



THRESHOLD 360 RENEWAL:

Prepared for:

Destination Irvine

1 Civic Center Plaza
Irvine, California 92606
United States

Misty Bond
Executive Director
mbond@cityofirvine.org
(949) 724-6956

Threshold 360

802 E Whiting St. Suite T208
C/O Embarc Collective
Tampa, Florida 33602
United States

Brody Enwright
brody.enwright@threshold360.com
"Manager of Customer Success"

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Order Summary

- **Platform Access:** Customer will have access to the Enterprise Standard Platform.
- **Content Limit:** Customer will have access to up to 50 locations in their content library.
- **Platform Access Date:** July 19, 2024 to July 18, 2025.

2 PLATFORM FEATURES

- **Embedded Virtual Tours: Included**
- **Threshold Links for Each Location: Included**
- **Social Network Sharing: Included**
- **Map Builder (25): Included**
- **Google Business Profile Uploads: Included**
- **Analytics: Included**

Managed Services (Optional)

Services to be performed could include any of the following:

- Create custom share pages for identified locations and add them to requested materials such as bid proposals, email marketing campaigns, and floor plans.
- Add Hot Spots to identified tours and update them as requested
- Build and implement Custom Maps for identified initiatives
- Consult on the implementation of tours with the customer's website agency or internal development team
- Create and maintain Native Calls to Action
- Implement floor plan integrations
- General Partner support including partner outreach

Levels available:

- **Standard** - up to 5 hours per month
- **Enterprise** - up to 12 hours per month

Managed Services Pricing

- **Standard** - \$625/mo
 - **Enterprise** - \$1,500/mo
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#20240423-110800702

Issued
April 23, 2024
Expires
July 31, 2024

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| Products & Services | Billing Frequency | Quantity | Unit price | Price |
|--|-------------------|----------|--------------------|-------------------------------|
| Threshold Enterprise Standard - Annual Fee to utilize the Threshold Platform per terms of order form | Annually | 1 | \$14,000.00 / year | \$14,000.00 / year for 1 year |
| Annual subtotal | | | | \$14,000.00 |
| Total | | | | \$14,000.00 |

4 CONTRACT TERMS

- Invoice Sent: Upon execution of this agreement
- Payment Due: 30 days from receiving the invoice

5 PROJECT ACCEPTANCE

- Threshold 360 agrees to provide the Threshold 360 Services detailed in the **Platform Service Agreement** (<https://www.threshold360.com/platform-service-agreement>) in accordance with the terms therein and in this Order Form, which together constitutes the agreement between the parties. By signing below, the parties agree to the terms of the agreement.

Signature

Signature

Date

Shane Whitlatch, President

Printed name

Countersignature

DocuSigned by:
Melissa Haley
72D40AFEB814A2

5/8/2024

Countersignature

Date

Melissa Haley,
Director of Communications and Engagement

Printed name

Download

Print

ATTEST:

By: 
0FCAD91F52E547D...

Name: Carl Petersen

Title: City Clerk

5/8/2024
Date: _____

APPROVED AS TO FORM

RUTAN & TUCKER, LLP

By: 
04BE2608180C48B...

Name: Jeffrey Melching

Title: City Attorney

5/8/2024
Date: _____