



**Downtown Improvement Board  
Regular Monthly Meeting  
Wednesday May 27<sup>th</sup>, 2025, 7:30  
AGENDA**

- I. Call to Order
  - a. Remarks from Chairman
  
- II. Recurring Agenda
  - a. Meeting was properly noticed.
  - b. \*Approval of the proposed meeting agenda for May 27th, 2025
  - c. \*Approval of the minutes from the regular meeting of the DIB on April 22<sup>nd</sup>, 2025
  - d. \*Approval of the April Financials
  
- III. On-Going Business
  - a. PPD Report
  - b. Spotless Report
  - c. Marketing Report
  - d. Palafox Market
  - e. Executive Director Update
  
- IV. New Business
  - a. Recap Palafox Market Townhall
  - b. \*Foot Traffic Counter Avenue Intelligence - \$5,400 (\$3,000 one time cost & \$2,400 annual)
  - c. \*Foot Traffic Counter MRI OnLocation - \$8,400 annually (3 Year contract \$26,100 total over 3 years)
  - d. \*PPD Overtime Vehicle Noise on Palafox Program – Up to \$5,000 for PPD Overtime work to reduce loud exhaust & music in Downtown. City has agreed to match.
  - e. Discussion on Meeting Schedule
  
- VIII. Public Comment
  
- IX. Adjournment

**Next meeting – June 24<sup>th</sup>, 2025  
(\* ) = approval item**





**Downtown Improvement Board  
Regular Monthly Meeting**

Wednesday April 22<sup>nd</sup>, 2025, 7:30

**AGENDA**

**Attendance: Chris McKean, Chairman, Nathan Holler, William Merrill, Rafael Simpson, Allison Patton, Mike Kohler, Walker Wilson, Executive Director, Cailin Feagles, Director of Operations & Events**

**I. Call to Order**

- a. Chris McKean, Chairman, calls the meeting to order at 7:36 AM

**II. Recurring Agenda**

- a. Mr. Walker Wilson confirmed the meeting was properly noticed.
- b. The proposed meeting agenda for April 22<sup>nd</sup>, 2025 is motioned by William Merrill, seconded by Nathan Holler and unanimously approved.
- c. The minutes from the regular meeting held on April 2<sup>nd</sup>, 2025 are motioned, seconded, and unanimously approved.
- d. The March financials are motioned, seconded, and unanimously approved.
  - Economic Development is over budget for the month due to shop local campaign videos.
  - Palafox Market income and expenses under budget due to Mardi Gras weekend market closure.

**III. On-Going Business**

- a. PPD Report
  - There are continued issues with vehicles at Maritime Park and PPD is working with Florida Highway Patrol to address some of these issues.
  - The city has offered to match the DIB contributions to a traffic detail to monitor vehicle noise that will help alleviate some of those issues. The program is expected to start this summer with a press release to go out prior to the program starting.
  - Downtown bars are looking to hire additional off-duty officers.
- b. Spotless Report
  - No report.
  - Pressure washing continuing on Palafox Street.
- c. Marketing Report
  - Some of the projects from March included preparation for Repast, the Easter market at Palafox Market and FooFoo Fest.
  - The merchant videos for the shop local campaign are underway.
  - Ideaworks to continue promoting Palafox Market trolley and the City of Pensacola trolley on the weekends.
- d. Palafox Market
  - There have been issues with amplified noise on the sidewalks outside the park in Palafox Market North.



#### IV. New Business

- a. Schedule Meeting with Palafox Market Vendors
  - Cailin Feagles to send out a questionnaire prior to meeting to gather feedback.
  - The meeting is scheduled for May 17<sup>th</sup> at 4 PM.
- b. Foot Traffic Counter Update
  - Walker Wilson has reached out to three different companies and will revisit this at next month's board meeting.
- c. Jefferson Alleyway Closure
  - Quotes to close the alleyway ranged from \$50,000 to \$60,000. The board would not like to move forward with these quotes.
- d. FooFoo Project Submission
  - Public scoring will be on May 21<sup>st</sup>.
  - The name of this year's project is Afterburn
- e. Repast Dinner – 09/07/2025
  - Repast has been rescheduled to September 7<sup>th</sup>, 2025
- f. Executive Director Updates
  - The Portland Loos planned for the Skate Park and MLK Jr. Plaza are top priority. The location of the third Portland Loo is still being discussed.
  - There are plans to create a committee to gather input for the upcoming Pensacola Bay Center plans.
  - Walker Wilson to revisit the Pelican Drop notes to evaluate costs.
  - A planter by Dog House Deli has been damaged and needs to be repaired.
    - There is a motion to approve up to \$6,500 to repair the planter railing.

