

EXHIBIT B
AUTHORIZATION OF CHANGE IN SERVICE

CONTRACT NUMBER / CONTRACT NAME:	217-193 Visual Advertising Influence Platform	
CITY REPRESENTATIVE:	Charlotte Wattigny	
CONTRACTOR:	Crowdriff Inc.	
CONTRACT EFFECTIVE DATE:	01/01/2017	
THIS AUTHORIZATION DATE:	10/7/2020	AUTHORIZATION NO.: 3

DESCRIPTION OF WORK TO BE ADDED TO OR DELETED FROM SCOPE OF SERVICES:

Software License renewal for period October 01, 2020 through September 30, 2021 in the amount of \$18,900.

Original Contract Amount:		\$24,000.00
Previous Increases/Decreases in Contact Amount:		\$42,000.00
This Increase/Decrease in Contract Amount:		\$18,900.00
Revised Contract Amount:		\$84,900.00

CONTRACTOR:

Per attached Service Order Form
Signature _____

_____ Date

Print Full Name / Title (if not in individual capacity)

CITY:

Signature

_____ Date

Bert Lumbreras

Print Name

City Manager

Title

City Department Use Only Below This Line (PM, etc.).

Account Number(s):	Amount	Date
#12024224.53110	18,900	
#		
#		



San Marcos Convention and Visitor Bureau

License Renewal

Sep 01, 2020

Background

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. It will allow San Marcos Convention and Visitor Bureau (hereafter referred to as “Customer”) to effectively discover and activate the most engaging visual content from the social web, while inspiring conversations around its brand. CrowdRiff will enable Customer to increase overall social and digital efficiency, activate its brand across seasons, and deliver real-time content through every marketing channel. CrowdRiff is excited to work with San Marcos Convention and Visitor Bureau to continually build on our mutual success!

Addendum

Pursuant to the CrowdRiff Platform License dated Jan 31, 2017, (the “Agreement”) by and between Customer and CrowdRiff, Customer’s software license is hereby automatically renewed for a 1-year term. The below Software as a Service Order Form is incorporated herein as an addendum to the Agreement effective Oct 01, 2020. All other terms and conditions of the Agreement shall remain in effect and unchanged.

Software as a Service Order Form

License Period: Oct 01, 2020 - Sep 30, 2021

Item	Description	Price	Net Price
Core Platform	12 month license	\$12,600	\$12,600
Advanced Media	12 month license	\$6,300	\$6,300
Hashtag Rights	12 month license	0	0
Smart Galleries	12 month license	0	0
Total List Price			\$18,900
Total Net Price			\$18,900

All prices listed in USD

Core Features Include: Intelligent Social Content, Web Galleries, Live Photo Wall, Sidekick, Photo and Video Upload, Image Recognition, Quality Filtering, Smart Curation

Advanced Media Features Include: Additional Content Storage, Collector Expiry & License Management, 3rd Party Share Portal, Media Hub

Total Storage: 5 TB

Software as a Service Order Form (Cont.)

Payment Schedule

- Oct 01, 2020 - \$18,900

Payment Terms

- Initial payment invoiced upon execution
- If applicable, remaining investment invoiced as per payment schedule above
- All invoices due within 30 days of issue date
- Acceptable forms of payment include cheque, bank wire transfer, or credit card (Visa or Mastercard)
- Credit Card processing fees apply