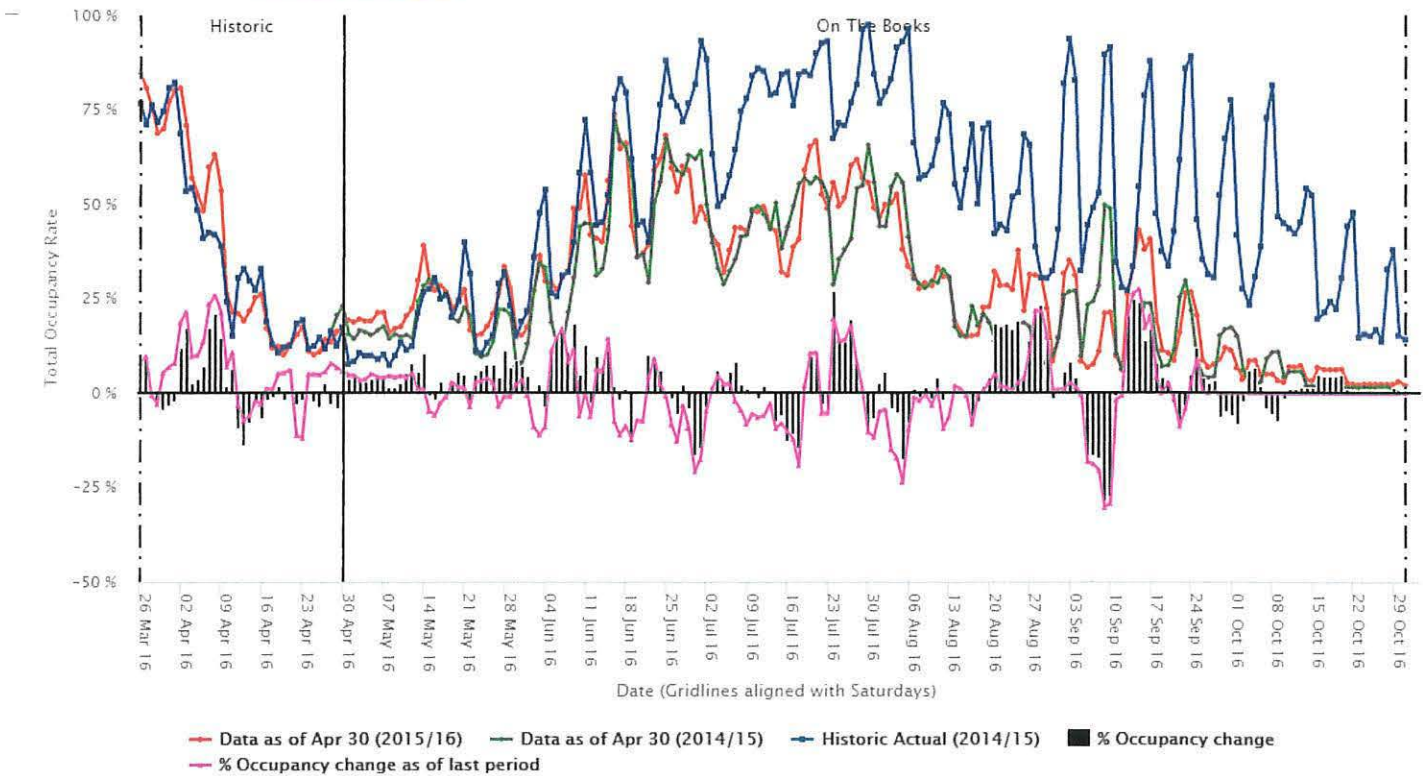
- i) current YTD occupancy,
- ii) last YTD occupancy,
- iii) last season's ending occupancy.

The Daily Outlook Report is generated on a monthly or twice-monthly basis, usually for a 12 month subscription period, and is created from data provided by a group of properties participating in a cooperative manner.

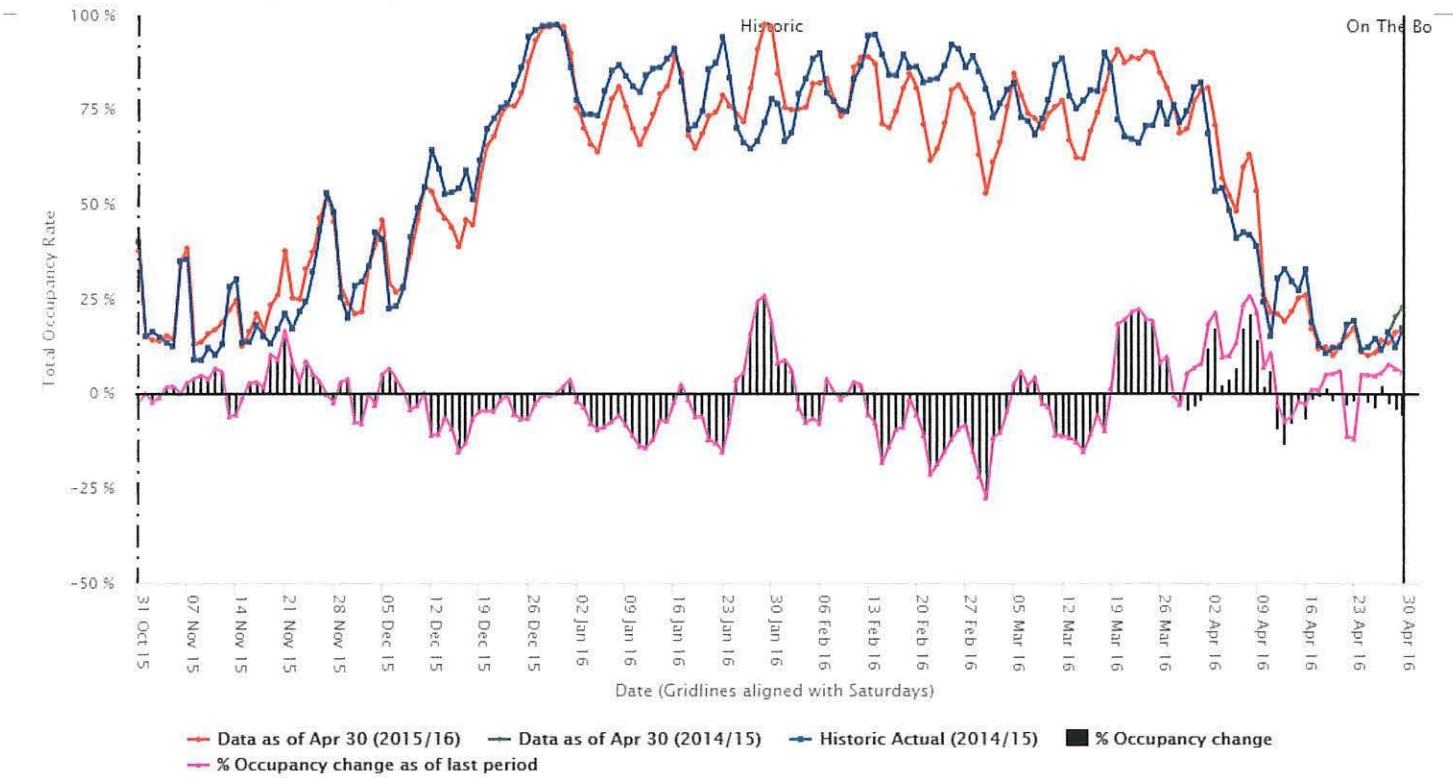
As is the case in all DestiMetrics data, all information provided by individual properties is strictly confidential, except when aggregated with other data and indistinguishable as a result.

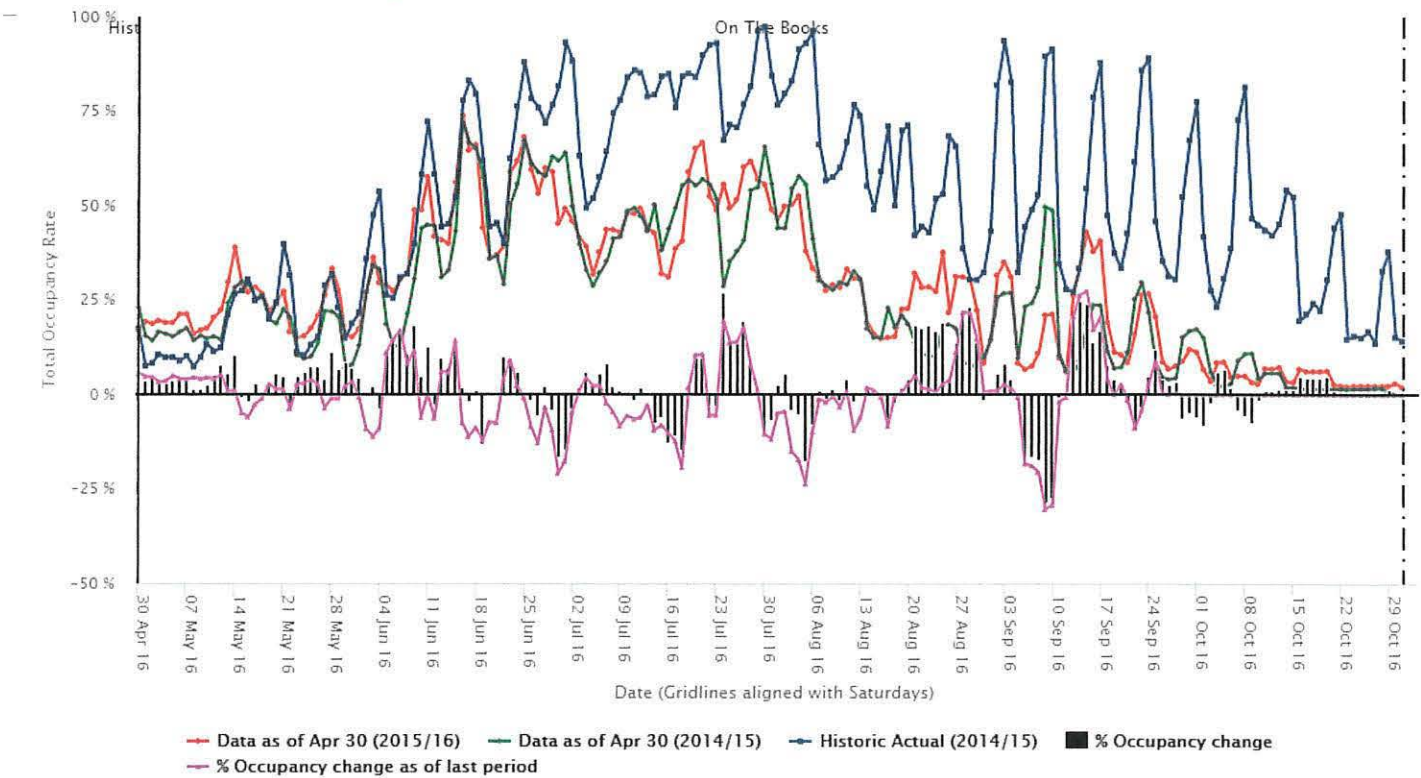


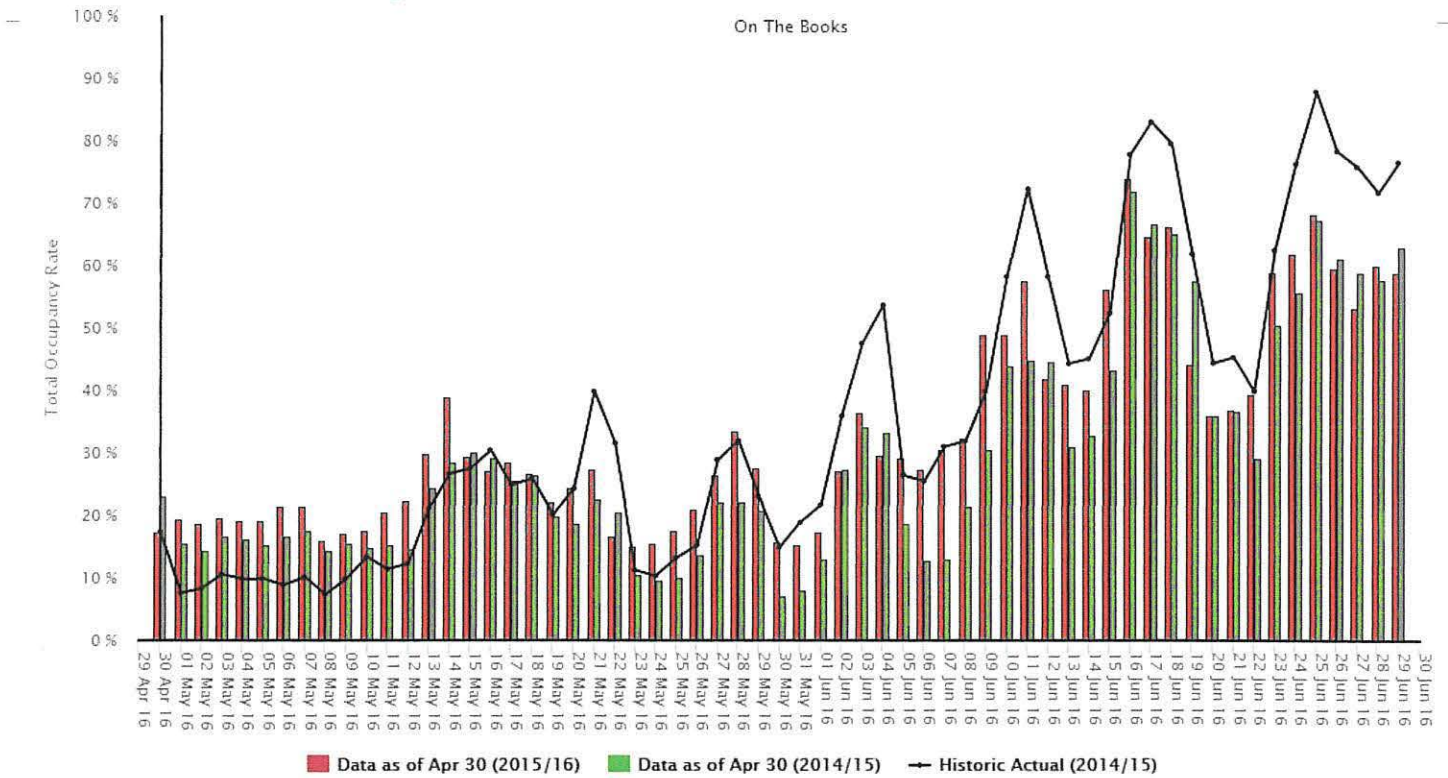
**Sample Destination Paid Occupancy (Most Recent Data)**  
Daily Occupancy Report as of Apr 30, 2016