#### VIII. Public Comment

#### IX. Adjournment

- The meeting is adjourned at 9:04 AM

**Next meeting – May 27<sup>th</sup>, 2025**  
**(\*) = approval item**



# DOWNTOWN IMPROVEMENT BOARD

## Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

April 2025

	Apr 25	Budget	\$ Over Budget	Oct '24 - Apr 25	YTD Budget	\$ Over Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
Income							
1301 · Co-Op Participation	4,744.72	6,156.67	-1,411.95	36,165.26	43,096.65	-6,931.39	73,880.00
4010 · Ad Valorem Revenue	49,687.80	49,687.80	0.00	579,974.30	579,974.30	0.00	579,974.30
4015 · CRA Interlocal Income	0.00			628,759.19	628,759.00	0.19	628,759.00
4020 · Website Membership and Map Program Revenue	0.00	41.67	-41.67	0.00	291.65	-291.65	500.00
	30,445.00	22,166.67	8,278.33	154,750.00	155,166.65	-416.65	266,000.00
4900 · Sales Tax Collected - Rent	-1,029.55	-1,000.00	-29.55	-5,261.23	-7,000.00	1,738.77	-12,000.00
<b>Total Income</b>	<b>83,847.97</b>	<b>77,052.81</b>	<b>6,795.16</b>	<b>1,394,387.52</b>	<b>1,400,288.25</b>	<b>-5,900.73</b>	<b>1,537,113.30</b>
<b>Gross Profit</b>	<b>83,847.97</b>	<b>77,052.81</b>	<b>6,795.16</b>	<b>1,394,387.52</b>	<b>1,400,288.25</b>	<b>-5,900.73</b>	<b>1,537,113.30</b>
<b>Expense</b>							
3001 · Compactor - Waste Services	6,314.78	6,000.00	314.78	37,852.37	42,000.00	-4,147.63	72,000.00
3002 · Compactor Lease	0.00	0.83	-0.83	0.00	5.85	-5.85	10.00
3004 · Compactor - Security Fees	117.27	116.67	0.60	820.89	816.65	4.24	1,400.00
3007 · Compactor - Electric	41.44	39.17	2.27	287.19	274.15	13.04	470.00
5000 · CRA Interlocal Payment	0.00			628,759.19	628,759.00	0.19	628,759.00
5001 · Salaries, Benefits & Taxes	8,417.04	9,004.08	-587.04	60,652.43	63,028.60	-2,376.17	108,049.00
5004 · Insurance Expense-Other	32.58			228.06			
5005 · Workers Comp Insurance	38.25	0.00	38.25	267.75	0.00	267.75	500.00
5006 · Board Meetings	0.00	20.83	-20.83	0.00	145.85	-145.85	250.00
5007 · Annual Meeting	0.00	20.83	-20.83	0.00	145.85	-145.85	250.00
5009 · Bank Charges	36.00	16.67	19.33	332.29	116.65	215.64	200.00
5012 · Office Rent	1,323.14	1,412.58	-89.44	9,213.69	9,888.10	-674.41	16,951.00
5013 · Office Supplies	232.01	125.00	107.01	907.07	875.00	32.07	1,500.00
5014 · Office Equipment/Software	347.13	250.00	97.13	2,650.29	1,750.00	900.29	3,000.00
5015 · Postage	73.00	16.67	56.33	146.00	116.65	29.35	200.00
