HISTORIC MILTON Navarre Beach

FLORIDA'S PLAYGROUND

To: Santa Rosa County Board of County Commissioners

From: Julie Morgan, Tourist Development Director

Subject: Connex Consumer Profile of Santa Rosa County Visitors

Date: February 17, 2016

Recommendation

Recommendation from the Santa Rosa County Tourist Development Council Board of Directors to hire RUF Strategic Solutions to conduct a Connex Consumer Profile of Santa Rosa County Visitors in the amount of $10,000.

Background

The objective of the Connex Consumer Profile of Santa Rosa County Visitors is to 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 visitors patterns to increase marketing efforts towards these consumers future travel interests and patterns.

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 Strategic Solutions 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 the representative samples of properties throughout Santa Rosa County.
- RUF Strategic Solutions can offer a weighting schema to making sure that the large data contributors don't over-represent the study.

Santa Rosa County Tourist Development Council
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RUF
STRATEGIC SOLUTIONS

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.

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1533 E. SPRUCE OLATHE, KS 66061-3646 TELE: 913.782.8544 FAX: 913.782.0150

SERVICE AUTHORIZATION AGREEMENT

DATE: January 14, 2016

CUSTOMER: DSBP Agency
205 St. Emanuel Street
Mobile, AL 36602

CONTACT: Meridith South - Partner

REFERENCE: Ruf Strategic Solutions Connex Consumer Profile of Visitors

Project Description	Estimated Cost	Initial To Approve
Ruf Strategic Solutions will conduct an Interactive Connex Household Level Consumer Profile on a partner supplied lodging data file. The deliverable will be provided via Tableau reader		
• Stays compared to National population		
• Frequency Distribution by State Report		
• Connex Household Cluster Penetration Report of stays		
• V7 Household Segmentation Bar Chart		
• 130 Household detailed Connex Cluster Descriptions		
• 130 Ruf Persona descriptions		
• Strong Lifestyle Analysis Report		
• Weak Lifestyle Analysis Report		
• Maps by county and ZIP		
• Full Report of MRI Lifestyles and Behaviors (5485)		
• Market Potential Report based on Distribution and Penetration of top performing Connex Clusters by all U.S. DMA.	$7,500	
• Optional look at stays by season (assuming supporting data is made available)	$2,500	
• Optional on-site presentation $500 plus reimbursement of hard cost associated with air, car, hotel and meals		

Standard Ruf Strategic Solutions Terms and Conditions apply

DOWN PAYMENT/TERMS: Invoiced upon completion Net 30 days

ESTIMATED DELIVERY TIME: 20 days contingent on receipt of all inputs and authorization

PROPOSAL EXPIRATION DATE: February 28, 2016

Estimates are subject to change; this is not a fixed price contract.

TO BE FILLED OUT BY CUSTOMER

PO #:

Date:

Ruf Strategic Solutions ("Ruf") agrees to provide the market analysis, or other information services listed above and the reports and other information resulting from such services ("Deliverables"), and client agrees to receive such services and use the deliverables, all in accordance with the terms of this Service Authorization agreement, including the Terms and Conditions on the following pages. Customer authorizes Ruf to use Customer's name and/or logo for future marketing materials in referring to Ruf customers, unless Customer notifies Ruf in writing of its objection.

Customer Authorization:

1/15/2016

For Ruf: By Terry Berggren

- 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