

## Subscription Cost Breakdown

This quote represents a subscription to TextMyGov with an annual reoccurring charge for a period of two years. The agreement is set to automatically renew on the date of this agreement, after year two. See below for package price and other details.

Terms and conditions can be printed and attached as Exhibit A or view at [www.TextMyGov.com/terms](http://www.TextMyGov.com/terms)

**Prepared for:**  
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Package	Package Price	Billing
<b>TextMyGov</b> Package includes: <ul style="list-style-type: none"> <li>• TextMyGov Web-Based Software</li> <li>• Local Phone Number</li> <li>• Short Code Number (for outgoing messages)</li> <li>• Unlimited Users</li> <li>• Unlimited Departments</li> <li>• Unlimited Support for Every User</li> <li>• 50,000 Text Messages Per Year</li> <li>• 10 GB Managed online data storage</li> <li>• Additional text messages can be purchased for: (\$750 for 100,000), (\$550 for 50,000), (\$300 for 25,000)</li> </ul>	<b>\$2,500.00</b>	<b>Annual</b>
Implementation/Setup Fee	<b>\$1,000.00</b>	<b>One Time</b>
<b>Total (First Year):</b>	<b>\$3,500.00</b>	<b>First Year</b>
<b>Total (Ongoing):</b>	<b>\$2,500.00</b>	<b>Annual</b>

### Basic Breakdown:

50,000 msg./yr. for 2,500 members = 20 msg./yr. (\$3,500 initial, then \$2,500/yr.)

### Practical Breakdown:

150,000 msg./yr. for 2,500 members = 60 msg./yr. (\$4,250 initial, then \$2,500/yr. + \$750 per need)

Even when purchasing the 100,000 additional messages for \$750, the cost, per month, for the initial year comes out to **\$354.17**, while the cost, per month, for every year thereafter decreases to **\$208.33**, that is, absent the purchase of 100,000 more messages for \$750. With the purchase of 100,000 additional messages after the first year, the monthly fee would be **\$270.83**. Any additional message purchases should be \$750 as it is the most cost effective option and unused messages do not expire. TextMyGov is the only service provider which maintains a method that prevents two-way messaging. Should someone attempt to respond to a city message, a "Failed to deliver" notification would be delivered.

## QUOTE

Date
06/23/2021

Company name:	<b>EZ Texting</b> Adam Hovey Mid Market Account Executive 737-214-9282 <a href="mailto:ahovey@EZTexting.com">ahovey@EZTexting.com</a>
Account ID NA	
Name: John Hague	
Phone	
Email: <a href="mailto:johnharrisonhague@gmail.com">johnharrisonhague@gmail.com</a>	

Description		Total
120,000 text credits per year (average 10,000 credits per month) 1 credit = 1 SMS txt (up to 160 characters) and 3 credits = 1 MMS txt (up to 1600 characters plus an optional image) Additional credits billed at 2.8 cents each 6 Keywords and 3 text-enabled landlines Signup forms, Full delivery reports, and scheduled messages No additional setup/upgrade/downgrade fees Registered landline phone number - waived		\$4785
	Waived	-\$300
	20% off	-\$957
Annual plan discount		
<b>TOTAL: \$3828 annually</b>		

### Breakdown:

120,000 msg./yr. for 2,500 members = 48 msg./yr. (\$3,828/yr.)

EZ Texting, assuming membership numbers remain constant, costs **\$319** per month. This costs \$35.17 less, per month, than TextMyGov for the first year, but costs \$110.67 more, per month, than TextMyGov for every year after (excluding occasional \$750 purchases on TextMyGov). Even in years that the \$750 is spent for additional messages, TextMyGov would only cost \$270.83 (\$48.17 per month less than EZ Texting). It is critical to note that EZ Texting limits SMS text messages to 160 characters. For reference, a message of 160 characters: "N Main St closed. Traffic rerouted through W 24th St. Utility payments due tomorrow, August 15. Flash flood warning until 8:00 pm tonight. Thunderstorm warning." EZ Texting does not have a feature which prevents two-way messaging; however, some towns place disclaimers such as "Replies not received" on the bottom of all outgoing messages.

## SimpleTexting

### Breakdown:

90,000 msg./yr. for 2,500 members = 36 msg./yr. (\$1,305/yr.)

SimpleTexting costs \$108.75 per month on a yearly, 90,000 message plan. This costs \$210.25 less, per month, than EZ Texting, and \$254.42 less, per month of the initial year (\$99.58 less, per month, for every year thereafter assuming no \$750 purchases for extra messages), than TextMyGov. Any additional messages are billed at a rate of \$.02, meaning that for a population of 2,500, it would cost \$50 to send out a message not included in the initial plan. Although SimpleTexting cannot prevent two-way messaging, it does have a feature which, upon reception of a member's reply, automatically responds with a customizable message such as "Replies not received."