5016 · Telecommunications	374.31	291.67	82.64	2,544.29	2,041.65	502.64	3,500.00
5018 · Website Hosting	0.00	541.67	-541.67	565.54	3,791.65	-3,226.11	6,500.00
5019 · Computer Support/Email Leasing	341.94	208.33	133.61	2,999.08	1,458.35	1,540.73	2,500.00
5020 · Dues, Subscriptions, Publicatio	127.49	291.67	-164.18	3,710.61	2,041.65	1,668.96	3,500.00
5021 · Travel Entertainment & Educ.	0.00	166.67	-166.67	961.90	1,166.65	-204.75	2,000.00
5023 · Marketing Consultants	6,843.75	6,833.33	10.42	40,734.76	47,833.35	-7,098.59	82,000.00
5024 · Bookkeeping	890.00	958.33	-68.33	9,830.00	6,708.35	3,121.65	11,500.00
5025 · Audit	0.00			14,000.00	14,000.00	0.00	14,000.00
5026 · Legal Counsel	80.00	250.00	-170.00	80.00	1,750.00	-1,670.00	3,000.00
5027 · Economic Development	6,828.41	9,583.33	-2,754.92	54,110.16	67,083.35	-12,973.19	115,000.00
5028 · Arts and Culture	0.00	631.80	-631.80	0.00	4,422.60	-4,422.60	7,581.60
5029 · Donation to Friends of Downtown	0.00	0.00	0.00	0.00	0.00	0.00	85,000.00
5030 · Insurance- General Liability	1,156.08	1,083.33	72.75	8,092.56	7,583.35	509.21	13,000.00
5227 · PPD Security	16,400.00	6,250.00	10,150.00	41,310.00	43,750.00	-2,440.00	75,000.00
6000 · Palafox Market	19,087.77	20,663.33	-1,575.56	141,276.15	149,183.35	-7,907.20	254,000.00
7000 · Ambassador Program	20,837.54	20,835.20	2.34	145,862.78	145,846.40	16.38	250,022.40
<b>Total Expense</b>	<b>89,939.93</b>	<b>85,611.99</b>	<b>4,327.94</b>	<b>1,208,195.05</b>	<b>1,246,583.05</b>	<b>-38,388.00</b>	<b>1,761,643.00</b>
<b>Net Ordinary Income</b>	<b>-6,091.96</b>	<b>-8,559.18</b>	<b>2,467.22</b>	<b>186,192.47</b>	<b>153,705.20</b>	<b>32,487.27</b>	<b>-224,529.70</b>
<b>Other Income/Expense</b>							
Other Income							
Voided Checks	0.00			1,205.50			
4980 · Sales Tax Collection Allowance	12.30			120.91			
4960 · Interest Income	897.09	1,000.00	-102.91	4,234.61	7,000.00	-2,765.39	12,000.00
<b>Total Other Income</b>	<b>909.39</b>	<b>1,000.00</b>	<b>-90.61</b>	<b>5,561.02</b>	<b>7,000.00</b>	<b>-1,438.98</b>	<b>12,000.00</b>
<b>Net Other Income</b>	<b>909.39</b>	<b>1,000.00</b>	<b>-90.61</b>	<b>5,561.02</b>	<b>7,000.00</b>	<b>-1,438.98</b>	<b>12,000.00</b>
<b>Net Income</b>	<b>-5,182.57</b>	<b>-7,559.18</b>	<b>2,376.61</b>	<b>191,753.49</b>	<b>160,705.20</b>	<b>31,048.29</b>	<b>-212,529.70</b>



