

	Business		
Parameters of Contract:	Datafy	Placer A.I.	Zartico
1. Ability to show visitors demographics	X	X	X
2. Ability to create our own geofencing/ points of interest	X	X	no
3. Data of actual behaviors gathered (i.e. boots on the ground)	X	projected	no
4. Full circle platform to ensure data gathered helps Burnet County Tourism advertise strategically	X	additional fee	no
5. Hotel and/or Short-Term Rental data captured	X	only chain hotels	only chain hotels
6. Company has history and knowledge base of Tourism	X	retail driven	newest in industry
7. Price for year contract	\$27,150/annually	\$26,649/ annually	\$24,000/ base annually with two year contract

*Burnet County Tourism's recommendation to the Commissioners Court is to have a contract with Datafy, an AJR Media Group software. This software best fits the needs of Burnet County Tourism because of it's added feature of boots on the ground data, the added component of strategic advertising help to the County and the long history of direct work in tourism and with DMO's.