



PLACER LABS, INC.

AMENDMENT TO ORDER FORM

This Amendment to Order Form (this “Amendment”), dated as May 8, 2024 (the “Amendment Date”), modifies the Order Form executed by City of Glendale, AZ (“Customer”) and Placer Labs, Inc. (“Placer”) on or about May 26, 2023 (together with any other prior amendments thereto, the “Order Form”). Unless otherwise defined, capitalized terms herein have the same meaning as in the Order Form. Placer and Customer agree to amend the Order Form as follows:

1. The Term of the Order Form will be renewed for 36 months starting May 26, 2024 (“Renewal Date”).
2. Starting on the Renewal Date, the Annual License Fee will increase, from \$25,000 to \$26,250.
3. Starting on May 26, 2025, the Annual License Fee will increase, from \$26,250 to \$27,563.
4. Starting on May 26, 2026, the Annual License Fee will increase, from \$27,563 to \$28,941.
5. For avoidance of doubt, the total fees for this upcoming 36-month Additional Term is \$82,754.
6. Customer will receive the first annual invoice for this upcoming Additional Term on the Renewal Date.
7. In all other respects, the Order Form shall remain in full force and effect.

City of Glendale, AZ
By:
Name:
Title:

Placer Labs, Inc.
DocuSigned by: By: <i>Vernell Wisdom</i> 872052F8DE44419...
Name: vernell wisdom
Title: Head of Contract Management

6/18/2024

CITY OF GLENDALE SIGNATURE PAGE

(This is an amendment to C23-0506, a contract with Placer.ai to extend the contract for an additional three years and increasing the contract with Placer.ai by \$82,754 for the total 3-year term. Placer.ai is a location analysis company that studies visit trends. Their product is based on location insights to track consumer visitation insights, competitive benchmarking, industry trends, among other things. Placer.ai also works with its municipal partners to use these data streams to analyze migration trends, event performances, seasonal customer trends, routes usage, and the study of retail, grocery, and dining recovery.)

ATTEST:

Julie K. Bower, City Clerk (SEAL)

APPROVED AS TO FORM:

Michael D. Bailey, City Attorney