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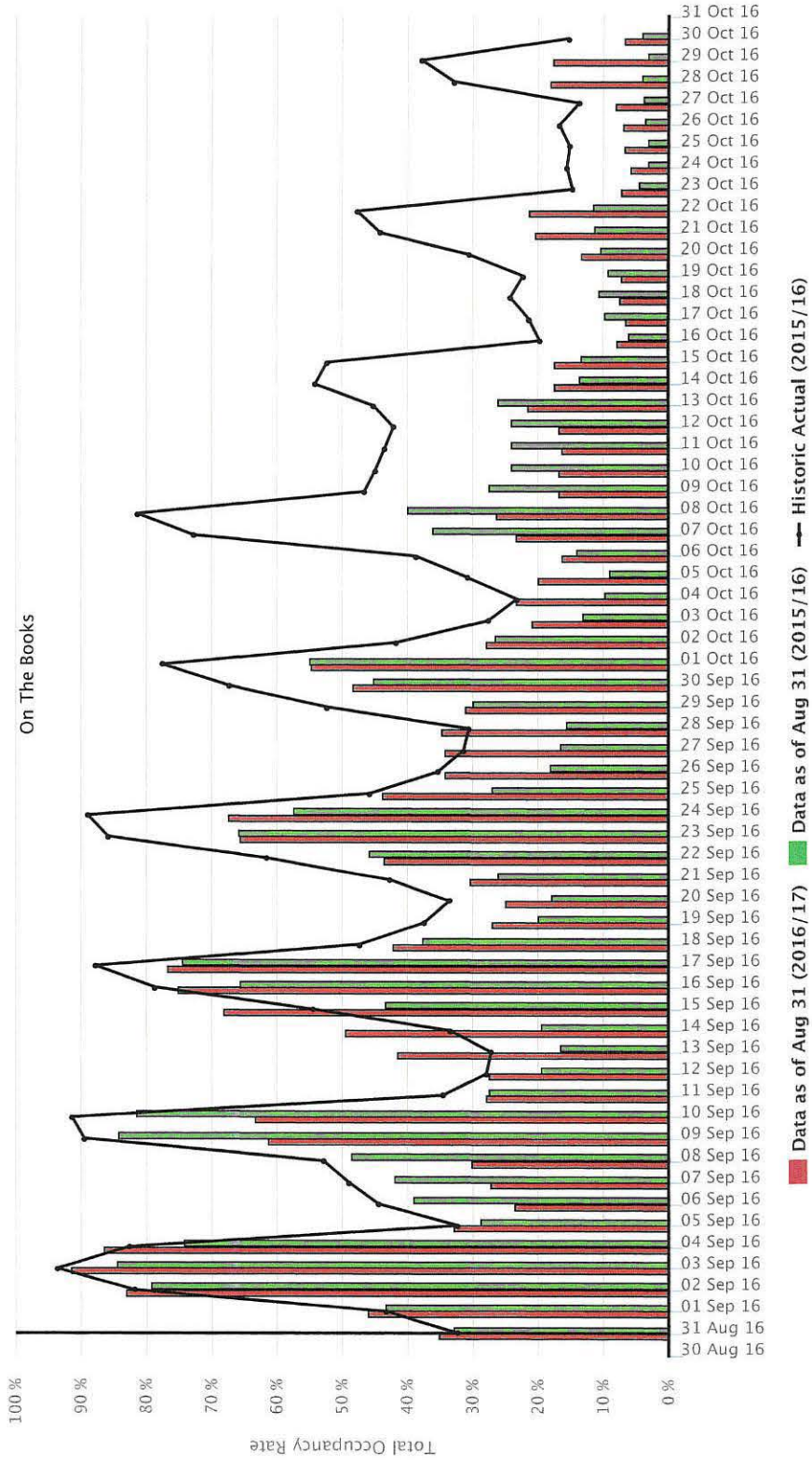


**Calendar Events**  
Daily Occupancy Report System and Destination Events

Event Name	Start Date	End Date	Description
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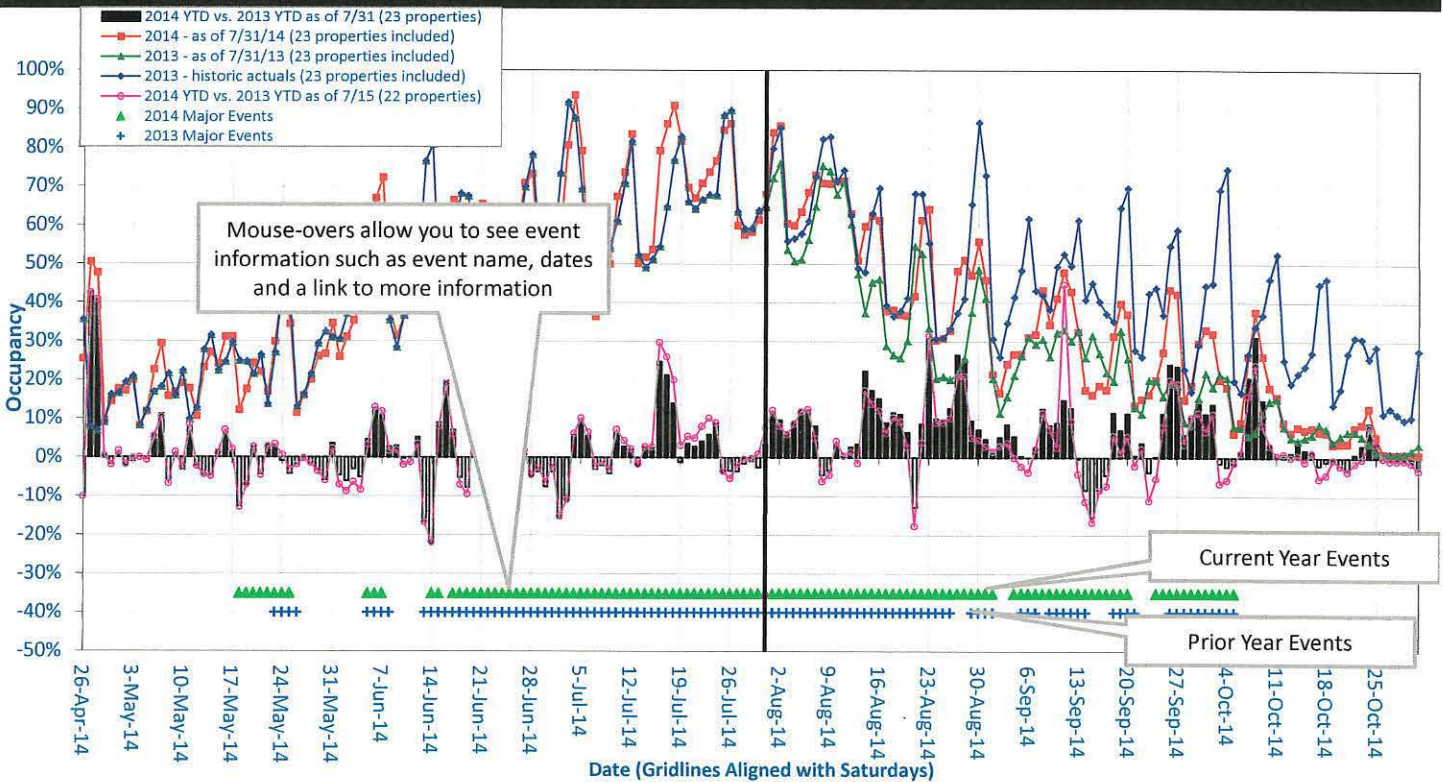
# Sample Report for Retailers



# Daily Occupancy Event Overlay



DestiMetrics<sup>LLC</sup>



# Guest Profiler Report

Interactive Destination Guest Tracking Technology



DestiMetrics<sup>LLC</sup>  
Resort Intelligence.

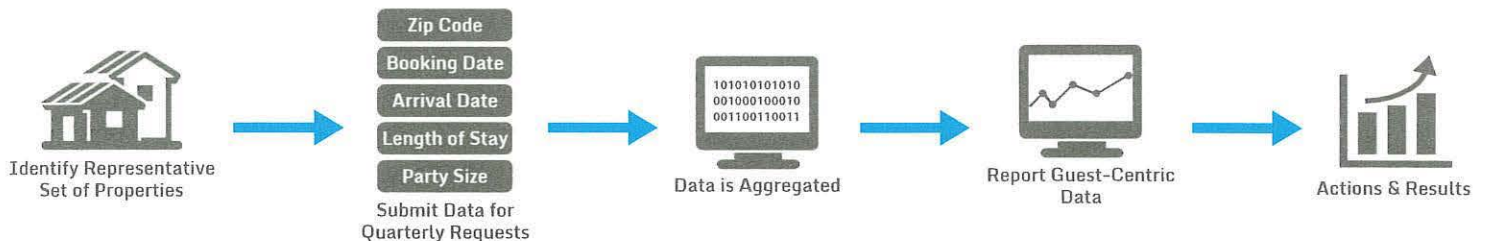
Aggregated Property Guest Data - Identify top US markets - Booking Lead times by Region

The Guest Profiler is a dynamic reporting tool that provides a snapshot of where your destination guests are coming from, when they are booking, when they're arriving, how long they're staying and their demographic profiles.

## The Process

We help you identify a representative set of properties in your destination and invite them to participate and submit their guest data. On a quarterly basis we request zip code, booking date, arrival date, length of stay and party size. An easy export from a property's property management system makes the data collection quick and painless. We do not collect any guest contact information such as name, email or phone number.

We then aggregate and report this guest-centric data set and provide your destination with a snapshot of your guest and their travel and booking patterns. Plus, by cross-referencing the data against the U.S. Census Bureau database, we can tell you even more about your destination guests.



## The Results

The resulting reports are provided through an online dashboard that offers a unique opportunity to analyze the resulting data using an interactive mapping function to drill down to specifics and glean more about your guests.

The aggregated property data is matched up with Designated Market Area (DMA) and linked to U.S. Census Bureau's statistics for that zip code. When presented together we can show you the median age, household income, # in household, education level and racial profile for every zip code in your all of your markets.

The Guest Profiler is completely interactive; simply use the report generator to apply the filters you want, and the data are presented back to you immediately as a scatter map with the added functionality of a full table view format. Filters can be applied so you can search by arrival date, departure date, length of stay, number of guests or any/all of these at once. You can also download your filtered report output in to a spreadsheet so you can manipulate it in any way you see fit.

As is always the case, individual property-level data is strictly Confidential Information and shared only with other participating properties and aggregated into a destination view and indistinguishable as a result. Authorized users can access the report as often as they like and run as many reports as they like. Limitations are only set by the data we collect.

See synopsis on second page and view a sample report [here](#) or contact Katie Barnes 970-390-4370 or [kbarnes@destimetrics.com](mailto:kbarnes@destimetrics.com)

# Guest Profiler Report

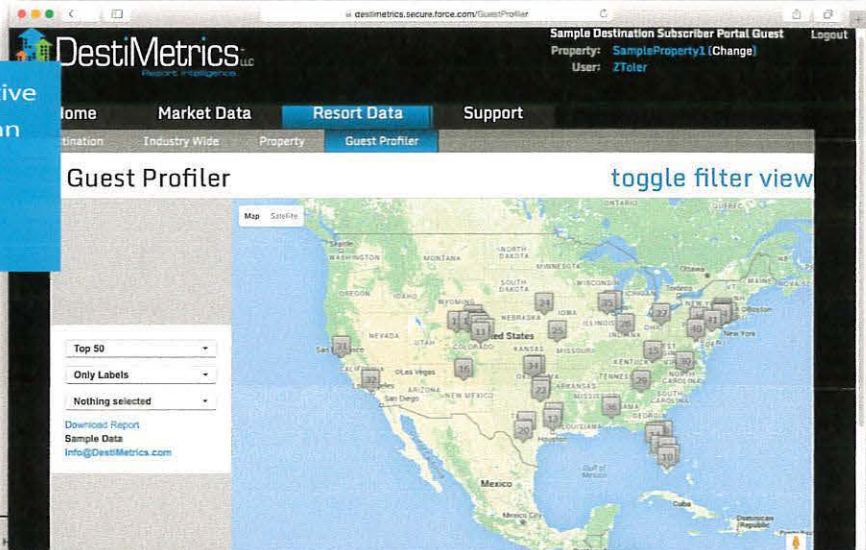
Interactive Destination Guest Tracking Technology



DestiMetrics<sup>LLC</sup>  
Resort Intelligence

Aggregated Property Guest Data - Identify top US markets - Booking Lead times by Region

Once collected and aggregated, an interactive scatter-plot map is pre-sented, along with an interactive dashboard, allowing data to be searched, sorted and presented in almost unlimited ways.



