



# Final Proposal for City of Muskegon Heights, Michigan

Attention: **Troy Bell, City Manager**

Thank you very much for your interest in Bloomz for City-Citizen Communications. We have customized this proposal for your city based on our discussions and your needs, including citizen/household enrollment, feature set and others. Please review and sign below so we can set your city set up for 21st century communication while avoiding the pitfalls of general social-media tools.

## 1. City Communication Package

Your Bloomz for City Premium package includes the following to create a truly one-stop communication, coordination and community building platform in your entire city :

- City wide communication, coordination  
City wide alerts, targeting communications to multiple departments and neighborhoods, sync city calendar, city staff communications
- City & Department Staff Communication  
In addition to communication with citizens, Bloomz also allows you to unify communications with staff at the city departments on the same platform
- City level Control and Oversight  
Administrators at the neighborhoods as well as city-level can access all the communication records down to private and deleted conversations between leaders and citizens for compliance purposes
- Neighborhood wide communication, coordination  
Admins can send neighborhood-wide updates, announcements, alerts, event scheduling, volunteer signups, household portfolios, citizen behavior management and translation to over 100 languages.
- Administrator Access  
Access to all neighborhoods in your city, automatic hierarchy at the city-level maintained with control on what citizens can perform at the neighborhood or city level.
- Robo Calling  
Robo Calling allows admins to record their voice and deliver the voice message neighborhood-wide via phone call/voicemail in addition to messages and notifications on the apps.
- Bulk setup tools  
Bulk import via CSV file or use codes to onboard citizens and department members.
- Administrator dashboard  
An administrator dashboard with relevant statistics and data to understand how your neighborhoods are using Bloomz for their citizen communication.
- Unlimited cloud storage  
No limits on photos, documents, video or any other storage for the term of your subscription.
- Premium Support  
Get premium support level through email, phone

or messaging (via Facebook). Support includes admins and citizens.

## 2 Pricing proposal for your city

The term of this contract is for a period of 3 years (contract term).

Your full monthly subscription will begin 11/01/2020 with this plan to provide the most complete app for city-wide communication and coordination to all citizens, administrators, and staff in your city with 3564 household enrollment.

**Payments begin** 01/01/2020 and will align to the following payment schedule included below for your budgeting convenience (Please note that future year totals will be updated with the then citizen enrollment counts):

	<b>Pilot till 10/30/2020</b>	<b>Full Subscription 11/1/2020 onwards for 3 years</b>
One-time setup costs (for customizations and pilot rollout)	Terminology changes (optional customization) Payment due by 3/31/2020 \$3567.00	N/A
	Roles and Onboarding changes (optional customization) Payment due by 6/30/2020 \$3567.00	
	Pilot period (3 months): Payment due by 9/1/2020 \$5,000	
Monthly household subscription rate	N/A	\$5.00 /household/ month
Monthly billing (Based on 3564 households enrollment)	N/A	\$17,820.00 per month

Bloomz will deliver core experience and terminology changes to fit the application on-boarding for citizens to be specific to city use (and eliminate school related terminology). This allows full rollout to all citizens for core communication, coordination and community building needs of the city. Specifically, these include replacing the child, school, class and parent terminology with household, city, neighborhood, and citizen through out the on-boarding experience.

**Performance clause:** This contract will operate on a trial basis until November 1, 2020. City will make the payments as per the table above for the trial period. During the trial period the city will deploy the current modified communication platform for cities and continue to work with Bloomz to address the necessary fixes to serve as a robust community communication and engagement application. **On or before November 1**, the city will have an opportunity to elect to continue or cease to use the application. If the city elects to cease use of the application, then any obligations for payment will be null and void at that time. The total pilot costs obligation shall not exceed \$5000 unless additional customization is requested.

This proposal needs to be signed on or before 01/09/2020 to keep this pricing.

### **3. Referral Program (Earn up to 50% discount on your subscription!)**

**Step 1: Share this code:** COM135 with everyone you speak to about Bloomz.

**Step 2:** Those cities embrace Bloomz for Cities Premium and share that code with us at the time of purchase.

**Step 3:** Each new city that used your code gets 10% off their year 1 subscription.

**Step 4:** Your city gets 10% discount applied (calculated against the lesser of the your and referred city's subscription prices) for every referral (up to 50% max discount of your subscription) on your following year's Bloomz Premium renewal.

*TIP:* Get more communities to use your referral code every year to maximize your savings on every year's renewal.

*TIP:* Participation in Referral Program permits Bloomz to share your unique code with other city communities in your network to help maximize your potential savings.

### **4. Champion Program**

A leader of your city will participate in the following within the first 12 months of your Bloomz Premium subscription:

- Write a blog about the benefits of Bloomz at your city
- Post 10 social media posts sharing success stories
- Participate in Case Study at City level
- Refer other cities(s) to Bloomz for Cities Premium

### **5. Payment terms**

Once agreed, we will invoice you for your initial payment and then schedule a monthly invoicing for the subscription and payment is due within 30 days. Contract renews at the end of the term (3 years), at the then current price, unless otherwise expressed in writing within the 60 prior to the termination of the current contract. At the end of each year during the term of this

contract, City should resend the official household enrollment count in your city and we will adjust pricing commitment accordingly. Any changes in pricing will be notified to you in writing, prior to your annual billing or renewal.

**Note:** You can cancel the contract to stop using the service but you are required to pay the full committed contractual amount for the remainder of the contract period within 30 days from cancellation.

## 6. Privacy

Bloomz is committed to your and your city's privacy and security. Please read our privacy policy available on [www.bloomz.com/privacypolicy](http://www.bloomz.com/privacypolicy).

## 7. Other Terms and Conditions

By signing below, you also agree to our general terms of use available on [www.bloomz.com/terms](http://www.bloomz.com/terms). You understand that some of the features stated above are not yet available on Bloomz, but will be made available in the future. Bloomz commits to do everything in their ability to launch the above features in the above stated time. Any changes to the above will be communicated to you in advance and we'll make every effort to make up for changes in time or feature set.

## 8. Signature:

Signature:

*Troy Bell*

Printed Name:

Troy Bell

Role:

Manager

Date:

01/08/2020

Email:

Letroy.bell@gmail.com

Phone Number:

317 [REDACTED]

Address:

[REDACTED] Alysheba Dr WL 47906

# Signature Certificate

Document Ref.: KCT5J-XEQH6-UYAUZ-6FAFT

Document signed by:



**Troy Bell**

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17 Jan 2016 17:16:43 UTC

*Troy Bell*



17 Jan 2016 17:16:43 UTC

*Chaks Appalabattula*

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Signed with PandaDoc.com

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