



Renewal Proposal

# BUXTON ANALYTICS PLATFORM SOLUTION



**Hesperia**  
CALIFORNIA

Prepared by: Cheyenne Robinson  
Expiration: June 30, 2019

**Buxton**<sup>®</sup>

# SCOPE OF SERVICES

## Background and Objectives

Over the past fifteen years, Hesperia and Buxton have had a successful partnership. Hesperia now wishes to continue access to the Buxton Analytics Platform and maintain access to other Buxton resources, such as market intelligence and account management support.

Our proposed solution provides Hesperia with access to research and support for economic development growth within the city. This solution will allow Hesperia to maintain access to match results from prior analyses and continue a proactive recruitment strategy using analytics.

Pursuant to the terms of our previous agreement, Buxton is pleased to present this statement of work to renew your current Scope of Services as follows:

## Buxton Analytics Platform Access With Previously Provided Retail Matches

Buxton will renew your access to the Buxton Analytics Platform and you will be enabled with four (4) SCOUT Business Intelligence users with unlimited reporting capabilities. SCOUT is an application in the web-based Buxton Analytics Platform, which is accessible on any Windows or iOS enabled device with an Internet connection. SCOUT is designed to give decision-makers in your community access to the data and solutions that will assist them in making better business decisions. In SCOUT you will be able to:

- View previously provided retail matches and marketing materials
- Run variable reports
- View city limit maps
- Run healthcare reports
- See existing locations for prospective retailers to avoid cannibalization
- See aerial view
- View physician intelligence
- Run comparable reports
- Run demographic reports
- Access contact management features to track outreach activity and quickly report on recruitment efforts

## Account Management Support

As part of this agreement, Buxton will provide continued account management support. This includes advice on how to enhance marketability to retailers, recommendation on methods of contact, and attendance to calls with prospective retailers or developers when available.

## Analytics Retainer

Buxton will provide Hesperia with an analytics retainer for any future projects that the city deems necessary during the one (1) year term of this agreement. The deliverables and analysis will be discussed between Hesperia and Buxton prior to any analysis and will not exceed a value of \$50,000. This retainer must be used in full within twelve (12) months of the execution of this agreement.

# SUPPORT

## Buxton Analytics Platform Technical Requirements

The Buxton Analytics Platform can be accessed at the following URL: [www.buxtonco.com](http://www.buxtonco.com)

The Buxton Analytics Platform is a web-based collection of applications accessible on any desktop, laptop, or mobile tablet device that has an Internet connection. When operating the platform, Buxton's recommended hardware configuration is 4-core CPU, 4 GB RAM (or higher). Examples include most modern-day laptops or desktops purchased within the last 3 years, iPad Pro 2017 or newer, Microsoft Surface Pro 2 or newer, or Samsung Galaxy Tab S3. The recommended browser for accessing the platform is the latest version of Chrome.

## Buxton's Helpdesk

(1-817-332-3681) is available during normal office hours (8:00 AM-5:00 PM CST, excluding weekends and public holidays). Buxton's Helpdesk team will be available to support all educational, functional, and technical inquiries and will respond to all requests within twenty-four (24) hours of submission.

Buxton's Helpdesk

Monday – Friday: 8:00 am – 5:00 pm CST

**1-817-332-3681**

## TERM, FEES AND DELIVERY

### Agreement Term

July 1, 2019-June 30, 2020

**Fee** (Invoiced upon execution of agreement)

**\$50,000**

The term of this agreement is for one (1) year. All service fees associated with this agreement are due in net ten (10) days of the date of the invoice. Execution of this agreement will act as full consent that Buxton may continue to include the City of Hesperia on its client list and in presentations and public relations efforts. When doing so, Buxton will not reveal information that is confidential and proprietary to the City of Hesperia.

### Platform Access

Through June 30, 2020

#### Buxton

#### City of Hesperia, CA

Signature

Signature

Printed Name

Printed Name

Title

Date

Title

Date