**DOWNTOWN IMPROVEMENT BOARD**  
**Balance Sheet - For Management Use Only**  
As of April 30, 2025

	Apr 30, 25
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
101 · Cash - Synovus- 0237 Operating	4,777.42
103 · Synovus - Money Market	389,934.94
<b>Total Checking/Savings</b>	394,712.36
<b>Other Current Assets</b>	
161 · Prepaid Expenses	572.00
140.9 · Due from Downtown Pens Alliance	160.25
140.5 · Due from Friends of Downtown	17,193.82
162 · City of P-Clean Up Deposit/Perm	1,000.00
164 · Prepaid Insurance	6,497.63
<b>Total Other Current Assets</b>	25,423.70
<b>Total Current Assets</b>	420,136.06
<b>Fixed Assets</b>	
Puppy Pit Stop Project	72,745.00
240 · Equipment	169,220.56
260 · Furniture & Fixtures	6,982.81
275 · Website Capitalized	10,850.00
300 · Less Accumulated Depreciation	-161,333.37
<b>Total Fixed Assets</b>	98,465.00
<b>TOTAL ASSETS</b>	<b>518,601.06</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
450 · Accounts Payable	3,449.20
<b>Total Accounts Payable</b>	3,449.20
<b>Other Current Liabilities</b>	
Accrued Salaries	3,843.68
481 · Sales Tax Payable	1,029.55
453 · 403(b) Employer Contribution	965.08
458 · Due to 403(b) - Employee Contr	784.62
471 · Payroll Liabilities	1,867.84
4849 · Deferred Revenue Sign Maint	5,000.00
<b>Total Other Current Liabilities</b>	13,490.77
<b>Total Current Liabilities</b>	16,939.97
<b>Total Liabilities</b>	16,939.97
<b>Equity</b>	
32000 · Unrestricted Net Assets	327,781.62
587 · Fund Balance	
302-001 · Audit Reclass	187,142.98
587 · Fund Balance - Other	-205,017.00
<b>Total 587 · Fund Balance</b>	-17,874.02
<b>Net Income</b>	191,753.49
<b>Total Equity</b>	501,661.09
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>518,601.06</b>



# DOWNTOWN IMPROVEMENT BOARD

## Palafox Profit & Loss Budget Performance- For Mgmt Use Only

Accrual Basis

April 2025

	Apr 25	Budget	\$ Over Budget	Oct '24 - Apr 25	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
Program Revenue							
4030 · Palafox Market Vendor	30,445.00	22,166.67	8,278.33	154,750.00	155,166.65	-416.65	266,000.00
Total Program Revenue	30,445.00	22,166.67	8,278.33	154,750.00	155,166.65	-416.65	266,000.00
Total Income	30,445.00	22,166.67	8,278.33	154,750.00	155,166.65	-416.65	266,000.00
Gross Profit	30,445.00	22,166.67	8,278.33	154,750.00	155,166.65	-416.65	266,000.00
Expense							
6000 · Palafox Market							
6001 · Palafox Market Project Mgmt	6,043.68	7,238.20	-1,194.52	47,045.59	50,667.40	-3,621.81	86,858.40
6003 · Permits / Street Closure	0.00	220.83	-220.83	0.00	1,545.85	-1,545.85	2,650.00
6004 · Portable Toilet Rental	1,260.00	916.67	343.33	8,420.00	6,416.65	2,003.35	11,000.00
6005 · Market Anniversary Celebration	0.00	0.00	0.00	85.39	0.00	85.39	1,500.00
6006 · Farm Visit- Mileage Reimburseme	0.00	20.83	-20.83	0.00	145.85	-145.85	250.00
6007 · Marketing	2,187.50	3,166.67	-979.17	21,591.85	22,166.65	-574.80	38,000.00
6011 · Market App Program Fee	2,311.63	158.33	2,153.30	2,311.63	1,108.35	1,203.28	1,900.00
6012 · Market Security	3,400.00	1,833.33	1,566.67	25,520.00	12,833.35	12,686.65	22,000.00
6015 · Bathroom Construction	0.00	3,390.00	-3,390.00	10,170.00	23,730.00	-13,560.00	40,680.00
6016 · Travel, Entertainment & Educati	0.00	41.67	-41.67	0.00	291.65	-291.65	500.00
6017 · P. M. Holiday Market (Perm/Cop)	0.00			0.00	4,540.00	-4,540.00	4,540.00
6018 · Market Cleaning Labor	3,677.21	3,676.80	0.41	25,740.47	25,737.60	2.87	44,121.60
Total 6000 · Palafox Market	18,880.02	20,663.33	-1,783.31	140,884.93	149,183.35	-8,298.42	254,000.00
Total Expense	18,880.02	20,663.33	-1,783.31	140,884.93	149,183.35	-8,298.42	254,000.00
Net Ordinary Income	11,564.98	1,503.34	10,061.64	13,865.07	5,983.30	7,881.77	12,000.00
Net Income	<b>11,564.98</b>	<b>1,503.34</b>	<b>10,061.64</b>	<b>13,865.07</b>	<b>5,983.30</b>	<b>7,881.77</b>	<b>12,000.00</b>