Market	Zip	Occurrence	Revenue	#Guests	Metro Percent	US Percent	Population	Median Age							
100	10065	4	2999.5	1	57.14%	4.44%	32193	39.8	111334	1.79	Graduate Degree	88.00%	1.00%	8.00%	4.00%
100	10028	2	18672	2	28.57%	2.22%	45345	38.6	107885	1.85	Graduate Degree	89.00%	1.00%	7.00%	5.00%
105	10580	6	2488.83	1.333	75.00%	6.67%	17210	41.5	149973	2.81	Graduate Degree	91.00%	1.00%	5.00%	5.00%
105	10533	2	2726.5	3.5	25.00%	2.22%	7419	43.8	121506	2.67	Graduate Degree	87.00%	1.00%	6.00%	7.00%
330	33014	2	31500	2	40.00%	2.22%	39809	40.5	38998	2.76	Some College Degree	92.00%	3.00%	1.00%	86.00%
330	33029	2	2830	4	40.00%	2.22%	45075	36.7	89963	3.48	Bachelor Degree	67.00%	19.00%	6.00%	50.00%
331	33149	4	4266.75	2	44.44%	4.44%	12158	41.6	114250	2.78	Graduate Degree	95.00%	0.00%	0.00%	54.00%
331	33186	2	0	0	22.22%	2.22%	69034	35.2	66515	3	Bachelor Degree	86.00%	6.00%	3.00%	66.00%
331	33133	1	3986	2	11.11%	1.11%	32708	38.9	55229	2.38	Bachelor Degree	84.00%	12.00%	1.00%	51.00%
331	33139	1	1110	2	11.11%	1.11%	38491	38.2	44838	1.77	Bachelor Degree	84.00%	4.00%	2.00%	49.00%
331	33141	1	269	1	11.11%	1.11%	36196	39.9	36770	2.27	Some College Degree	68.00%	4.00%	2.00%	65.00%
606	60616	2	3399.5	2	33.33%	2.22%	48774	36.1	43085	2.2	Some College Degree	28.00%	26.00%	38.00%	10.00%
606	60661	1	467	5	16.67%	1.11%	6648	30.6	86894	1.52	Graduate Degree	68.00%	8.00%	20.00%	5.00%
606	60674	1	8872	4	16.67%	1.11%									
750	75093	3	535	6.333	37.50%	3.33%	47905	39.7	98679	2.53	Graduate Degree	74.00%	5.00%	15.00%	7.00%
750	75034	2	0	3	25.00%	2.22%	66738	34.1	111841	2.96	Bachelor Degree	79.00%	7.00%	8.00%	14.00%
750	75002	1	7453	4	12.50%	1.11%	61175	34	91638	3.05	Bachelor Degree	75.00%	10.00%	8.00%	13.00%
750	75028	1	1692	0	12.50%	1.11%	42198	37	110370	3.07	Bachelor Degree	85.00%	5.00%	6.00%	9.00%

Zip code data, when merged with US census data, provides rich demo-graphic information about your destination guests.

Resulting report detail can be saved and downloaded or printed in table views, allowing for an analytical tool that helps determine and deliver the right message to the right guest at the right time, potentially increasing the effective-ness and return on investment.

Zip	#	Avg Revenue	# Guest	Metro Percent	US Percent	Population	Median Age
10065	4	2,999.5	1	57.14%	4.444%	32,193	39.8
10028	2	18,672	2	28.57%	2.222%	45,345	38.6
10580	6	2,488.83	1.333	75.00%	6.6667%	17,210	41.5
10533	2	2,726.5	3.5	25.00%	2.222%	7,419	43.8
33014	2	31,500	2	40.00%	2.222%	39,809	40.5
33029	2	2,830	4	40.00%	2.222%	45,075	36.7
33149	4	4,266.75	2	44.44%	4.444%	12,158	41.6
33186	2	0	0	22.22%	2.222%	69,034	35.2
33133	1	3,986	2	11.11%	1.111%	32,708	38.9
33139	1	1,110	2	11.11%	1.111%	38,491	38.2

See sample report [here](#) or contact Katie Barnes 970-390-4370 or kbarnes@destimetrics.com

# Destination Dashboard

What you ought to know... All in one place



DestiMetrics<sup>LLC</sup>  
Resort Intelligence

Drag 'N' Drop Organization - Customizable Content - Great Research Portal

Not every destination is created equal, which is the reason the Destination Dashboard was created. The new Destination Dashboard enables any destination to provide a birds eye view of their DestiMetrics performance reports and other customizable information to their constituents in easily accessible and user friendly fashion.

All DestiMetrics Subscribers have access to the generic web portal but the Destination Dashboard allows the program sponsor to customize their dashboard with their own branding, special events and custom links as well as current new articles directly related to their destination. By putting all of this data in one location, it's a great resource for busy tourism professionals to have vital information at their fingertips. Here are some of the customizable functions:

## Destination Branding

When your constituents login, it'll be apparent to them who is the sponsor of their destination program by a logo being prominently placed in the header and shown on every page throughout the site. You'll also notice login options and status on the top-right of the page as well, which allows you to switch destinations if you manage more than one.

## Events Calendar

An event calendar is displayed with the destination's upcoming special events, which could be visitor related events or meetings/events for the business community. The event date, title, logo/icon and a link off the event's site is listed.

## Custom Links

Knowing that data & research can be gathered, analyzed and distributed by a number of different sources, the destination Dashboard allows destination to link off to reports and other non-DestiMetrics data and organizations. This promotes a culture of data driven decision making and offers a one-stop-shop for your constituents to access a variety of information.

## Destination Specific News

The DestiMetrics team collects and shares industry news in the News Talker (available to Market Intelligence Pack Subscribers only) but the Destination Dashboard singles out articles that are specific to your destination, categorizes them and makes them easily accessible to your Subscribers.

## User Organization

These draggable sections allow Subscribers to place the data they feel most important at the top of the page. Placement of the sections is saved for each user account for future logins and friendly usability.

See screenshot on second page or contact Katie Barnes 970-390-4370 or [kbarnes@destimetrics.com](mailto:kbarnes@destimetrics.com)

# Destination Dashboard

What you ought to know... All in one place



Drag 'N' Drop Organization - Customizable Content - Great Research Portal

The screenshot shows the DestiMetrics dashboard for the Town of Vail. The interface is organized into several sections:

- Destination Branding:** Located at the top left, it features the destination logo and user information.
- Destination Specific News:** A central section displaying news articles such as "Adobe: Mobile Accounts for 52% of Digital Travel-Related Browsing" and "Florida's Flying peril: Zika could sting tourism".
- User Organization:** A section below the news featuring a "drag n' drop" functionality to manage organization items like "Dow Jones", "Consumer Confidence Index", and "National Unemployment Rate".
- Custom Links:** A list of frequently used links at the bottom left, including "Fly Vail", "Go I-70", "Vail Valley Partnership", "Colorado Tourism", "Vail Recreation District", "C.A.S.T.", "Vail", "Town of Vail", "Mountain Town News", "VEAC Reports", and "Vail Chamber".
- Events Calendar:** A vertical list on the right side showing various events such as "GRFA Hot Summer Nights (Tuesday Nights)", "Vail Farmers' Market & Art Show (Sundays)", "Vail Jazz Festival", "Vail International Dance Festival", "Vail Kids Adventure Games", "Vail Farmers' Market Farm to Table Series", "Gourmet on Gore", "Outlier Offroad Festival", "Vail Oktoberfest (LH)", "Vail Automotive Classic/Vail Village Car Show", "36th FIPS Mouché World Fly Fishing Championship", "Vail Oktoberfest (VV)", "Colorado Grand", "Vail Beaver Creek Restaurant Week", "Vail Valley Soccer Cup", "Vail's Top Shelf Harvest", "Valley Tastings: Food for Youth", "Global Solutions Forum", "Vail Snow Daze", "Vail Holiday", and "Vail Holiday".

For more information contact Katie Barnes 970-390-4370 or kbarnes@destimetrics.com

# Market Travel Intelligence Pack

What you ought to know... in broad context



DestiMetrics<sup>LLC</sup>  
Resort Intelligence.

## Big Picture Analysis – Industry Wide News & Information

The Market Travel Intelligence Pack is designed to deliver a broad, macro view of "what you ought to know" about destination leisure travel and the economic forces at play. A powerful combination of overall economic trends and relevant news, this package of reports allows you to keep up with a constantly changing industry, quickly and efficiently. The ideal complement to our comprehensive data collection, the Market Travel Intelligence Pack provides you with further context for the content provided by our other report sets, and both collects and reports the resulting data in an easy and efficient manner from the related dashboard on our web portal.

Included in our destination packages and delivered on a subscription basis, the Market Travel Intelligence Pack includes:

- **Travel News Talker:** Daily news collection tracking economic, travel and resort activity. Our analysts continuously comb news feeds and the Web to gather national economic, travel/tourism and consumer information, filtering the articles most relevant to you and the leisure travel industry. News is published regularly throughout the week on our web portal and can also be delivered directly to your inbox via RSS.
- **Econometrics:** Following the key economic and travel metrics upon which destination tourism depends. Since leisure travel businesses and their consumers are impacted heavily by economic, political, environmental and competitive influences, we monitor and update you each month on a wide variety of important indicators, ranging from national economic and travel information to local sales and lodging tax data. Specific indicators include the Consumer Confidence Index, Unemployment, U.S. Foreign Exchange Rate, National Domestic Enplanements, and U.S. National Hotel/Motel Occupancy.
- **Vacation & Mountain Travel eNewsletters:** One-stop-shop for destination leisure travel news. Delivered right to your inbox each month, this e-newsletter is filled with recent and relevant news, industry insights and articles about the issues that matter most to destination leisure travel professionals. [Past Issue.](#)
- **Briefing:** What you ought to know, all in one place and at one time. This monthly report provides an in-depth assessment of both industry-wide reservation activity content and broader interpretative context delivered right to your inbox.
- **DestiMetrics LIVE:** Market Update Webinars. Quarterly webinars summarize the state of the industry according to DestiMetrics and provide a detailed examination of the most recent economic and lodging data and their implications for your property and destination. [Past Webinar.](#)
- **Related Context:** The DestiMetrics knowledge base events include the annual ASSEMBLY (January) for which DestiMetrics subscribers are provided preferred registration rates.

See report synopsis on second page & view a sample report [here](#) or contact Katie Barnes 970-390-4370 or [kbarnes@destimetrics.com](mailto:kbarnes@destimetrics.com)

# Market Travel Intelligence Pack

What you ought to know... in broad context



DestiMetrics<sup>LLC</sup>  
Resort Intelligence.

## Big Picture Analysis - Industry Wide News & Information

Travel News Talker

Sample Destination Subscriber Portal Guest  
Property: SampleProperty1 (Change)  
User: ZToler

Home Market Data Resort Data Support

Econometrics News Talker Briefing Library

### News Talker

ALL STORES DestiMetrics in the News Economy Headlines Lodging and Vacation Rentals More categories

**Eagle County grapples with affordable housing conundrum**  
Date: Thu, 18 Feb 2016 20:58:12 +0000

**Five Ski Resorts Perfect for Families**  
Date: Thu, 18 Feb 2016 20:51:59 +0000

Sample Destination Subscriber Portal Guest  
Property: SampleProperty1 (Change)  
User: ZToler

Home Market Data Resort Data Support

Econometrics News Talker Briefing Library

### Econometrics

1.66 %	Consumer Confidence Index	EVEN	National Hotel/Motel Occupancy Data
-0.34 %	Consumer Price Index	0.3 %	National Inflation Rate
-7.43 %	Crude Oil Prices - W. Texas Intermediate	7.03 %	National Passenger Enplanements
-0.61 %	Dow Jones	EVEN	National Unemployment Rate
0.09 %	Index of Coincident Economic Indicators	0.19 %	U.S. Dollar Real Foreign Exchange Rate

Econometrics

Vacation & Mountain Travel eNewsletter

Sample Destination Subscriber Portal Guest  
Property: SampleProperty1 (Change)  
User: ZToler

## Mountain Travel News

What You Ought to Know About Destination Mountain Travel... Feb. 17th 2016

**Feature**  
**January Booking Pace Picks Up At Western Mountain Destinations**  
Overall business at mountain destinations in the Rocky Mountain and Far West regions received a boost for winter bookings during the month of January (based by local and regional visitors according to the most recent Mountain Market Briefing released yesterday by Denver-based DestiMetrics. As of Jan. 31, total aggregated occupancy from November through April is up 3.4 percent and revenues are up 4.7 percent compared to the same time last winter. Although the uptick in business marks a turnaround for many of the destination ski resorts, economic volatility and weather shifts still have the potential to influence the remainder of the season," explains Rob Curran, director of DestiMetrics.  
Source: DestiMetrics. Read More...

**Ski Industry**  
**Average snowfall may lead to record numbers at Utah ski resorts**  
Thus far 2015-16 has been a pretty average snow year. It may not seem so in comparison to last year's snowfall, but the 2014-2015 season was among the overall snowfall seasons on record and the previous year wasn't much better. In this case, average is good. And, consensus is, it seems and...

