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## Board Memorandum

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**DATE:** October 19, 2020

**AGENDA ITEM:** Consider approval of new contract with Buxton Co. totaling \$35,000

**PRESENTATION:** Buxton is a data and analytic platform provider for customer and visitor analytics with whom we have partnered with for the past several years. The new contract includes the SCOUT analytics platform subscription, a retail match component, and a moblytics component for mobile analysis. The contract is to be an equal split with the Sevierville Chamber of Commerce

**REQUESTED ACTION:** Consideration of Proposal, totaling \$35,000.