

ARLINGTON COUNTY, VIRGINIA

**AGREEMENT NO. 23-AED-SS-518
AMENDMENT NUMBER 1**

This **Amendment Number 1** is made on the date of execution by the County and amends **Agreement Number 23-AED-SS-518** ("Main Agreement") dated March 21, 2023 between **Zartico, Inc.** ("Contractor") and the County Board of Arlington County, Virginia ("County").

The County and the Contractor agree to amend the Main Agreement as follows:

- 1. REPLACE EXHIBIT A: STATEMENT OF WORK IN ITS ENTIRETY WITH THE ATTACHED REVISED EXHIBIT A: STATEMENT OF WORK TO INCORPORATE THE CSV UPLOADER.**

All other terms and conditions of the Main Agreement remain in effect.

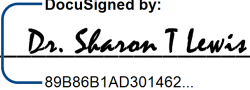
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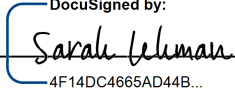
THE COUNTY BOARD OF ARLINGTON
COUNTY, VIRGINIA

ZARTICO, INC.

PRINT: Dr. Sharon T Lewis

PRINT: Sarah Lehman

SIGNATURE: 
89B86B1AD301462...

SIGNATURE: 
4F14DC4665AD44B...

TITLE: Purchasing Agent

TITLE: CEO

DATE: 9/14/2023

DATE: 8/23/2023



REVISED EXHIBIT A

STATEMENT OF WORK

This Statement of Work ("SOW") is governed by the Service Agreement entered into by and between Zartico and Client ("Agreement"). Under this SOW and the Agreement, Zartico will provide the following Services to the County:

DESCRIPTION OF SERVICES/DELIVERABLES: 3.0 Standard - Package #1: \$65,000/year (Including Expanded Geo-location, Event Data, Spending Credit/Debit Data, Analytic Designer Function, Website Contribution). Plus, CVS Uploader annual rate of \$5,000 (\$416.66 p/mo). Partner agrees to pay for this service the remaining 21 months (\$8,749.86) of the current agreement. 2-year term 5/1/23-4/30/25.

Arlington Convention & Visitors Service Package	3.0 Standard 1
Visitor + Resident Population	3M+
Base Package Amount	\$65,000/yr
Includes: Geo, Event & Credit card expanded view	✓
Includes: Set up, Warehousing and Maintenance	✓
Website Contribution	✓
CSV Uploader	\$5,000/yr
3.0 Enhancements	
Zartico Benchmarks	✓
Zartico Indices	✓
Destination Performance (census, jobs, taxes, weather)	
Director Brief / CEO Module	✓
Employment	✓
Weather	✓
Tax	✓
Normalized Geolocation Data	
Geolocation data provided by Zartico with 24 hour refresh	✓
- High-definition visibility into origin market, visitor and resident flow and cross visitation to essential destination places/points of interest	✓
- Length of stay segmentation	✓
Short Trip	✓
Day Trip	✓
Long Day Trip	✓
Overnight Stay	✓
Historical Look Back: January 1, 2019 thru Present	Included in all packages
Primary Places of Impact (Drivers, Attractions)	Zartico Place-Based Strategy (within funding boundary)
Contextual Places of Impact (Hotels, Restaurants, Retail)	Zartico Place-Based Strategy (within funding boundary)
Regions	✓
Out of Boundary POIs (Outside of geographic boundary)	5
Dynamic Visualizations and Analysis (additional \$5000)	6
Visitor Value (Credit + Debit card data provided through Zartico)	
Visitor Spend: January 1, 2019 thru Present	✓
Events, Convention & Sales Performance (Event data provided through Zartico)	
Events View	✓
CRM: (Simpleview or iDSS)	✓
Education & Advisor Support	
Playbooks	✓
Remote Training	✓
Strategic Advising Sessions	Monthly/ Dedicated
Analytic Designer Function	✓
Destination Occupancy, Hotel and Short Term Rentals (Data provided by DMO: STR, AirDNA, Key Data, Transparent)	
Data before 2019 available at \$5000/year	Data includes January 2019 to present
Marketing Performance (data provided by DMO: Google Analytics, Google Campaign Manager, Facebook, Twitter, Instagram)	
Website + Content Performance	✓
Organic Social Performance	✓
Strategic Planning	✓
Paid Social Facebook & Paid Google Search	✓
Paid Media (ad server required and fees additional)	✓