



Proposal for City of Muskegon, 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 :

<ul style="list-style-type: none">• City wide communication, coordination	City wide alerts, targeting communications to multiple departments and neighborhoods, sync city calendar, city staff communications
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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.
<ul style="list-style-type: none">• 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.
<ul style="list-style-type: none">• 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.
<ul style="list-style-type: none">• Payment collections	Collect all the payments due from the citizens either one-time or on a recurring basis.
<ul style="list-style-type: none">• Citizen behavior management + portfolios	Visibility of both household portfolios and behavior management for citizens in your neighborhoods over time.
<ul style="list-style-type: none">• Bulk setup tools	Bulk import via CSV file or use codes to onboard citizens and department members.
<ul style="list-style-type: none">• 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 01/01/2020 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 4700 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):

	Year 1 Full Subscription starts 1/1/2020 - 12/31/2020	Year 2 onwards 1/1/2021 - 12/31/2021 annually
One-time setup costs	\$20,000.00 one-time	N/A
Monthly household subscription rate	\$2.00 /household (Applied 60% discount off \$5.00/household)	\$5.00 /household/ month
Monthly billing (Based on 4700 households enrollment)	\$9,400.00 per month	\$23,500.00 per month

Bloomz payment collection from citizens and city commitment: Bloomz will allow payments feature to collect subscription payments for communication utility. The total monthly revenue generated per month from user subscriptions shall be used to offset the monthly payment commitments of the city for Bloomz.

Should the revenues generated by user subscriptions by Bloomz payment system fail to meet that amount the difference shall be deemed a shortage and the city shall be invoiced for the shortage. Any revenue amounts generated from user subscriptions or city payments exceeding

the annual amount commitment (as per the table above) shall be deemed an overage. The city may elect that the overage be paid to the city or that it be applied as a credit to subsequent invoices.

Bloomz rollout schedule: Bloomz commits to deliver the changes required from signed date in phases.

- **Phase 1 (within 3 months from signed date):** 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.
- **Phase 2 (within 6 months from signed date):** Bloomz will introduce Payment collections feature to bill the citizens directly at the regular monthly City Communication utility subscription rate within the 6 months from signed date.
- **Phase 3 (within 9 months from signed date):** Bloomz will deliver the remaining changes for Citizen Behavior tracking as the concluding phase.

Performance clause: Since Bloomz will roll this to citizens in phases after signed date, in the event that Bloomz is unable to accomplish the modifications within the proposed time or there is a delay in executing the changes, the parties can agree, within reason, to suspend the invoicing while addressing modifications or performance deficiencies.

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.

7. Other Terms and Conditions

By signing below, you also agree to our general terms of use available on 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
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Printed Name:

Troy Bell

Role:

Manager

Date:

01/09/2020

Email:

Letroy.bell@gmail.com

Phone Number:

317 [REDACTED] 00



Address:

[REDACTED] Alysheba Dr WL 47906

Signature Certificate

Document Ref.: TSKGV-YPUSE-5ZBTM-VSFOL

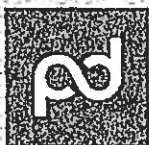
Document signed by:

	<p>Troy Bell E-mail: letroy.bell@gmail.com Signed via link</p>	<p>Troy Bell</p>
<p>174.230.135.192 Date: 10 Jan 2020 08:04:46 UTC</p>		

Document completed by all parties on:

10 Jan 2020 08:04:46 UTC

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2724 Peck Street
 Muskegon Heights, MI 49444
 Phone: (231) 733-8850
 Fax: (231) 733-5229
 Website: www.cityofmuskegonheights.org

DATE	DATE REQUIRED	P.O. NUMBER	PAGE
03/25/2020	03/25/2020	20-12324	

VENDOR NO.: 26804

V
E
N
D
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BLOOMZ INC
 8335 165TH AVE NE
 REDMOND, WA 98052

S
H
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P

T
O

CITY MANAGER
 2724 PECK STREET
 MUSKEGON HEIGHTS, MI 49444

SHIP VIA :
 F.O.B. : None
 TERMS : None

ORDERED BY: TROY
 P.O. TYPE : Regular
 REQ. NO. : 20-12324

QUANTITY	PROD. CODE	DESCRIPTION	UNIT PRICE	TOTAL COST
1		MONTHLY BLOOMZ BILLING		
		MARCH BILLING	7,128.00	7,128.00

Total: 7,128.00

BY


 AUTHORIZED SIGNATURE



Bloomz Inc
8335 165th Ave NE
REDMOND, WA 98052 US
finance@bloomz.net

INVOICE

BILL TO

Troy Bell
City of Muskegon Heights
724 Peck Street
Muskegon Heights, Michigan
49444

INVOICE # 2130

DATE 03/01/2020
DUE DATE 03/31/2020
TERMS Net 30

ACTIVITY	QTY	RATE	AMOUNT
Subscription City Monthly billing - March	4,700	2.00	9,400.00
			<i>7,128.00</i>
BALANCE DUE			USD 9,400.00
			<i>7,128.00</i>

Vendor: 26804

BLOOMZ INC

Date	Invoice	Description/Detail	Amount
03/01/20	2130	MONTHLY BLOOMZ BILLING	3,564.00

03/26/20 Check #: 00000094652 CITY OF MUSKEGON HEIGHTS
 MUSKEGON HEIGHTS, MI 49444 Total 3,564.00

STANDARD FORM NO. 636 50101

QUANTITY	PROD. CODE	DESCRIPTION	UNIT PRICE	TOTAL COST
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		MONTHLY BLOOMZ BILLING		
1		MARCH BILLING	7,128.00	7,128.00

Total: 7,128.00

BY



 AUTHORIZED SIGNATURE