**We want to hear from you!**  
**2 minute Survey**  
We at DestiMetrics are working to improve upon the newsletter content. Our understanding of its usage would help us in this process to help to hear your thoughts. It's a 2 minute survey with only 7 questions. Respondents will be entered to win a free 2016/17 Ski Pass (Ski Resort/Event virtual), which will help you better plan for your demand periods due to shifts in travel trends across the country. Thank you in advance for your feedback.  
[Take Survey!](#)

See sample report [here](#) or contact Katie Barnes 970-390-4370 or [kbarnes@destimetrics.com](mailto:kbarnes@destimetrics.com)



## 2.5 HOW LODGING PARTNER PARTICIPATION IS OBTAINED

- Lodging partner participation is voluntary and is typically a joint effort of the Client and Destimetrics, using coordinated communications. Because the primary relationship within the community is, at the beginning of the process, between the CLIENT and the lodging partner, as opposed to DMX and the lodging partner, the client plays a critical role in ensuring that an appropriate level of lodging partner participation is secured.
- Over time, the primary communication with the lodging partner will transition from CLIENT lead, to DMX lead, to an exclusive relationship between DMX and the lodging partner
  - Primarily Client: DestiMetrics will provide the client with comprehensive documentation and talking points related to the on-boarding of lodging partner participants. Initial communication / solicitation of the lodging participants will come from the client, using the pre-existing relationship to establish the foundation of the program.
    - Email Communication: DMX will provide introductory program overview language for joint communication to candidate participants from the CLIENT and DestiMetrics
    - Preliminary Startup: We will educate the client in program vernacular, processes and procedures so that they can speak officiously to the lodging partner
  - Joint CLIENT / DMX:
    - Email Communicaiton: Will contain clear language from DMX and signature lines, providing an introduction
    - CLIENT will formally introduce the DMX team by email communication to the lodging participant
    - CLIENT will formally notify the lodging participant of an impending startup meeting
  - Primarily DMX: DestiMetrics will send a formal startup meeting invitation to the lodging participants, including full system documentation, business rules, data definitions and standards and data submission forms
    - DMX will host a webinar for all engaged and prospective lodging partners. This will be a complete description of the Client program, products, procedures, methods and standards for the onboarding process, as well as ongoing participation



- Exclusively DMX: DestiMetrics will initiate an exclusive relationship with the lodging participants with respect to ongoing reporting, data, and other confidential matters.

**INTRODUCTION:**

A key component of the DestiMetrics business case is the collection and aggregation of lodging reservation activity data into a destination-level view that provides important, forward-looking information not otherwise available, and proven to be very valuable.

But the individual lodging property data includes information that is private, confidential, and cannot be shared or otherwise disclosed, unless and until aggregated with other similar data and indistinguishable as a result.

DestiMetrics' core business, its enabling technology and all agreements are built around the premise of confidentiality of individual property data, and the related security provided by our enabling technology. The following provides summary information about both our Confidentiality and the related Security systems we use to accomplish these objectives.

**CONFIDENTIALITY OF DATA:**

DestiMetrics typically works by way of an Agreement with a Destination (Destination Marketing Organization), town, county or other government entity, or a corporate client such as national lodging or property management company, which in either case then includes, by association, the constituent properties ("Client Properties").

As part of this process we fully and absolutely protect and treat as CONFIDENTIAL INFORMATION, any and all data that come from Client-Properties. The policies governing that confidentiality are included in the umbrella Agreement with the Destination/Corporate Client, a copy of which is below:

***Confidentiality and Distribution:*** Data Provided by Client-Properties, and resulting reports are CONFIDENTIAL INFORMATION, as subject to the following:

- a. *Client/Client-Property data will be treated as Confidential Information by DMX, not to be published or distributed unless/until aggregated with other similar data and indistinguishable as a result. DMX will retain all data in its secure web portal, produce and distribute agreed upon reports for Client and Client-Properties and retain exclusive rights to the data and various reports, provided that no individual Client-Property data is disclosed, nor any aggregated data made public. For example Client and Client-Property data might be combined with other similar data as part of a broader regional or industry-wide report set.*
- b. *As part of the Separate-but related Client-Property Subscription Agreement ( Attachment C), Client Properties and their respective Subscribers, acknowledge and agree that all information, reports and related data posted within the DMX web portal and/or otherwise provided by DMX is CONFIDENTIAL INFORMATION, to which access is restricted, and reproduction, distribution or sharing of this CONFIDENTIAL INFORMATION is STRICTLY PROHIBITED and enforceable by law excepting only when specific written agreement provides otherwise.*



## 2.6 Policy Paper: DestiMetrics Data Confidentiality and Security

Updated: December, 2016

Additionally, each Client Property executes a separate subscription agreement with DestiMetrics that specifically describes the responsibilities of DestiMetrics and the Client Property with respect to Confidentiality. Language from that document that is germane to Confidentiality is included below:

1. **Confidential Information:** *I understand that DestiMetrics will treat all data provided by participating Properties, as CONFIDENTIAL INFORMATION, until aggregated with other similar data and indistinguishable as a result. Aggregated Reports will be produced and posted to DestiMetrics' Secure web portal and made available to participating Properties, and their participating Destinations, as per DestiMetrics' standard procedure.*
2. **Report Confidentiality:** *I understand the Program reports are CONFIDENTIAL INFORMATION, not for further reproduction or distribution outside my organization.*

## SECURITY OF DATA

### Abstract

DestiMetrics' database and security host system, Salesforce.com and its underlying systems, Force.com, is built around a robust and flexible security architecture, providing DMX with a fine degree of control over the users, network, and data. This document provides a brief overview of various aspects of security from user and client authentication through the data access and sharing model.

### Platform Security

At an infrastructure and network level, salesforce.com applies rigorous security standards, such as SysTrust SAS 70 Type II. This article doesn't cover this level of security, though you can find an [overview](#) on the corporate site. Another corporate site of interest is [trust.salesforce.com](http://trust.salesforce.com), which provides real-time information on system performance and security, including information on security alerts.

### Users

Access to (most parts of) the Force.com platform is only granted after a user is authenticated. Users have to first be established by an Administrator from the DestiMetrics team.

- Administrators create users depending on license / contract terms. An important aspect of establishing a set of users includes establishing a password policy. DMX has rigorous password policies where passwords are assigned by the system. Duplicate passwords are not allowed. Passwords are encrypted and case-sensitive.
- All users are assigned to a unique user profile, which is examined in more detail in the section on user-based permissions below.

- DMX uses some portion of password expiration, minimum password complexity requirements and lockout periods.
- DMX has the ability to expire all passwords if required.

### User Authentication

Most users are authenticated on the DMX login page. After logging in, the user will have access to portions of the website uniquely assigned to that user. There are no universal access settings, allowing security for – for example – data submitters to be different from a colleague within the same organization that is not a data submitter.

DMX is using the following User Authentication protocol:

- *Security Assertion Markup Language (SAML)* - Using SAML, your request goes to the SAML "identity provider", a login page hosted by your organization that validates your identity and returns a token. The token is passed to the platform, which verifies the user by validating that it is signed by the appropriate identity provider. This approach is typically used when your users are accessing your platform applications through a portal, which would handle the initial authentication and avoid the need to log into Force.com again. You can configure SAML for your organization through the Setup | Security Controls | Single Sign-On page.

### Session Security

Currently DMX requires that all pages always be accessed using a secure connection, that is, HTTPS (SSL).

### Network Security

Access to salesforce.com is via the public Internet, and connections are secured via SSL/TLS. Salesforce contracts with multiple carriers to provide the connectivity and bandwidth to host business critical data.

Figure 1 shows a high-level diagram of the Salesforce infrastructure including a "pod" of Salesforce servers. (A pod is a physical instance of the Salesforce CRM application, comprised of a pool of application servers and a clustered database host, indicated by the dashed line.)

Protecting the perimeter of the environment are edge routers and stateful firewalls. The allowed network traffic passes through the perimeter firewalls and reaches redundant pairs of load balancers that also terminate SSL connections. The load balancers make connections through core switches to reach the pool of application servers. Finally, the application servers run the Salesforce CRM application and connect to the database through another tier of firewalls and to other resources. The application environment is completely secured from the Internet and only required services are allowed. Internal traffic is routed on a private RFC 1918 network, with network

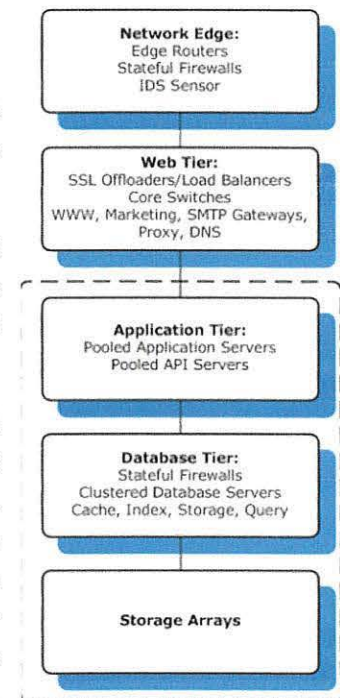


Figure 1. Pod Infrastructure

address translation (NAT) to public IP addresses. Transmission Layer Security Connections to Salesforce are served over SSLv3 or TLS 1.0 (HTTPS), using 128-bit Global Step-up Certificates from reputable Certificate Authorities (CA) such as VeriSign, CyberTrust, and Verizon. This allows clients to force preferred ciphers if necessary.

### **Database Security**

The database is hardened according to industry and vendor guidelines, and is accessible only by a limited number of salesforce.com employees with DBA access. Customers do not have direct database or OS level access to the Salesforce environment. Customer passwords for Salesforce CRM are hashed via SHA 256 before being stored in the database. Customers can specify that certain field types use encryption. These custom fields are encrypted by the application before being saved to the database and can be configured to mask the display of their contents according to user access.

### **Confidential 5 Disaster Recovery and Backups**

Customer data are mirrored, backed up locally, and also mirrored over an encrypted network (AES 128) to a 100% full-scale replica disaster recovery data center. This is made possible through the following services: x Software multipathing to ensure availability of reaching enterprise class storage through redundant storage switching architecture without a single point of failure x Enterprise storage arrays configured with hardware RAID to protect against disk failure x Salesforce.com completes a minimum of 1 annual DR exercise for compliance purposes. x Validated disaster recovery plan with objectives as follows: o RPO: 4hrs o RTO: 12hrs x All new "pod" infrastructure undergoes a DR exercise as part of the validation process prior to go live. Backup Media Security All backup tape media are maintained by salesforce.com employees at our secure data center facilities to ensure proper chain of custody. Electronic logs record and retain all physical access attempts to reach backup media. Salesforce.com employees follow industry guidelines for the secure destruction of backup media that has become corrupted or reached end of life.

### **Computer Security Incident Response Team**

The Computer Security Incident Response Team (CSIRT) runs in parallel with site operations to provide monitoring and incident response. The CSIRT consists of senior level security analysts and manages a variety of tools and third-party resources that include:

- Intrusion Detection Systems (IDS): monitor every network in the production environment for potentially malicious network traffic.
- Security Event Management (SEM): Activity logs from all production devices and server are sent in real-time to a SEM that correlates, reports, and alerts on events such as successful/failed logins, SU changes, and system messages.
- Threat Monitoring: the salesforce.com information security team receives and reviews threat alerts from a variety of sources including SANS, CERT, OWASP, and manufacturers of our equipment and software. Threats that are deemed critical are escalated for the appropriate response.



## 2.6 Policy Paper:

### DestiMetrics Data Confidentiality and Security

Updated: December, 2016

- Perimeter monitoring: third-party security firms provide periodic vulnerability scanning and continuous perimeter monitoring to detect changes in IP address or ports opened, service versions, and SSL certificate expirations.
- External Certificate Authority monitors certificate validity and renewal

For Additional Information related to the Sales Fore /Security, please visit the following links:

[SalesForce Security Overview White Paper \(PDF Document\)](#)

[Developer Overview: Force.com Security](#)

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**2.7 - TIMELINE FOR IMPLEMENTATION, PARTIES RESPONSIBLE AND FIRST REPORT PUBLICATION**

The following implementation schedule will be deployed following the successful completion of the contracting stage.