**DIB - April 25**

<u>Code</u>	<u>Description</u>	<u>Current Month</u>	<u>YTD</u>
Income	Overview	\$6,795 Over Budget	\$5,900 Under Budget
4030	Palafox Market	\$8,200 Over Budget	\$400 Under Budget
Expense	Overview	\$4,300 Over Budget	\$38,000 Under Budget
5001	Salaries, Benefits & Taxes	\$580 Under Budget	\$2,300 Under Budget
5023	Marketing	On Budget	\$7,100 Under Budget
6007	P.M. Marketing	\$1,500 Under Budget	\$7,900 Under Budget
5027	Economic Development	\$2,700 Under Budget	\$13,000 Under Budget
6000	Palafox Market	\$900 Under Budget	\$570 Under Budget
7000	Ambassador Program	On Budget	On Budget





# QUOTE

For Walker Wilson - Executive Director  
Pensacola Downtown Improvement Board  
walkerwilson@downtownpensacola.com

**Date**  
15 May 2025

**Expires**  
31 May 2025

**Quote Number**  
QU-0126

**GST/HST**  
771460219RT0001

Avenue Intelligence  
Canada Ltd.  
Attention: Jake McGregor  
303-853 E 7th Ave  
VANCOUVER BRITISH  
COLUMBIA V5T 1P4  
CANADA

## Avenue Intelligence quote for Pensacola Downtown Improvement Board

Quote to deploy 4 sensors for Pensacola DIB, including deployment fee and year one service fee.

Description	Quantity	UnitPrice	Amount USD
Foot Step Node - Deployment	4.00	\$750.00	\$3,000.00
Foot Step Node - Annual	4.00	\$600.00	\$2,400.00
Subtotal			\$5,400.00
TOTAL USD			\$5,400.00



May 22, 2025

**mri**  
**on location**  
**Footfall Analytics**

**Software Proposal**



**Tom Bonyai**

**OnLocation Account Executive**

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28925 Fountain Parkway

Solon, OH 44139, USA

[www.mrisoftware.com](http://www.mrisoftware.com)



# Confidential Information and Contracting

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This proposal contains detailed information about MRI Software's organizational structure, employees, software products and services, project implementation plans and procedures, business strategies and developmental plans, as well as pricing and cost structures and all other information included in this proposal ("Confidential Information"). All of this information is unique to MRI and was developed by MRI as part of our ongoing strategic business development and planning and is being disclosed to your organization solely for the purpose of your evaluation of the proposal ("Purpose"). For that reason, the information is exclusive and proprietary to MRI and maintaining confidentiality of the data is considered by us to be essential to our competitive position in the marketplace.

Your organization shall not use the Confidential Information except for the Purpose and shall protect the Confidential Information from disclosure and/or access by any person other than its employees and agents who have a need to know by taking all appropriate actions (by instructions, agreement or otherwise) with such persons to ensure compliance with the confidentiality obligations set forth herein, and shall be responsible for any violation of the confidentiality obligations set forth herein by any such persons. Your organization expressly undertakes to protect from unauthorized disclosure and to avoid unauthorized use (either your organization or by its employees, agents or representatives) of the copyrights, patents, trademarks, trade secrets and other intellectual property rights of the other party and/or its suppliers. Your organization undertakes to promptly notify MRI, in writing, of any unauthorized access, disclosure or use of the Confidential Information or any other breach of the confidentiality obligations set forth herein that you become aware of and will cooperate with MRI to regain possession of the Confidential Information and prevent its further unauthorized access, disclosure or use. Nothing contained in this proposal will be construed as granting any rights to your organization, by license or otherwise, to any of the MRI Confidential Information, or the use or commercialization thereof, except as expressly provided herein for the Purpose. At any such time as MRI may so request, your organization shall, at MRI's option, either return or destroy all tangible material embodying Confidential Information (in any form and including, without limitation, all summaries, copies and excerpts of Confidential Information). Upon written request, your organization shall certify in writing the destruction or return of such Confidential Information.

