



January 15, 2016

DSBP Agency
205 St. Emanuel Street
Mobile, AL 36602
Meridith South - Partner

Ruf Strategic Solutions Connex Consumer Profile of Santa Rosa County Visitors

Dear Meridith,

Please see the attached Service Agreement for the Connex Consumer Profile of Visitors project as recommended based on our recent conversations.

Objective

Use available historical Santa Rosa / Navarre Beach lodging partner guest records, to create a Customer per US Household profile illustrating the relative likelihood of a past guest performance to help market towards other most likely to enjoy the experience of Santa Rosa and Navarre Beach. The resulting deliverable output will be in the form of Tableau based Interactive Profile for easy data interpretation.

Project Specifications

Ruf Strategic Solutions proposes the following:

- Building a custom Household level Connex Consumer profile with the objective of using the past guest data to project relative likelihood of new markets and new segments
- As input, Ruf will utilize data from a reasonable number of participating lodging partners with the help of DSBP Agency.
- Ruf Strategic Solutions will need at least 10,000 or more guest observations (stays) from a representative sample of properties throughout Santa Rosa County.
- Ruf Strategic Solutions can offer a weighting schema to make sure that the large data contributors don't over-represent the study. Again, we need 10,000 or more usable records.

Data Needs

In order to build the profile and complete this project, we anticipate the following data needs to be extracted from contributed data files:

- A 24 month time horizon of past lodging partner guest folios.

- File Sender name on each file sent
- Excel, CSV, ASCII text
- Email or .available .ftp
- Fields on the guest records must include full mailing address, including first and last name, full street address including address, city, State and 5 or 9 digit US Zip code.
- Optional look at seasonality. If this option is selected Ruf Strategic Solutions will need the stay date and number of nights or the booking date whichever you as an agency deem to be more helpful.
- Ruf does NOT need or want credit account numbers, e-mails addresses, any transaction amounts, or any other highly sensitive fields if not relevant to the project.

Deliverables

Deliverables for the model would consist of an on-line Interactive profile and review of the findings. Initial results will be shared via GoToMeeting. Optional on-site meeting priced separate.

Time Frame

We anticipate being able to construct this model in a 20 business day timeframe from the receipt of final input data, data dictionaries, and signed service authorization. Mutual non-disclosure agreement is available for execution if requested by the contributing data partners.

Budget

See attached service authorization for detail pricing.

Conclusion

Ruf believes that this profile proposal provides a strong value benefit to DSBP Agency and the contributing data partners especially when applied to optimize guest targeting efforts

Thanks for turning to Ruf Strategic Solutions for this quote. We will to put forth the maximum effort to ensure success for all involved.

Sincerely,

Terry Berggren
Ruf Strategic Solutions