Note:

- 1) Target Dates reference the number of days from formal implementation of the program
- 2) Responsibility indicates which party will be responsible for the task
  - a. Responsibility as outlined here are for illustrative purposes only and assigned based on DestiMetrics' experience with over 35 destination program launches. While some responsibilities are clearly best-suited to DestiMetrics, often the unique relationship the Client has with their constituent properties allows for a smoother implementation when the destination takes a lead or strong supporting role on the particular task. Responsibilities are fully negotiable.
- 3) ***It is critical to note that implementation is highly dependent upon the active, accurate and timely participation of the identified properties. Properties who do not submit a Property Profile will not have their data accepted. An aggregate data set that does not meet statistical requirement to ensure the opacity of property-level data, as determined by DestiMetrics, will result in non-publication of reports, for the protection of both DestiMetrics and the participating properties and per DestiMetrics' confidentiality policies.***

Step	Description	Responsibility	# Days After Agreement
1	Upon completion of Agreement with Client, both parties will assign a "single" designated representative, as point persons for their respective organizations.	Client and DMX	1
2	Conduct start-up meeting between designated representative and support staff (as needed) to establish timeline, tasks and specific responsibilities.	Client and DMX	1
3	Provide a list of potential participating properties, property types, approximate number of units and name, title, phone, and email of key contacts in each property.	Client	3



4	Determine which properties are a representative mix of property type in various locations for the destination and who should be recruited. Client will provide intel on properties who would be willing to participate based on their experience with individuals within the community.	Client and DMX	5
5	Solicit property participation by one or more of the following, determined at Startup meeting: i) email invite ii) phone call iii) group meeting iv) personal sales call	Client, assisted by DMX as requested.	5-8
6	Property Profiles sent to identified participating properties. Data Definitions and standards sent to identified participating properties Property Profiles Returned to DMX. Database initialized for users User Credentials disseminated	DMX	5-14
7	Delinquent Property Follow-up	DMX & Client	10-14
8	Group training sessions (via webinar) held to review data definitions and data requirements. Initial Data Submission forms Sent to Properties Training videos made available.	DMX & Client & Properties	15
9	Data incoming Production Database Initialized Data Vetting / Corrections & restatements	DMX & Property	15-22
10	Delinquent Property Follow-up	DMX & Client	15-22
11	All target Property Profiles and Initialization data in the database	DMX	22
12	Ongoing and final data vetting	DMX & Property	22-25
13	When all property data is received then vetted, it is aggregated and report(s) is produced. First "unofficial" report will be produced with data as of Sept. 30 <sup>th</sup> .  Note: In some cases, property participation is unpredictable during the startup process	DMX	25

	and properties who had committed to submit data may not actually do so. In this case DMX will work closely with Client to determine if additional properties need to be recruited. When it's determined that sufficient representative data has been received, the first report will produced. DMX and Client will decide to proceed with a continued recruitment effort and have properties join during a subsequent reporting cycle.		
14	Report(s) are published to the destination's web portal and an announcement is set via email to users that the report(s) are now available to them.	DMX	25
The second monthly report cycle starts with data as of TBD			

**CONTRACTING, IMPLEMENTATION and ACCOUNTING:**

- a) Lead: Director / Principal; A/P & A/R staff; Support: Director of Operations
- b) Work with the Client to agree to Terms and Conditions of Service and implement same
- c) Ensure all documents are provided in a timely manner in compliance with the Agreement
- d) Ensure all Accounts Payable and Accounts Receivable actions are completed in a timely manner and in compliance with the Agreement.

**STARTUP AND TRAINING**

- a) Lead: Director of Operations; Support: Production Manager, Destination Analyst
- b) Work with Client to identify participating properties
- c) Schedule and host a 60 minute startup meeting via videoconference or in-person. At this time we will educate all attending participants in
  - a. Data definitions and standards
  - b. Security & confidentiality
  - c. Property : DestiMetrics and Destination : DestiMetrics relationships
  - d. Data submission protocols
  - e. Ongoing reporting protocols
  - f. Review of the products to be produced
- d) Provide all germane documentation and take lead role on communiques

- e) Receive all incoming documentation and take lead role on database initialization
- f) Initialize the database
- g) Produce Initialization Report for each of the reports cited:
  - a. Reservation Activity Outlook Report – Standard report of paid occupancy, ADR and RevPAR for the aggregate of the submitting properties
  - b. Destination Executive Summary – customized summary of the above-cited report suitable for dissemination to the public / media
  - c. Daily Occupancy Report – Standard report of paid and unpaid occupancy at a daily level of granularity for the aggregate of the submitting properties
  - d. Daily Occupancy Event Calendar Overlay – custom report of local, national events and holidays overlaid on the Daily Occupancy Report cited above
  - e. 60 Day Retailer Report – standard summary view of Daily Occupancy Report cited above, suitable for dissemination to retail, restaurant and other tourism-dependent businesses.
  - f. Intelligence Pak – suite of products reporting news, events, calendards, econometrics and presentations, updated monthly and available via the web portal

**ONGOING PRODUCTION:**

- a) Lead: Production Manager / Lead Analyst
- b) Communicate directly with client for all matters related to production, including:
  - a. Data submission notifications
  - b. Data reminder notifications
  - c. Data error notifications
  - d. Data publication notifications
- c) Vetting of incoming data for accuracy using SSRS, SPSS, MSSQL and Excel analytics tools.
- d) Work with property as necessary to correct.
- e) Work with property PMS provider to assist if issues related to data are technical in nature.
- f) Produce cited reports x 3 monthly, totaling 36 reports per 12 month term of the agreement, specifically:
  - a. RAO Report – Standard report of paid occupancy, ADR and RevPAR for the aggregate of the submitting properties
  - b. RAO Segment Comparative Report of paid occupancy – Custom report of Hotel vs Non-Hotel (condo, villa, private home, hotel) properties' occupancy, ADR and RevPAR for the respective aggregates of the submitting properties



- c. RAO Report – Custom report of pure occupancy for the aggregate of the submitting properties.
- d. Post reports to the secure web portal
- e. Notify properties of publication

**MAINTENANCE:**

- a) Co-Leads: Director of Operations; IT Development Staff
- b) Work on an ongoing basis to ensure the stability and security of the Destination, Property and User tiers of the database and all underlying / resident data therein.
- c) Notify of any issues arising and take immediate and appropriate action
- d) Ensure that all software and server components are up-to-date
- e) Ensure that hourly, daily, weekly and monthly data backups are performed and stored at multiple off off-site locations



## **2.8 INDUSTRY RESEARCH PROVIDED**

- In addition to the quantitative property reporting described in Section 2.4, DestiMetrics provides the following industry-wide data to all valid and authorized data subscribers

**Market Travel Intelligence Pack:** DestiMetrics' Market Travel Intelligence Pack is designed to deliver "what you ought to know" about destination leisure travel. Presented in a coordinated package, it is designed to allow busy executives to track key market indicators and news in an efficient manner. It is an excellent complement to DestiMetrics' destination wide programs to keep their management, marketing, and sales force apprised of changing market conditions. The Intelligence Pack, offered in an annual subscription, is updated regularly, and is easily accessible from DestiMetrics' web portal via a simple login and includes:

- 1. Market Briefing:** Based on DestiMetrics' industry-wide data, the Market Briefing provides an overview of occupancy, ADR and RevPAR performance. The monthly report details significant market trends and changes, putting them into context for the destination leisure travel industry. Published on the fifteenth of every month, the Briefing analyzes DestiMetrics' latest research, providing a written and visual explanation of key economic indicators and their impact on the destination travel industry.
- 2. Econometrics:** Because the travel business is particularly dependent on economic, political, environmental and competitive influences, DestiMetrics has identified and follows a broad set of business indicators that include national economic and travel data as well as local sales and lodging tax data. Updated monthly, DestiMetrics tracks key economic indicators such as the Consumer Confidence Index, Travel Price Index, U.S. Foreign Exchange Rate, National Domestic Enplanements, US Unemployment, US National Hotel/Motel Occupancy and Lodging Tax Collections in resort towns.



### **3.1 BACKGROUND AND STRUCTURE**

**PERSONNEL:** DestiMetrics is comprised of a team of 4 senior managers with over 100 years of experience in qualitative and quantitative research and employment directly within the destination travel industry, including town governance and revenue management. They are supported by a team of 7 highly skilled analysts with similar backgrounds and a further technical support team of IT and software professionals. The entire DestiMetrics team prides itself on both their formal and experiential education specific to destination travel, the lodging industry and the sciences of research, analysis and technical development.

**LABOR:** The team proposed for the program is comprised of the Director of Operations, Production Manager and a Lead Analyst. Initial work will be undertaken by the Director of Operations with the assistance of the Production Manager. Upon successful startup, the Production Manager will take a leading role to ensure systems and procedures have been stabilized following startup, at which time a Lead Analyst will be assigned and work with the support of the Production Manager. Lead Analyst assignment will be made based on geographical familiarity, using resources currently engaged with other client-Destinations within the Southeast region. The Director of Operations will continue to play a role as the liaison with the Client for matters related specifically to the DestiMetrics / Client business relationship.

**EQUIPMENT AND SUPPLY RESOURCES:** The hardware equipment associated with the work to be conducted is almost exclusively technological in nature, being comprised of web and database servers and bandwidth, which are hosted solutions. All reports and methodologies are considered Intellectual Property and copyrighted appropriately. DestiMetrics has taken deliberate steps to overpower our systems and at this time is using approximately 15 percent of our available technological resources, helping further ensure technological reliability and power. Other remaining supply resources are of a soft nature and include startup and initialization documentation, production documentation and publication documentation. All such resources are wholly owned as Intellectual Property and copyrighted appropriately.



### **3.1.a (cont'd) PROOF OF EXPERIENCE**

DestiMetrics (formerly MTRiP) is the evolution of a collaborative effort to establish destination travel research and benchmarking of non-traditional lodging in resort communities. What began as a research initiative for CRADR, the Central Reservations Association in the mid '90s, grew with the advent of enabling technologies and data-driven decision making, was formally established in 2004 and became its own legal entity in 2006. A continuation of its growth into bigger data, deeper FactBase and broader markets, warranted a re-branding to "DestiMetrics" in 2013 and its new Knowledge Base which operates The (destination mountain travel) ASSEMBLY, and co-owns/produces the Destination Summit and its Travel Marketing Technology Boot Camp.

- "MTRIP, now DestiMetrics, has been providing destination marketing research for the Town of Vail since its inception in 2004, and now provides a family of research tools that help our town staff, economic development office, local marketing district, and local businesses better plan, anticipate, track and benchmark our destination visitation and related lodging tax receipts." – *Kelli McDonald, Economic Development Manager, Town of Vail*
- "We have been clients of DestiMetrics (previously MTRiP) since its inception in 2004, first at our report properties in Vail, Beaver Creek and Breckenridge, and for the past 6 years, at our corporate offices in Broomfield Colorado. They operate professionally, reliably and have contributed a unique and valuable perspective to our overall market intelligence that is not otherwise available."- *John McEwan, Corporate Director of Revenue Management, Vail Resorts Hospitality/Rock Resorts*
- "We have worked with the principals who founded DestiMetrics (previously MTRiP) for many years and have been party to the early development and ongoing production of their research products and services since 2004. During the time that we have worked together we have watched the rapid evolution of DestiMetrics into that of an industry leader in the area of non-traditional resort lodging benchmarking."- *Chris Cares, Managing Director, RRC Associates*
- "Our resort community learned about the unique reservation activity research provided by DestiMetrics (formerly V-TRiP) in 2007, and has become dependent on their services to benchmark the many non-traditional lodging properties that are part of the Hilton Head bed base and don't show up on other lodging research products. Their joint DestiMetrics-Smith Travel "two- Source" report is the only means we have to "see" the



overall resort occupancy and anticipate related lodging receipts.” – *Jack Reed, Director of Sales, Visitor and Convention Bureau, Hilton Head Visitor & Convention Bureau*

- “The Aspen and Snowmass resort communities have been associated with DestiMetrics principal Ralf Garrison in many capacities over the years and were among the founding partners of his destination travel research products that were first created as a central reservation association reservation activity program and later became MTRiP sometime in 2003-4. Now, re-branded as DestiMetrics, their organization has become the main source for destination travel marketing intelligence in the North American ski industry. In Aspen and Snowmass we rely on DestiMetrics forward looking market data as the principal tool from which we can benchmark our resort performance and anticipate the future. In addition to benchmarking our resort performance and anticipating the future, we also use these reports to identify need periods that require special attention. We are currently contracted for a broad and deep package of their services, this being the 3<sup>rd</sup>, three year agreement, since they began operating the MTRiP/DestiMetrics family of research.” – *Bill Tomcich, President, Stay Aspen Snowmass*
- “Our organization has been associated with the destination research work from Ralf Garrison and his Advisory Group Inc. since the mid 90’s and I have personally been associated with Ralf and his group since 2000. I was the President of the Central Reservations Association, when the initial prototype for the MTRiP (now DestiMetrics) business model came to be in 2003-4. Since that time; the Breckenridge resort community has been a customer and user of most of the DestiMetrics products and services which have become a fundamental business management tool, both for our Chamber Resort Association and many of our tourism dependent businesses. The staff of DestiMetrics has proven to be nothing short of professional in every aspect. The ability to segment markets for comparison purposes allows us to gauge our success and activate marketing programs. As a result of this research, we are able to propose and successfully achieve additional marketing funds for the purpose of driving business into our community in an incredibly competitive environment.” – *Bill Wishowski, Vice-President, Breckenridge Resort Chamber/GoBreck.com*



### **3.1 b: INDIVIDUALS AND QUALIFICATIONS**

The following individuals will be responsible both directly and indirectly for the management and production of the services defined in this proposal:

**Tom Foley, Director of Business Intelligence, DestiMetrics, LLC** Email:

[tfoley@DestiMetrics.com](mailto:tfoley@DestiMetrics.com)

Phone: 760.880.1825

Tasks Related to this project:

- 1) Relationship Administration: Providing complete oversight of the administrative aspect of the relationship with the client including but not limited to:
  - a. Contracting – Client
  - b. Contracting – Client-constituents (properties, as necessary)
  - c. Billing
  - d. Negotiation
- 2) Production: Complete upper management oversight of the Production Manager in the production of the products / services as proposed, from startup to final contracted report, including but not limited to:
  - a. Web Portal oversight
  - b. Property enrolment
  - c. Initial Data submissions / initial property profile submissions
  - d. Startup calendar
  - e. Initial Data vetting & 'go / no-go'
  - f. Ongoing production schedule adherence
  - g. Ongoing data vetting compliance / adherence
  - h. Ongoing publication
  - i. Direct oversight of the Production Manager
  - j. Property-level relationships
- 3) Publication results: complete upper management oversight of the Production Manager in the publication of the products / services proposed, from first iteration to final contracted reports, including but not limited to:
  - a. Data interpretation and analysis
  - b. Qualitative / quantitative considerations
  - c. Publication schedule adherence
  - d. Webinars / in-person presentations
  - e. White Papers and other non-specific analysis

**Shannon Dee, Production Manager, DestiMetrics, LLC** [sdee@DestiMetrics.com](mailto:sdee@DestiMetrics.com) 303.618.3206

Tasks Related to this project: Reporting to the Director of Operations, directly responsible for all matters related to Production and Publication, including but not limited to

- 1) **Production:** Direct management oversight of the production of the products / services as proposed, from startup to final contracted report:
  - a. Client / Destination Lead Analyst oversight
  - b. Web Portal oversight
  - c. Initial Data submissions / initial property profile submissions
  - d. Initial Data vetting
  - e. Ongoing production schedule adherence
  - f. Ongoing data vetting compliance / adherence
  - g. Ongoing publication
  - h. Direct oversight of the Destination Analyst
  - i. Property-level relationships
- 2) **Publication results:** Direct management oversight of the publication of the products / services proposed, from first iteration to final contracted reports
  - a. Publication schedule adherence
  - b. White Papers and other non-specific analysis

**Client / Destination Lead Analyst:** DestiMetrics will conduct an evaluation of the relationship, the data and the lodging properties participating in the program prior to assigning a Destination Lead Analyst. Once a Destination Lead Analyst has been assigned to the project we will furnish contact and CV information as desired.