MRI recognizes that your organization has a number of contractual provisions within the Request for Proposal. Upon award of the RFP, the Parties will agree upon mutually acceptable contractual terms and conditions prior to execution of a final agreement.



# MRI OnLocation for Footfall Analytics

**MRI OnLocation (formerly MRI Springboard) provides comprehensive data and insights on customer behavior and pedestrian traffic; empowering decisions that drive revenue growth.**

MRI OnLocation is a leading provider of predictive pedestrian traffic analytics, utilizing advanced AI technology to deliver actionable insights on footfall activity in brick-and-mortar locations. Since 2002, MRI OnLocation has been providing performance metrics for retail environments, helping businesses understand and optimize customer movement.

With the most extensive pedestrian traffic data set in the US, MRI OnLocation tracks over 70 million pedestrian movements per week across more than 1,780 counting points nationwide. This comprehensive data enables businesses to make informed decisions to enhance footfall and increase operational efficiency.

## Our services for footfall generating locations:



### **Pedestrian/Customer Traffic Monitoring**

Into stores, past stores, in malls and in locations in real-time at ≥98% accuracy



### **Capture Rate**

In-store vs past store footfall – a store's market share - identifies how successful a store is in attracting customers



### **Vehicle Counting**

Count and classify movement of cars, trucks, buses and bikes



### **Customer Demographics**

Measure age and gender of customers in stores and retail locations



### **Path of Movement & Dwell**

Measure movement of customers within stores/locations, as well as dwell time overall and in each part of the store/location



### **Portfolio Analytics**

Understand the performance of locations across your portfolio



### **Reporting**

Tailored reports to meet your needs, accessed & integrated via API or the OnLocation Analyzer



### **Sales Collection**

Understand sales performance in your center/location versus shopper traffic and how each store is trading against its category

MRI Software partners with a wide range of retail & hospitality operators, landlords & agents across the property sector to deliver solutions that provide an in-depth understanding of customer behavior. A key element of MRI Software's service is providing the necessary context for specific property performance through to portfolio reporting.



# Pensacola Downtown Improvement Board

## Proposed OnLocation Solution

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### **MRI OnLocation for Footfall & Vehicle Analytics**

#### **Empowering Downtown Pensacola with Real-Time Movement Data**

MRI Software's OnLocation solution provides real-time pedestrian and vehicle traffic data to help the Downtown Pensacola Improvement Board make informed decisions around business development, infrastructure investment, placemaking, and public safety. Using MRI's high-accuracy hardware, our technology delivers the insights needed to understand street-level activity and optimize urban planning.

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### **Key Solution Components**

#### **1. Pedestrian & Vehicle Counting (MRI Hardware)**

- Track foot traffic trends to support business attraction, tenant mix strategy, and event planning.
- Analyze vehicle patterns to improve parking, traffic flow, and access points into the district.
- Use data to inform pedestrian-focused improvements like crosswalks, lighting, and safety zones.

#### **2. Data Export & Custom Reporting**

- Access automated dashboards and downloadable reports for quick insights.
  - Export data in formats compatible with planning software and grant applications.
  - Evaluate historical trends to support funding, performance metrics, and strategic goals.
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### **Benefits for Downtown Pensacola**

- Showcase high-traffic areas to attract and retain local businesses and national retailers.
- Make informed decisions on parking and street design based on real usage patterns.
- Quantify event impact by tracking real-time pedestrian and vehicle volumes.
- Support safety initiatives with data that highlights congestion points and peak hours.



