

LICENSE ORDER
BETWEEN NEXTSITE, LLC, AN AUTHORIZED RESELLER OF ALPHAMAP (“AlphaMap”)
AND City of Madison AL (“Company”)

This License Order (or "Order") is governed by and incorporates by reference the terms of the Privacy Policy, Terms of Service and Master Subscription Agreement ("Agreements") available for review on www.alphamap.com as well as the Additional Notes that follow this Order.

1. AlphaMap Services/Licensed Materials:

- Business Plan Subscription for up to two users

2. Term: The term of the license granted hereunder will commence upon the Effective Date specified below and continue until the Expiration Date specified.

A. Effective Date of License: Upon execution of this License Order

B. Expiration Date of License: **12** months from the Effective Date of License
(After the initial term, License will auto-renew for additional 12-month terms until a cancellation request is made by the Company. Any changes to the agreed upon Term and Charges below must be approved in writing in advance of a renewal.)

3. Charges:

Total for Initial Term: **\$12,995.00**

4. Invoicing and Payment: AlphaMap will invoice the Charges to Company as follows:

<u>Invoice Date</u>	<u>Amount</u>
Upon the Effective Date of License:	\$12,995.00

Invoices are due and payable within Fifteen (15) days from the invoice date.

5. Validity: Company must sign this Order by **October 10, 2023**. Thereafter, the Terms and Charges specified herein may be subject to change.

Agreed and accepted by each party’s duly authorized representative:

NextSite, LLC
880 Montclair Road, Suite 625
Birmingham, AL 35213

Company: **City of Madison AL**
Address: 100 Hughes Road
Madison, AL 35758
Attn: Mary Beth Broeren

Signature

Signature

Printed Name

Printed Name

Title

Title

Date

Date

NextSite LLC will provide training & support.

Login Credentials will provided for 2 users.

Client may not share login credentials with third party relationships. Client also agrees the output(s) from the AlphaMap software are for clients use and the support of its initiatives. Content may not be resold to third parties.

As part of this agreement, NextSite agrees to provide the City of Madison the Trade Area deliverables below for each year the City procures an AlphaMap license from NextSite:

Demographics
Consumer Expenditures
Supply/Demand/Gap Analysis
Segmentation Data