Tasks related to this project: Reporting to the Production Manager:

- 1) All direct communications with the Client-Properties
  - a. Data Request notifications
  - b. Data Reminder Notifications
  - c. Data Publication Notifications
  - d. 2 way communication regarding data vetting process (phone or email)
- 2) Data handling:
  - a. Directly vetting all incoming data
  - b. Working with properties to correct data
  - c. Aggregating data to destination-level reports
  - d. Producing proposed products
- 3) Report handling
  - a. Producing proposed products from aggregate results
  - b. Posting products to web portal
  - c. Managing product filing system

# Shannon Dee

PO Box 632121, Littleton, CO 80163-2121

303.929.4435 – [sdee@destimetrics.com](mailto:sdee@destimetrics.com)

## Qualifications Summary

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- ◇ Analytical, organized, and detail oriented. Quick learner and adept at maintaining and developing new processes as well coordinating and executing processes with staff.
- ◇ Proficient with Galaxy both UX and Light Speed, Delphi, Reservation Connection, StarGuest, STR Reports, Windows, Microsoft Word, Excel, Outlook, and PowerPoint, Access, Auditing Contracts, Protobase, SAP, Star Source, Savie, and HSI.
- ◇ Exposure to V12, SSRS Reports, PDATools, Crystal Reports, Marketvision, TLPe, Vahalla, and ISAC

## Professional Experience

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### DestiMetrics, LLC

- |   |                          |
|---|--------------------------|
| Production Manager  | March 2015 to Present    |
| ◇ Manage and oversee the accuracy, quality assurance, and delivery of 400+ products that are produced by a team of five destination analysts. |                          |
| ◇ Construct, design, organize custom reporting and qualitative analysis of findings.  |                          |
| ◇ Manage the communications with all clients and reporting properties.  |                          |
| ◇ Managed team through major transition project with new technological systems and reporting platforms.                                       |                          |
| ◇ Second in charge after the Director of Operations or Director of Business Intelligence  |                          |
| Research Specialist   | July 2014 to March 2015  |
| Destination Analyst   | August 2012 to July 2014 |

### Starwood Hotels & Resorts - Westin Chicago River North

Accounting Manager July 2013 to July 2014

### Starwood Hotels & Resorts - Sheraton Denver Downtown Hotel

Income Auditor June 2009 to July 2013  
Revenue Management - Advanced Development Program May – November 2011  
Accounts Receivable Specialist July 2007 to June 2009  
Front Desk Agent Dec 2004 to July 2007

## Professional Development

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- ◇ **Task Force**
  - January & March 2013 - Westin Snowmass & Wildwood Snowmass
  - November 2010 - W Los Angeles Westwood
- ◇ **ADP** - Advanced Development Program with Revenue Management in 2011
- ◇ **Starwood University PhD** – obtained 2012

## Education

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### Colorado State University – Global Campus

Masters in Management - Organizational Leadership & Change Management Present

### Metropolitan State University of Denver, Colorado

Bachelor of Science in Analytical Chemistry and Human Biology May 2008

## Special Accommodations

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- ◇ Colorado Women Chamber of Commerce award for Green Sustainable Improvements at the Sheraton Denver Downtown & Watts to Waters Most Improvement - May 2012
- ◇ Star of the Month, Sheraton Denver Downtown – June 2011
- ◇ Star of the Month, Sheraton Denver Downtown – April 2011
- ◇ Employee of the Month Award from Adam's Mark Hotel - September 2007

**Tom Foley**

4922 Morgan Drive, Blaine, WA 98230

Phone: 760.880.1825 Email: [tfoley@destimetrics.com](mailto:tfoley@destimetrics.com)

**CAREER SUMMARY**

Almost thirty years of quantitative and qualitative research, working with government agencies, private corporations and non-profit organization both inside and outside of the consumer travel spectrum.

**Professional Experience Highlights**

**Director of Operations, DestiMetrics, LLC**

**05/2006-Present**

- Oversee all aspects of the Production Operations of the company
- Oversight of the Production Manager and team of Destination and Property Analysts
- Oversight of the technical development team
- Oversight of any / all production sub-contractors
- Price point determination
- Cost analysis
- Design and development of data modeling methodology
- Design and oversight of development of over 40 unique report products
- Design and oversight of development of technical systems required to meet production goals
- New product development – concept to implementation
- Technical support to sales and marketing team
- Conversion of sales and marketing team results to product
- Hire/Train specialized analyst teams for products outside standard report protocol
- Quantitative assessment of reports at global, local and property level
- Qualitative assessment of reports at the global, local and property level where warranted
- Public and private presentations – in person and via video/web conference
- Primary Destination relationship manager
- Business partnership relationship development

/.... Cont'd

**Consulting Asst. Director, Visitor Information Services, Big Bear Lake Resort Association  
1999 -2005**

- Oversight of high volume call center in the destination travel industry
- Development of fulfillment reporting methodology
- Implementation and fulfillment of new policies & procedures based on modeled goals
- Development of Web fulfillment methodology
- Implementation of major business case shift based on modeling goals
- Analysis of product cost / fulfillment relationship
- Oversight of fulfillment team

**Qualitative Research Development Manager – CQ Research Corp  
1986 - 1998**

- Responsible for the development of complex research initiatives for Federal, Provincial and Municipal Government agencies
- Oversight of modeling team up to 30 personnel
- Oversight of qualitative assessment team up to 15 personnel
- Develop survey and focus group / intercept project plans for major government research initiatives
- Build survey and focus group / intercept environments
- Develop query flows based on modeling objectives by multiple sample demographics
- Develop what-if scenarios in anticipation of complex demographic scenarios
- Assist qualitative researchers to understand large, complex data sets
- Develop white paper foundations based on qualitative understanding of findings
- Work with qualitative team to interpret quantitative findings
- Public speaking and presentation of findings at ministerial-level of federal and provincial government agencies
- Public media interaction to convey findings



### **3.1.c Composition of All Destination and Corporate Client Accounts by Industry**

#### **Does Not Include Individual Property Clients**

##### **Mountain destinations**

- Aspen Chamber Resort Association
- Aspen Skiing Company
- Beaver Creek Resort (Vail Resorts)
- Beaver Creek Resort Company
- Breckenridge Tourism Office
- Copper Mountain (Powdr Corp)
- Deer Valley Resort
- Gunnison County
- Gunnison Crested Butte Tourism Association
- Jackson Hole Air
- Jackson Hole Central Reservations
- Jackson Hole Chamber of Commerce
- Jackson Hole Mountain Resort
- Keystone Resort (Vail Resorts)
- Mammoth Lakes Tourism
- Mt Bachelor Resort
- Park City Chamber Bureau
- Park City Resort (Vail Resorts)
- Snowmass Tourism
- Stay Aspen Snowmass
- Steamboat Chamber
- Summit County Chamber
- Sun Peaks Tourism
- Telluride Tourism Board
- Teton Tourism Board
- Town of Avon, Colorado
- Town of Frisco, Colorado
- Town of Vail, Colorado
- Vail Local Marketing District
- Vail Mountain (Vail Resorts)
- Vail Valley Partnership
- Visit Big Sky/Big Sky Chamber of Commerce



- Winter Park Fraser Chamber
- Winter Park Resort (Intrawest)

#### **Warm weather destinations**

- Experience Kissimmee
- Florida Keys & Key West MCTDC
- Golden Isles Convention & Visitors Bureau
- Gulf Shores & Orange Beach Tourism
- Hilton Head Island CVB
- Panama City Beach
- Tourism Santa Fe
- Visit Florida

#### **Corporations**

- Intrawest
- Two Roads Hospitality (Formerly Destination Hotels & Resorts)
- Vail Resorts

#### **Trade Associations**

- Central Reservations Association of Destination Resorts
- Colorado Hotel & Lodging Association
- Onsite Property Management Association



### 3.2 – SPECIFIC EXAMPLES OF SIMILAR PROJECTS WITHIN THE TOURISM INDUSTRY FOR DESTINATION MARKETING ORGANIZATIONS

The program proposed in this RFP response represents a standard-structure program replicated across the majority of DestiMetrics client-Destinations / DMO's. We have opted to propose this standard structure as it represents the most effective means of collecting and reporting a robust data set within a community, engaging all members of the lodging sector of the tourism industry in that community, from DMO to property.

Section 3.3, "Five Specific References" describes a cross-section of similar programs currently in operation. For convenience, the three active destinations cited in that section, is replicated below, with specific services contracted to those destinations highlighted.

Client	<b>Hilton Head Island Chamber of Commerce</b>
Contact	Jack Reed, Director of Sales
Address	PO Box 5647 Hilton Head Island, SC 29938
Phone	843-341-8361
Fax	
Email	<a href="mailto:jreed@hiltonheadisland.org">jreed@hiltonheadisland.org</a>
Services	<b>Market Intelligence Pak (News, Econometrics, Briefing, Newsletter, Document Library) Reservations Activity Outlook Report Paid Occupancy - Standard + Custom Reservations Activity Outlook Report - 2 source Paid &amp; Unpaid Blend Overlay Executive Summary Briefing</b>
% of Properties	
Participating	52%
Contract Type	Annual
Start of Service	1-Jan-10
Current Contract	
Ends:	31-Dec-18
Status:	Active / Negotiating Continuance
Value:	\$24,000 annually





Client	<b>Breckenridge Resort Chamber</b>
Contact	Bill Wishowski, President
Address	PO Box 1909, Breckenridge, CO 80424
Phone	970-453-5022
Fax	
Email	<a href="mailto:bwishowski@gobreck.com">bwishowski@gobreck.com</a>
Services	<b>Market Intelligence Pak (News, Econometrics, Briefing, Newsletter, Document Library) Reservations Activity Outlook Report Paid Occupancy - Standard Multi-Destination Comparative Report Paid Occupancy - Standard Multi-Destination Comparative Report Paid Occupancy- Enhanced Executive Summary Briefing Executive Dashboard Briefing Daily Occupancy Report Pure Occupancy- Standard &amp; Mid-Month Daily Occupancy Report Pure Occupancy + Industry Overlay Custom Market Share Report</b>
% of Properties	
Participating	68%
Contract Type	Three Year
Start of Service	1-Nov-06
Current Contract	
Ends:	31-Dec-17
Status:	Active / Ongoing
Value:	\$68,000 annually



Client	<b>Stay Aspen / Snowmass, Town of Snowmass Village, Aspen Resort Chamber, Aspen Ski Co</b>
Contact	Bill Tomcich, President Stay Aspen Snowmass
Address	425 Rio Grande Place, Aspen CO 81611
Phone	970-920-7120
Fax	
Email	<a href="mailto:btomcich@stayaspensnowmass.com">btomcich@stayaspensnowmass.com</a>
Services	<b>Market Intelligence Pak (News, Econometrics, Briefing, Newsletter, Document Library)</b> <b>Reservations Activity Outlook Report Paid Occupancy - Standard Aspen, Snowmass &amp; Combined</b> <b>Multi-Destination Comparative Report Paid Occupancy - Standard Aspen, Snowmass &amp; Combined</b> <b>Executive Summary Briefing, Aspen &amp; Snowmass</b> <b>Daily Occupancy Report Pure Occupancy - Standard &amp; Mid-Month Aspen, Snowmass &amp; Combined</b> <b>Daily Occupancy Report Pure Occupancy + Industry Overlay Aspen, Snowmass &amp; Combined</b> <b>Custom Seasonal 5 Year Report Paid Occupancy - Aspen, Snowmass &amp; Combined</b>
% Properties participating	68%
Contract Type	Three Year
Start of Service	1-Nov-06
Current Contract Ends:	31-Dec-18
Status:	Active / Ongoing
Value:	\$64,000 annually



## REFERENCES

Client	<b>Hilton Head Island Chamber of Commerce</b>
Contact	Jack Reed, Director of Sales
Address	PO Box 5647 Hilton Head Island, SC 29938
Phone	843-341-8361
Fax	
Email	<a href="mailto:jreed@hiltonheadisland.org">jreed@hiltonheadisland.org</a>
Services	Market Intelligence Pak (News, Econometrics, Briefing, Newsletter, Document Library) Reservations Activity Outlook Report Paid Occupancy - Standard + Custom Reservations Activity Outlook Report - 2 source Paid & Unpaid Blend Overlay Executive Summary Briefing
% of Properties Participating	52%
Contract Type	Annual
Start of Service	1-Jan-10
Current Contract	
Ends:	31-Dec-18
Status:	Active / Negotiating Continuance
Value:	\$24,000 annually