# Estimated Fee Proposal

Pensacola Downtown Improvement Board(3 year all Inclusive contract)				
MRI OnLocation for Footfall – Installation of New Hardware				
Products	Unit	Quantity	Rate	Cost
Pedestrian and Vehicle Counting	Per Camera	2	\$2500	\$5,000
Pedestrian and Vehicle Counting AI Box	Per feed	2	\$1700	\$3,400
Annual License Total				<b>\$8400</b>
Implementation Services				
On-Site Installation	Per Camera	2	WAIVED	WAIVED
On-Site Ai Box Installation	Per Box	1	WAIVED	WAIVED
One-Time Setup Fee				<b>WAIVED</b>



## Estimated Fee Proposal (Continued)

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Implementation Services	
Project Management	<input checked="" type="checkbox"/>
Client Onboarding / Kick-off Meeting	<input checked="" type="checkbox"/>
Pre-Installation Site Survey and Consultation	<input checked="" type="checkbox"/>
On-Premise Installation	<input checked="" type="checkbox"/>
Cellular Data Connection	<input checked="" type="checkbox"/>
Data Point Calibration and Quality Control Quarantine	<input checked="" type="checkbox"/>
User Configuration	<input checked="" type="checkbox"/>
Report Distribution List Confirmation	<input checked="" type="checkbox"/>
Analyzer Training / Understanding the Data	<input checked="" type="checkbox"/>
Dashboard Configuration	<input checked="" type="checkbox"/>
Post-Go Live Support	<input checked="" type="checkbox"/>



# Term and Assumptions

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## Our offer includes:

- License for access to the MRI OnLocation Analyzer
- Regular software updates for the duration of the contract.
- Standard PDF reports delivered to your inbox via email
- All device software counting fees
- Data backup and secure hosting
- Where applicable and noted, SIM card fees otherwise local network broadband will be required
- Standard software upgrades
- Hardware replacement warranty up to 3 years
- MRI OnLocation hardware solution installation and system set up

## Assumptions:

- All prices do not include tax.
- All pricing is valid for 30 days.
- The Subscription/ Cloud fees will be invoiced annually in advance and will be due from contract signature.
- All existing CCTV Feeds have views suitable for pedestrian counting.
- Co-termed contract.
- Cloud fees quoted are based on upfront procurement of all license's quoted.
- Services are assumed to be delivered from our offices and billed monthly in arrears, on a time and materials basis.
- Pricing and timeline information contained herein is the best approximation based on limited details shared with MRI. Adjustments may be required following in-depth scoping of your needs.

## Requirements and not included (unless otherwise noted):

- Dedicated 24/7 power supply to each device
- Uninhibited access to each location i.e., roof, retailer or IDF room
- Installation permissions required from the building owner/tenant. Client to arrange permissions at each location where required. MRI Software can support with the permissions process (Fee applies)
- Replacement of hardware due to third party take down, damage or vandalism



# MRI OnLocation – Pedestrian Counting

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MRI OnLocation Footfall provides precise, reliable pedestrian counting solutions, enabling businesses to monitor foot traffic with accuracy and consistency. Using advanced AI-powered camera technology, our system delivers actionable insights through automated reports and a powerful data analytics platform.

## Key Features:

- **Flexible Camera Integration** – Supports both client-provided security cameras and MRI OnLocation cameras for seamless data collection.
- **Automated Weekly & Monthly Visitor Reports** – Gain a clear view of foot traffic trends with standardized reports delivered directly to your team.
- **OnLocation Analyzer Access** – A user-friendly analytics platform that allows clients to:
  - **Visualize & Compare Footfall Data** – Identify trends over time with interactive graphs and dashboards.
  - **Download & Export Data** – Easily access historical and real-time data for internal analysis or reporting.
- **24/7 Monitoring & Anomaly Detection** – Our AI-powered system continuously monitors foot traffic data and automatically flags any anomalies, such as unexpected surges, drops in visitor counts, or potential camera feed disruptions.
  - Our team will proactively reach out to see if the change is expected (e.g., an event or holiday) or if a technical issue needs to be addressed.

## Business Impact:

- **Leasing & Asset Management** – Support leasing negotiations with concrete foot traffic data outside your location.
- **Marketing & Event Measurement** – Measure the success of promotions and activations by analyzing pedestrian movement in front of and into your store.
- **Retail & Operations Planning** – Optimize staffing, store placements, and operational efficiency based on visitor trends.
- **Site Selection & Expansion Strategies** – Create benchhigh-traffic areas for new store locations or development projects.
- **Unmatched Accuracy & Dedicated Support** – With AI-powered anomaly detection and a responsive support team, clients receive reliable, high-quality data without gaps or inconsistencies.





