

Artsopolis Network Members:

As you are very aware, over the past year we have been working on a major upgrade of our calendaring platform. With that process now almost complete with nearly all Network sites having been migrated to the new system, we are now looking forward to focusing our energy on investigating and implementing new features that will provide even more benefits to you and your end users. Some of these projects are currently under way and will be shared over the next few weeks. However, in order for us to achieve many of these goals it was important for us (our staff and board) to evaluate how our current services have been maintained. We hope the following changes and clarifications will help us reach our goals as a Network.

IMPORTANT POLICY CHANGES

As a fellow nonprofit organization operating under economic constraints, limited resources and increasing costs, the Arts Council Silicon Valley Board of Directors has evaluated the Artsopolis Network support/maintenance and system upgrade policy. We are committed to solutions that will ensure the longevity and success of all Network members. The following changes are effective **July 1, 2010**.

With the following process clarifications and modifications our overall goal is to make the Artsopolis Network a more collaborative and democratic entity. We want each Network member to have a greater voice in what features get developed, while also ensuring that the Artsopolis development team is not pulled into too many different directions. As the Network continues to grow and evolve we hope to spend more of our time providing information about new features, running Network-wide traffic and performance reports, and identifying new tools that will aid in our collective cultural calendaring and audience development efforts.

"MAINTENANCE" DEFINED:

We receive numerous requests each week for assistance with a variety of projects. These projects may involve technical issues, modification requests, information or fact finding missions, working with a member's local partner, modification requests, and providing graphic design services. To set up the Artsopolis Network for future success we would like to clearly define what our "maintenance" agreement includes. We will also point out what it does not include.

- 1) "Maintenance" includes:
 1. Fixing bugs/troubleshooting.
 2. Providing periodic updates/enhancements.
 3. Help desk/informational support.
 4. System training and support documentation.
 5. Assistance with modifying event, org, venue and other category types.
 6. Assistance with modifying city or zip codes.
 7. Assistance with uploading/placement.
 8. Primary server, backup server and advertising server maintenance.
 9. Providing and monitoring system performance.
 10. Providing and monitoring data backup services.
 11. Server optimization.
 12. Installation of global tracking codes, i.e. Google analytics.
 13. Set up of email accounts, if requested.
 14. 5 or fewer ad banner placements per month.

- 2) What is NOT "Maintenance"

1. Customization of system tools or features that are not inherent to the system you have licensed.
2. Working with a licensee's local clients and partners.
3. Design mockups.
4. Original graphic design.
5. Managing CMS pages - designed to be a self-managed.
6. Setting up user accounts - designed to be a self-managed.
7. Ad banner placement exceeding 5 banners per month. We will provide training on this system.

USERS GUIDE:

We have developed a User Guide that can be found at: www.artsopolisnetwork.com/guide. You should first consult this guide to see if requested information is already documented in the guide. If it is not, we will take that opportunity to add that section to the guide for future reference.

SUPPORT REQUESTS:

- 1) All Network issues must be sent to: networksupport@artsopolis.com. Sending requests directly to Jeff (jeff@artsopolis.com) will not guarantee a quicker response time as he may be traveling or working with other clients. Network Support is monitored by several staff members throughout the day. Sending your messages to networksupport@artsopolis.com will ensure that requests are routed to the appropriate staff person in the quickest and most efficient way.
- 2) We encourage each licensee to develop partnerships; however, working with a Network member's partners to develop widgets, feeds or other solutions not related to "maintenance" will be subject to an hourly rate. We are available to talk with your partners regarding possible projects, but any actual work provided on behalf of the partner that exceeds one hour will be considered 'consulting services' and will be subject to our hourly rate. Please understand that the fees we charge cover the support maintenance and development of our system - including the development and maintenance of the feed and calendar widget tools - but does not include unlimited consulting support for each Network member's local partnerships. Whenever possible we will give you the tools and information necessary to communicate with your partners on your own, unless you choose to engage us in communicating with them directly.
- 3) Technical issues will be resolved IN THE ORDER IN WHICH THEY ARE RECEIVED.

CUSTOMIZATION REQUESTS:

A request for new features is defined as any request for a modification of an existing system feature or new system feature that was not included in the package you originally licensed from us. In some cases your request may involve minor changes that can be achieved within your existing contract. However, other requests exceed our original scope of work.

- 1) **LEAD TIMES:** While we encourage investigation and discussion about new features, our first commitment and priority is to ensuring that the system we have licensed you is operational. For this reason we must always give priority to technical issues.
- 2) **DOCUMENTATION:** Customization requests must be accompanied by a requirements document (an example will be provided). We cannot accurately assess any task or project unless the scope of work and expected results are clearly defined.
- 3) **CUSTOMIZATION CHARGES:** Customization requests can be 'purchased' at an hourly rate off schedule or can wait for consensus voting every 6 months (see "Consensus Voting Process" section below) to see if your requested modification will be included in the next upgrade. All system customization requests are

subject to review and a quote will be provided if hourly charges are involved. Our current hourly rate is \$85.

NEW CONSENSUS VOTING PROCESS:

Our goal is to make our software development process more "democratic," providing a greater voice for each Network member to help move our system forward from a point of consensus. Artsopolis is committed to keeping our system at the forefront of the industry in order to meet the operating needs of Artsopolis Network members and their constituents.

This new consensus voting process is being put in place to ensure that this commitment can be maintained and that the direction of the application is primarily guided by the licensees of the system.

- 1) General system upgrades will occur on a semi-annual basis.
- 2) New system features will be subject to a new VOTING PROCESS, where only items agreed on by consensus will be reviewed for development.
- 3) Features receiving the most votes will be given priority consideration. We will review the top requests for feasibility and cost considerations.
- 4) Voting will occur every six months. This process will be done via the Web and vote tallies will be provided to all participants.
- 5) While you are free to send in suggestions at any time during the year, we will plan to solicit the Network for ideas roughly 30 days before the consensus vote. The next consensus vote will be scheduled for November 15, 2010 with final decisions being made by December 15, 2010. We will begin development on agreed upon enhancements beginning January 2, 2011 with an expected rollout by April 1, 2011 during the next quarterly update.
- 6) The 4.0 upgrade constitutes the first of our upgrades, which included many new features that have been noted in our Help Guide.
- 7) If you would like to request a system change or enhancement outside of our normal semi-annual consensus process it will be subject to our hourly rate.

UPDATE VS UPGRADE SCHEDULE:

Updates refer to a batch of fixes that will be rolled out on a quarterly basis.

Upgrades refer to a batch of enhancements that have been voted and agreed upon, but may also include fixes for bugs that were reported during the interim quarterly period.

CONCLUSION

Adhering to these processes will help support a fair and responsive service that will evolve according to the overall needs of our Network community.

You have been an integral part of making the Artsopolis Network a viable solution for collaborative arts marketing throughout the nation. We value your membership and appreciate your cooperation and participation. Your feedback is welcome.

Bruce Davis, Executive Director

Arts Council Silicon Valley

Diem Jones, Deputy Director

Arts Council Silicon Valley

Jeff Trabucco, Director of Network Licensing

Artsopolis Marketing Partnership