Client	<b>Breckenridge Resort Chamber</b>
Contact	Bill Wishowski, President
Address	PO Box 1909, Breckenridge, CO 80424
Phone	970-453-5022
Fax	
Email	<a href="mailto:bwishowski@gobreck.com">bwishowski@gobreck.com</a>
Services	Market Intelligence Pak (News, Econometrics, Briefing, Newsletter, Document Library) Reservations Activity Outlook Report Paid Occupancy - Standard Multi-Destination Comparative Report Paid Occupancy - Standard Multi-Destination Comparative Report Paid Occupancy- Enhanced Executive Summary Briefing Executive Dashboard Briefing Daily Occupancy Report Pure Occupancy- Standard & Mid-Month Daily Occupancy Report Pure Occupancy + Industry Overlay Custom Market Share Report
% of Properties	
Participating	68%
Contract Type	Three Year
Start of Service	1-Nov-06
Current Contract	
Ends:	31-Dec-17
Status:	Active / Ongoing
Value:	\$68,000 annually



<b>Client</b>	<b>Stay Aspen / Snowmass, Town of Snowmass Village, Aspen Resort Chamber, Aspen Ski Co</b>
<b>Contact</b>	Bill Tomcich, President Stay Aspen Snowmass
<b>Address</b>	425 Rio Grande Place, Aspen CO 81611
<b>Phone</b>	970-920-7120
<b>Fax</b>	
<b>Email</b>	<a href="mailto:btomcich@stayaspensnowmass.com">btomcich@stayaspensnowmass.com</a>
<b>Services</b>	Market Intelligence Pak (News, Econometrics, Briefing, Newsletter, Document Library) Reservations Activity Outlook Report Paid Occupancy - Standard Aspen, Snowmass & Combined Multi-Destination Comparative Report Paid Occupancy - Standard Aspen, Snowmass & Combined Executive Summary Briefing, Aspen & Snowmass Daily Occupancy Report Pure Occupancy - Standard & Mid-Month Aspen, Snowmass & Combined Daily Occupancy Report Pure Occupancy + Industry Overlay Aspen, Snowmass & Combined Custom Seasonal 5 Year Report Paid Occupancy - Aspen, Snowmass & Combined
<b>% Properties participating</b>	68%
<b>Contract Type</b>	Three Year
<b>Start of Service</b>	1-Nov-06
<b>Current Contract</b>	
<b>Ends:</b>	31-Dec-18
<b>Status:</b>	Active / Ongoing
<b>Value:</b>	\$64,000 annually



Client	<b>Visit Florida</b>
Contact	Vicki Allen, Senior Research Manager
Address	2540 W Executive Center Cir #200, Tallahassee, FL 33301
Phone	850-205-3860
Fax	
Email	<a href="mailto:vallen@visitflorida.com">vallen@visitflorida.com</a>
Services	Custom Statewide Transient Inventory Study: Quantified the non-hotel lodging inventory across 25 counties in the State of Florida. Assay included lodging type, size, bedrooms, location, property rating. Final Product: 25 Individual County Reports, 5 Regional Aggregates, 1 Statewide Aggregate
Contract Type	1-Time
Start of Service	11/15/15
Current	
Contract Ends:	9/30/16
Status:	Closed / Intactive
Value:	\$90,000
Reason For Cancel	1 Time Agreement. Foundational Work in anticipation of future opportunities



Client	<b>Intrawest, LLC &amp; Intrawest US Holdings Inc.</b>
Contact	Ian Arthur, Chief Marketing Officer
Address	1621 18th St, Suite 300, Denver CO 80202
Phone	303-749-8229
Fax	
Email	<a href="mailto:mbowers@intrawest.com">mbowers@intrawest.com</a>
Services	Corporate Custom Market Intelligence Pak (News, Econometrics, Briefing, Newsletter, Document Library) Multi-Destination Comparative Report Paid Occupancy: Stratton, snowshoe, Tremblant Daily Occupancy Report Pure Occupancy - Custom: Corporate View 1x Multi-Destination Comparative Report Paid Occupancy - Custom: Stratton, snowshoe, Tremblant Daily Occupancy Report Pure Occupancy - Custom: Winter Park 1x
Contract Type	Annual
Start of Service	15-Nov-11 (Corp)
Current Contract	
Ends:	31-May-16
Status:	Closed / Inactive
Value:	\$25,000 Annually
Reason For	
Cancel	Program suspended pending completion of technology development at client

OFFICE OF THE SECRETARY OF STATE  
OF THE STATE OF COLORADO

**CERTIFICATE OF FACT OF GOOD STANDING**

I, Wayne W. Williams, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office,

DestiMetrics, LLC

is a

Limited Liability Company

formed or registered on 05/12/2006 under the law of Colorado, has complied with all applicable requirements of this office, and is in good standing with this office. This entity has been assigned entity identification number 20061193774 .

This certificate reflects facts established or disclosed by documents delivered to this office on paper through 01/06/2017 that have been posted, and by documents delivered to this office electronically through 01/09/2017 @ 09:33:53 .

I have affixed hereto the Great Seal of the State of Colorado and duly generated, executed, and issued this official certificate at Denver, Colorado on 01/09/2017 @ 09:33:53 in accordance with applicable law. This certificate is assigned Confirmation Number 10008895 .



A handwritten signature in blue ink that reads "Wayne W. Williams".

Secretary of State of the State of Colorado

\*\*\*\*\*End of Certificate\*\*\*\*\*  
*Notice: A certificate issued electronically from the Colorado Secretary of State's Web site is fully and immediately valid and effective. However, as an option, the issuance and validity of a certificate obtained electronically may be established by visiting the Validate a Certificate page of the Secretary of State's Web site, <http://www.sos.state.co.us/biz/CertificateSearchCriteria.do> entering the certificate's confirmation number displayed on the certificate, and following the instructions displayed. Confirming the issuance of a certificate is merely optional and is not necessary to the valid and effective issuance of a certificate. For more information, visit our Web site, <http://www.sos.state.co.us/> click "Businesses, trademarks, trade names" and select "Frequently Asked Questions."*



## PRICING SHEET

Description	Amount	How Billed
<i>See Custom Schedule Attached Here</i>		<input checked="" type="checkbox"/> Monthly <input type="checkbox"/> Annually
		<input type="checkbox"/> Monthly <input type="checkbox"/> Annually
		<input type="checkbox"/> Monthly <input type="checkbox"/> Annually
		<input type="checkbox"/> Monthly <input type="checkbox"/> Annually
		<input type="checkbox"/> Monthly <input type="checkbox"/> Annually

List third-party pass-through expenses subject to markup, if any	Amount	Markup Amount/Percent

Custom Pricing Schedule

Product Name	Onetime Fees	Data Submitting Lodging Mgmt Co: Annual Pricing to be billed monthly in arrears			Notes
		5-9	10-14	15-19	
Planing, System Configuration, Property Engagement, Establish History, Initialization	\$11,400				
Transient Inventory Assessment	\$4,500				Modify/Augment Visit Florida
BASIC DESTINATION PROGRAM ELEMENTS					
Reservation Activity Outlook (RAO)	\$2,000	\$8,250	\$11,275	\$15,125	
RAO Executive Summary	\$825	\$3,355	\$3,355	\$3,355	- with broad distribution rights
Daily Occupancy Report (DOR)	\$2,200	\$11,550	\$14,245	\$17,050	
DOR 60 Day Retail Report		inc	inc	inc	Included at no additional charge
Market Intelligence Pak	N/A	inc	inc	inc	complimentary courtesy inclusion
DOR Event Calendar Overlay	\$750	\$3,850	\$3,850	\$3,850	
Guest Profiler	\$4,180	\$3,520	\$4,675	\$5,830	Based on Sample of up to 10 Submitters
Destination Dashboard	\$750	\$4,125	\$4,125	\$4,125	
Premium Support/Qtrly Web Presentations		\$3,850	\$5,225	\$6,600	
<b>Sub-Total</b>	<b>\$26,605</b>	<b>\$38,500</b>	<b>\$46,750</b>	<b>\$55,935</b>	



### **3.5 – ACKNOWLEDGEMENT OF UNDERSTANDING AND COMPLIANCE WITH STATE STATUTES AND COUNTY POLICIES**

DestiMetrics acknowledges an understanding of State and County statutes and polices including, but not limited to, the County Purchasing Manual pertaining to the activities of DestiMetrics as the selected vendor of this RFP, including

- That, per state law, DestiMetrics will not be compensated until after the service has been performed.

# State of Florida



## Department of State

I certify from the records of this office that DESTIMETRICS, LLC, is a Colorado limited liability company authorized to transact business in the State of Florida, qualified on August 13, 2014.

The document number of this limited liability company is M14000005878.

I further certify that said limited liability company has paid all fees due this office through December 31, 2014, and its status is active.

I further certify that said limited liability company has not filed a Certificate of Withdrawal.

Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this the  
Eighteenth day of August, 2014



CR2EO22 (1-11)

*Ken Detzner*

Ken Detzner  
Secretary of State

## Detail by Entity Name

Foreign Limited Liability Company  
DESTIMETRICS, LLC

### Filing Information

**Document Number** M14000005878  
**FEI/EIN Number** 20-4888684  
**Date Filed** 08/13/2014  
**State** CO  
**Status** ACTIVE

### Principal Address

678 S FRANKLIN ST  
DENVER, CO 80209

### Mailing Address

678 S FRANKLIN ST  
DENVER, CO 80209

### Registered Agent Name & Address

NORTHWEST REGISTERED AGENT LLC  
3030 N ROCKY POINT DR STE 150A  
TAMPA, FL 33607

### Authorized Person(s) Detail

#### **Name & Address**

Title P

GARRISON, RALF  
678 S FRANKLIN ST  
DENVER, CO 80209

### Annual Reports

<b>Report Year</b>	<b>Filed Date</b>
2015	04/01/2015
2016	03/30/2016

### Document Images

<a href="#">03/30/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">04/01/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">08/13/2014 -- Foreign Limited</a>	<a href="#">View image in PDF format</a>

**2016 FOREIGN LIMITED LIABILITY COMPANY ANNUAL REPORT**

**FILED**  
**Mar 30, 2016**  
**Secretary of State**  
**CC9888319967**

DOCUMENT# M14000005878

**Entity Name:** DESTIMETRICS, LLC

**Current Principal Place of Business:**

678 S FRANKLIN ST  
DENVER, CO 80209

**Current Mailing Address:**

678 S FRANKLIN ST  
DENVER, CO 80209

**FEI Number:** 20-4888684

**Certificate of Status Desired:** No

**Name and Address of Current Registered Agent:**

NORTHWEST REGISTERED AGENT LLC  
3030 N ROCKY POINT DR STE 150A  
TAMPA, FL 33607 US

*The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.*

**SIGNATURE:**

\_\_\_\_\_  
Electronic Signature of Registered Agent

\_\_\_\_\_  
Date

**Authorized Person(s) Detail :**

Title P  
Name GARRISON, RALF  
Address 678 S FRANKLIN ST  
City-State-Zip: DENVER CO 80209

*I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am a managing member or manager of the limited liability company or the receiver or trustee empowered to execute this report as required by Chapter 605, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.*

**SIGNATURE:** RALF GARRISON

**DIRECTOR**

**03/30/2016**

\_\_\_\_\_  
Electronic Signature of Signing Authorized Person(s) Detail

\_\_\_\_\_  
Date

## DRUG-FREE WORKPLACE CERTIFICATION

THE BELOW SIGNED RESPONDENT CERTIFIES that it has implemented a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under quote a copy of the statement specified in subsection 1.
4. In the statement specified in subsection 1, notify the employees that, as a condition of working on the commodities or contractual services that are under quote, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893, Florida Statutes, or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in, drug abuse assistance or rehabilitation program if such is available in employee's community, by any employee who is convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign this statement, I certify that this firm complies fully with the above requirements.

DATE: 1/9/17

SIGNATURE: 

COMPANY: Desti Metrics LLC

NAME: Ralf Garrison

(Typed or Printed)

ADDRESS: 678 S. Franklin St,  
Denver, CO 80209

TITLE: CEO

E-MAIL: rgarrison@destimetrics.com

PHONE NO.: 303-722-7346

## CONFLICT OF INTEREST DISCLOSURE FORM

For purposes of determining any possible conflict of interest, all respondents, must disclose if any Okaloosa Board of County Commissioner, employee(s), elected officials(s), or if any of its agencies is also an owner, corporate officer, agency, employee, etc., of their business.

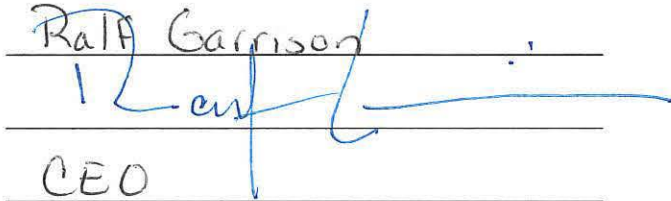
Indicate either "yes" (a county employee, elected official, or agency is also associated with your business), or "no". If yes, give person(s) name(s) and position(s) with your business.

YES: \_\_\_\_\_ NO: X \_\_\_\_\_

NAME(S)	POSITION(S)
---------	-------------


FIRM NAME: DestiMetrics LLC

BY (PRINTED): Ralph Garrison

BY (SIGNATURE): 

TITLE: CEO

ADDRESS: 678 S. Franklin St.