# Implementation Approach

## MRI's Client-Centric Project Management Approach to Solution Delivery

A key driver for success of every new software project is user engagement and adoption. Our goal is to allow your users to have a positive experience, learn at the right pace, and have a solution that is properly configured to meet their needs both today and tomorrow. Through decades of experience in the successful implementation of software solutions across the globe, we have devised a unified, repeatable project methodology to allow successful delivery of implementations. Our implementation methodology is designed to make the handover process from sales all the way through to a successful delivery and beyond.



### DEFINE

The Client's unique objectives are defined and agreed, the Project is initiated, and a Project Manager assigned.

### DESIGN

Comprehensive Project Planning takes place here, including User Testing, Training Plans and resource scheduling

### DEVELOP

The Client's Solution is developed inclusive of their configured requirements and end user testing. From there, User Acceptance Testing can commence.

### DEPLOY

The Client's Solution is deployed, and the program is implemented. The Project is then evaluated and closed

### Value Proposition

- Consistent Implementations for all Software solutions
- Value creation from the first engagement
- Formal Handover process from Sales
- Formal Handover process to Support
- Implementation Intentions, PM Kits
- Enhanced Client experience
- Quality Assured
- Industry leaders in our field

### Key Benefits and Business Impact



- Client Centric approach resulting in successful implementations and Client satisfaction
- Delivery assurance and adaptability to change
- Global standardization and consistency across all products and teams





# Support

The MRI Client Support team delivers high-quality service to facilitate your success. With live phone support, self-service resources, and configured Concierge Support options, we give you the flexibility to get the most from your software.

MRI's Cloud pricing model provides our clients with all software maintenance, updates, and unlimited customer support for trained users included with your annual fees.

Access to MRI Global Client Support will be provided to MRI Clients for the term outlined within their Master Agreement and incorporated Schedules, Order Documents and amendments (the "Agreement"). Our Client Support team delivers 98% client satisfaction ratings.

The MRI ToolKit is designed with future changes in mind, so that configurations set-up using the ToolKit are unlikely to experience issues as new releases are applied, which limits these types of support calls.

Flexible options allow you to select the support package that best meets your business needs. No two companies are alike, so no two companies need the same support services. That's why we offer a wide range of support options and pricing packages.

## Standard Support Options include:

- Convenient contact times from 8:00 AM – 6:00 PM Central Time (North American Clients)
- Multiple support channels including toll-free telephone lines and online case submission through our myMRI Client Portal
- Skill-based routing of your cases – meaning your unique case will be handled by the most qualified analyst

**Concierge Support Options** include the Standard Support Options listed above and the following:

- Concierge level toll-free telephone lines
- Direct access to our most experienced software analysts
- Enhanced service levels and faster response times
- Additional Designated Support Contacts (DSCs)
- Elite option includes hours for configurations and web-based training

## MRI Holidays

United States	Australia	Canada	Singapore	United Kingdom
New Year's Day	New Year's Day	New Year's Day	New Year's Day	New Year's Day
Martin Luther King Day	Australia Day	Family Day	Chinese New Year	Good Friday
President's Day	Good Friday	Good Friday	Good Friday	Easter Monday
Memorial Day	Easter Saturday	Victoria Day	Hari Raya Puasa	Early May Bank Holiday
Juneteenth	Easter Sunday	Canada Day	Labor Day	Bank Holiday for the Coronation of King Charles III
Independence Day	Easter Monday	Civic Holiday	Vesak Day	Late May (Spring) Bank Holiday
Labor Day	Anzac Day	Labor Day	Hari Raya Haji	August (Summer) Bank Holiday
Thanksgiving Day	Queen's Birthday	National Day for Truth and Reconciliation	National Day	Christmas Day
Day after Thanksgiving	Labor Day	Thanksgiving Day	Deepavali	Boxing Day
Christmas Eve	Christmas Day	Christmas	Christmas Day	
Christmas Day	Boxing Day	Boxing Day		