PHONE NO.: 303-722-7346

E-MAIL: rgarrison@destimetrics.com

DATE: 1/9/17



## FEDERAL E-VERIFY COMPLIANCE CERTIFICATION

In accordance with Okaloosa County Policy and Executive Order Number 11-116 from the office of the Governor of the State of Florida, Respondent hereby certifies that the U.S. Department of Homeland Security's E-Verify system will be used to verify the employment eligibility of all new employees hired by the respondent during the contract term, and shall expressly require any subcontractors performing work or providing services pursuant to the contract to likewise utilize the U.S. Department of Homeland Security's E-Verify system to verify the employment eligibility of all new employees hired by the subcontractor during the contract term; and shall provide documentation such verification to the COUNTY upon request.

---

As the person authorized to sign this statement, I certify that this company complies/will comply fully with the above requirements.

DATE: 4/9/17

SIGNATURE: 

COMPANY: DestiMetrics LLC

NAME: Ralf Garrison

ADDRESS: 678 S. Franklin St.  
Denver, CO 80209

TITLE: CEO

E-MAIL: rgarrison@destimetrics.com

PHONE NO.: 303-722-7346

## NO CONTACT CLAUSE

The Board of County Commissioners have established a solicitation silence policy (**No Contact Clause**) that prohibits oral and written communication regarding all formal solicitations for goods and services (formal bids, Request for Proposals, Requests for Qualifications) issued by the Board through the County Purchasing Department.


The period commences when the procurement document is received by the County and terminates when the Board of County Commissioners approves an award.

When the solicitation silence period is in effect, no oral or written communication is allowed regarding the solicitation between prospective respondents and members of the Board of County Commissioners the County Administrator, county employees or members of the Board Approved Review Committee. All questions or requests for information regarding the solicitation **MUST** be directed to the designated Purchasing Representative listed in the solicitation.

Any information thought to affect the committee or staff recommendation submitted after bids are due, should be directed to the Purchasing Manager or an appointed representative. It shall be the Purchasing Manager's decision whether to consider this information in the decision process.

**Any violation of this policy shall be grounds to disqualify the respondent from consideration during the selection process.**

All respondents must agree to comply with this policy by signing the following statement and including it with their submittal.

I  representing DestiMetrics LLC  
Signature Company Name

On this 9<sup>th</sup> day of January ~~2016~~<sup>2017</sup> hereby agree to abide by the County's "No Contact Clause" and understand violation of this policy shall result in disqualification of my proposal/submittal.

# RECYCLED CONTENT FORM

## RECYCLED CONTENT INFORMATION

1. Is the material in the above: Virgin N/A or Recycled N/A (Check the applicable blank). If recycled, what percentage N/A %.

Product Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Is your product packaged and/or shipped in material containing recycled content?

Yes N/A No N/A

Specify: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. Is your product recyclable after it has reached its intended end use?

Yes N/A No N/A

Specify: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The above is not applicable if there is only a personal service involved with no product involvement.


Name of Respondent: Ralf Garrison

E-Mail: rgarrison@destimetrics.com

## INDEMNIFICATION AND HOLD HARMLESS

To the fullest extent permitted by law, Respondent shall indemnify and hold harmless the County, its officers and employees from liabilities, damages, losses, and costs including but not limited to reasonable attorney fees, to the extent caused by the negligence, recklessness, or intentional wrongful conduct of the Respondent and other persons employed or utilized by the Respondent in the performance of this Agreement.

DestiMetrics LLC  
Respondent's Company Name

  
Authorized Signature – Manual

678 S Franklin St. Denver, CO 80209  
Physical Address

Ralf Garrison  
Authorized Signature – Typed

678 S. Franklin St. Denver, CO 80209  
Mailing Address

CEO  
Title

303-722-7346  
Phone Number

303-952-7665  
FAX Number

303-929-2122  
Cellular Number

303-929-2122  
After-Hours Number(s)

1/9/17  
Date

## COMPANY DATA

Respondent's Company Name:

DestiMetrics LLC

Physical Address & Phone #:

678 S. Franklin St.

Denver, CO 80209

303-722-7346

Contact Person (Typed-Printed):

Ralf Garrison

Phone #:

303-722-7346 ext. 5

Cell #:

303-929-2122

Email:

rgarrison@destimetrics.com

Federal ID or SS #:

03-0370559

Respondent's License #:

Florida Corporate # M14000005878

Fax #:

303-952-7665

Emergency #'s After Hours,  
Weekends & Holidays:

303-929-2122

## ADDENDUM ACKNOWLEDGEMENT

Acknowledgment is hereby made of the following addenda (identified by number) received since issuance of solicitation:

ADDENDUM NO.

DATE

1

January 3, 2017

NOTE: Prior to submitting the response to this solicitation, it is the responsibility of the respondent to confirm if any addenda have been issued. If such addenda have been issued, acknowledge receipt by noting number(s) and date(s) above.

# LOBBYING - 31 U.S.C. 1352, 49 CFR Part 19, 49 CFR Part 20

## APPENDIX A, 49 CFR PART 20--CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements  
(To be submitted with each bid or offer exceeding \$100,000)

The undersigned [Contractor] certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for making lobbying contacts to an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form--LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions [as amended by "Government wide Guidance for New Restrictions on Lobbying," 61 Fed. Reg. 1413 (1/19/96). Note: Language in paragraph (2) herein has been modified in accordance with Section 10 of the Lobbying Disclosure Act of 1995 (P.L. 104-65, to be codified at 2 U.S.C. 1601, *et seq.*)]

3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31, U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

[Note: Pursuant to 31 U.S.C. § 1352(c)(1) -(2)(A), any person who makes a prohibited expenditure or fails to file or amend a required certification or disclosure form shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such expenditure or failure.]

The Contractor, Dest Metrics LLC, certifies or affirms the truthfulness and accuracy of each statement of its certification and disclosure, if any. In addition, the Contractor understands and agrees that the provisions of 31 U.S.C. A 380], *et seq.*, apply to this certification and disclosure, if any.

 Signature of Contractor's Authorized Official

Ralf Garrison, CEO Name and Title of Contractor's Authorized Official

4/9/17 Date



CA#13

**BOARD OF COUNTY COMMISSIONERS  
AGENDA REQUEST**

**DATE:** April 4, 2017  
**TO:** Honorable Chairman and Members of the Board  
**FROM:** Greg Kisela  
**SUBJECT:** Request approval of the contract with DestiMetrics, LLC  
**DEPARTMENT:** Purchasing  
**BCC DISTRICT:** 2,4,5

---

**STATEMENT OF ISSUE:** Request approval of the contract with DestiMetrics, LLC to provide Destination Lodging Bookings Data Services for the Okaloosa County Tourist Development Department. (RFP TDD 10-17)

**BACKGROUND & ANALYSIS:** On February 21, 2017, the Board approved to begin contract negotiations with DestiMetrics, LLC to provide Destination Lodging Bookings Data Services for the Okaloosa County Tourist Development Department. The contract is now complete and is ready for the Chairman’s signature. Staff requests approval of the contract with DestiMetrics, LLC and requests authorization for the Chairman to sign the document.

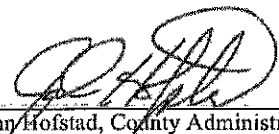
DestiMetrics, LLC will work with local tourist development tax collectors (e.g. hotels, condos, houses, RV parks, campsites) to develop and maintain destination-wide reporting on lodging bookings data. Such reservations data is commonly the basis of “pace reports” and is intended to provide an overview of future bookings and their projected economic impact.

**OPTIONS:** Approve/Deny

**RECOMMENDATION:** Staff recommends approval of the contract with DestiMetrics, LLC to provide Destination Lodging Bookings Data Services for the Okaloosa County Tourist Development Department.

  
\_\_\_\_\_  
Greg Kisela, Purchasing Director 3/24/2017

**RECOMMENDED BY:**

  
\_\_\_\_\_  
John Hofstad, County Administrator 3/28/2017

**APPROVED BY:**

**John Hofstad, County Administrator**



## CONTRACT & LEASE INTERNAL COORDINATION SHEET

Contract/Lease Number: <u>TBD</u>	Tracking Number: <u>2329-17</u>
Contractor/Lessee Name: <u>Destinetics</u>	Grant Funded: YES ___ NO ___
Purpose: <u>Destinetics lodging bookings data services</u>	
Date/Term: <u>May 1, 2017 - May 31, 2018 with 2 one yr renewals.</u>	<input checked="" type="checkbox"/> GREATER THAN \$50,000
Amount: <u>\$26,155 one-time startup / \$56,745 annually</u>	2. <input type="checkbox"/> GREATER THAN \$25,000
Department: <u>TDD</u>	3. <input type="checkbox"/> \$25,000 OR LESS
Dept. Monitor Name: <u>Ourworth</u>	
Document has been reviewed and includes any attachments or exhibits.	

### Purchasing Review

Procurement requirements are met:

Ch - Powell  
Purchasing Director or designee

Date: 3/20/2017

Greg Kisela, Charles Powell, DeRita Mason, Matthew Young

### Risk Management Review

Approved as written:

Krystal King  
Risk Manager or designee

Date: 3-21-17

Laura Porter or Krystal King

### County Attorney Review

*See approval dated 3/17/2017*

Approved as written:

\_\_\_\_\_  
County Attorney

Date: \_\_\_\_\_

Gregory T. Stewart, Lynn Hoshihara, Kerry Parsons or Designee

Following Okaloosa County approval:

### Contracts & Grants

Document has been received:

\_\_\_\_\_  
Contracts & Grants Manager

Date: \_\_\_\_\_

**TOURIST DEVELOPMENT DEPARTMENT  
CONTRACT APPROVAL FORM**

**CONTRACTOR NAME:** Destimetrics

**PURPOSE:** Destination lodging bookings data services

**TERM:** May 1, 2017 – May 31, 2018 (with two one-year renewals)

**AMOUNT:** \$26,155 one-time startup; \$56,745 annually

I have reviewed the above-referenced Contract and find it to be in compliance with the Tourist Development Department Operations & Procedures Manual, the Okaloosa County Purchasing Manual and applicable local, state and federal laws, rules and regulations.

**(Initial applicable authorization)**

LH This approval authorizes the contract **to be entered into by the County and executed by the appropriate authorizing official in accordance with the Okaloosa County Purchasing Manual.**

\_\_\_\_\_ This approval authorizes the payment under the Contract **to be processed for payment.**

**APPROVED AS TO FORM AND LEGALITY:**

  
\_\_\_\_\_  
TDD ATTORNEY

**LYNN HOSHIHARA**

**MARCH 17, 2017**

## Charles Powell

---

**From:** Charles Powell  
**Sent:** Tuesday, March 21, 2017 1:57 PM  
**To:** Charlotte Dunworth; Matthew Young  
**Subject:** RE: DestiMetrics for contract coordination

Hi Charlotte,

This has been approved by Legal and Risk. Please send the contract to Destimetrics for signature and once we receive it back we will take it to the Board for signature.

Let me know if you have any questions.

Respectfully,

*Charles Powell*  
Contracts & Lease Coordinator  
Okaloosa County Purchasing Department  
5479A Old Bethel Road  
Crestview, Florida 32536  
Voice: 850-689-5960  
Fax: 850-689-5970  
[cpowell@co.okaloosa.fl.us](mailto:cpowell@co.okaloosa.fl.us)

**Please note: Due to Florida's very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication, including your e-mail address, may be subject to public disclosure.**

---

**From:** Charlotte Dunworth  
**Sent:** Monday, March 20, 2017 10:30 AM  
**To:** Charles Powell <[cpowell@co.okaloosa.fl.us](mailto:cpowell@co.okaloosa.fl.us)>; Matthew Young <[myoung@co.okaloosa.fl.us](mailto:myoung@co.okaloosa.fl.us)>  
**Subject:** DestiMetrics for contract coordination

Hi Charles/Matthew,  
Please route the attached contract through coordination (RFP TDD 10-17). I am sending the original blue sheet to Charles since this item will be placed on the BCC agenda by purchasing. Thanks!



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
4/14/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

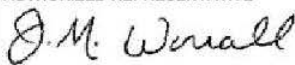
<b>PRODUCER</b> HAUSER 5905 E. Galbraith Rd, Ste 9000 Cincinnati OH 45236	<b>CONTACT NAME:</b> Kassie Weidner <b>PHONE (A/C. No. Ext):</b> 513-745-9200 <b>E-MAIL ADDRESS:</b> kweidner@thehausergroup.com	<b>FAX (A/C. No):</b> 513-745-9219
	<b>INSURER(S) AFFORDING COVERAGE</b>	
<b>INSURED</b> NTM Holdings, LLC 100 Lightning Way Seacacus, NJ 07094	<b>INSURER A:</b> Chubb Ins Co of New Jersey	<b>NAIC #</b> 41386
	<b>INSURER B:</b> Vigilant Insurance Company	20397
	<b>INSURER C:</b> ACE American Ins. Co.	22667
	<b>INSURER D:</b> Great Northern Insurance Co	20303
	<b>INSURER E:</b> Federal Insurance Company	20281
	<b>INSURER F:</b>	

**COVERAGES** **CERTIFICATE NUMBER:** 2013775615 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
D	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:			3578-7077	10/28/2016	10/28/2017	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000 MED EXP (Any one person) \$10,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COMP/OP AGG \$2,000,000 Emp Benefits \$1M/1M
E	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			7351-6192	10/28/2016	10/28/2017	COMBINED SINGLE LIMIT (Ea accident) \$1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$			7981-0906	10/28/2016	10/28/2017	EACH OCCURRENCE \$10,000,000 AGGREGATE \$10,000,000 \$
B	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	7170-7899	10/28/2016	10/28/2017	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE - EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000
C	E&O and Cyber			G25584995-002	12/19/2016	12/19/2017	\$10,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

<b>CERTIFICATE HOLDER</b> Okaloosa County 5479A Old Bethel Road Crestview FL 32536	<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
---	--