

SHARED SERVICE AGREEMENT

WHEREAS, Scotts Bluff County promotes and supports tourism in Scotts Bluff County, Nebraska; and

WHEREAS, Scotts Bluff County is entering into an Agreement captioned "Order Form" with Placer.ai for access to Placer's location and analytics platform and reports to help the County and its constituents better understand visitor behavior, boost tourism and drive economic growth by analyzing data and allowing for targeted promotions and resource optimization; and

WHEREAS, the terms of the Order Form and the Addendum thereto between the County and Placer.ai allows the County to designate Twin Cities Development Association, Inc. as a Specified Entity with specified access to Placer's platform and reports; and

WHEREAS, Scotts Bluff County and Twin Cities Development Association, Inc. agree to enter into this Shared Service Agreement concerning the access and use of Placer.ai data and reports and the fee for utilizing these services; and

WHEREAS, the County Board of Commissioners of Scotts Bluff County have reviewed this Shared Service Agreement and have authorized the Chairman of the Board of Commissioners of Scotts Bluff County, Nebraska to sign this Agreement; and

WHEREAS, the Board of Directors for Twin Cities Development Association, Inc. has reviewed this Agreement and have authorized a designated representative to sign this Agreement; and

IT IS HEREBY MUTUALLY AGREED BY AND BETWEEN THE PARTIES HERETO THAT:

1. **PURPOSE.** The purpose of this agreement is to provide for the authorized access to and use of Placer's data and reports pursuant to the terms set forth in Exhibit A, attached hereto, and to set forth the payment terms for said access.
2. **SPECIFIED ENTITY.** Twin Cities Development Association has been designated as a Specified Entity for access to Placer's data and reports according to the terms set forth in Exhibit A.
3. **GENERAL ORGANIZATION.** No separate legal or administrative entity is created by this agreement.
4. **TERM.** The initial term of this Agreement shall be 12 months. There shall be no auto-renewal of this Agreement between the County and Twin Cities Development Association. The parties may negotiate further terms prior to the expiration of this Agreement.
5. **DATA LOG IN.** Following the execution of the Order Form between the County and Placer.ai, Twin Cities Development Association shall receive one user account to log into Placer.ai according to the terms and conditions set forth in Exhibit A.

6. **PAYMENT.** The County shall pay the invoice from Pacer.ai according to the terms set forth in Exhibit A. Twin Cities Development Association shall reimburse the County for 50% of said invoice within 30 days of receipt of said invoice from the County.
7. **PERMITTED USES.** Twin Cities Development Association agrees to ensure that any employee or authorized agent to whom it provides access to Placer's data and reports agrees to the same restrictions and conditions that apply through the Order Form set forth in Exhibit A.
8. **SAFEGUARDS.** Twin Cities Development Association agrees to use appropriate safeguards to prevent Use or Disclosure of Placer data and reports other than as provided in Exhibit A.
9. **ASSIGNMENT.** Twin Cities Development Association shall not assign this Shared Service Agreement in whole or in part without the prior written consent of Scotts Bluff County, Nebraska, and any such assignment without written consent shall be void and shall, at the option of Scotts Bluff County, terminate this agreement.
10. **TERMINATION.** This agreement will terminate according to the terms and conditions set forth in Exhibit A.
11. **POST TERMINATION.** Scotts Bluff County, Nebraska and Twin Cities Development Association shall abide by the Post-Termination conditions set forth in Exhibit A.
12. **TERMS AND CONDITIONS.** Twin Cities Development Association agrees to abide by all of the terms and requirements set forth in Exhibit A.

DATED this _____ day of _____, 2025.

ATTEST:

THE COUNTY OF SCOTTS BLUFF,

County Clerk

Chairman – Scotts Bluff County

ATTEST:

TWIN CITIES DEVELOPMENT
ASSOCIATION, INC.

Notary Public

Executive Director / Authorized Signer



**PLACER LABS INC.
ORDER FORM**

Scotts Bluff County, Nebraska	("Customer")	Placer Labs Inc.	("Placer")
Address:	1825 10th Street Gering, NE 69341	Address:	440 N Barranca Ave., #1277 Covina, CA 91723
		Contact Person	Kyle Miller
Contact Person:	Charlie Knapper	Billing Contact Person:	Jason Tsui
Email:	charlie.knapper@scottsbuffco untyne.gov	Billing Email*:	billing@placer.ai
Phone:	308-436-6600	Billing Phone*:	415-228-2444 ext 806
Billing Contact Email:	kelly.sides@scottsbuffcounty ne.gov	*Not for use for official notices.	

1. Services and Fees.

The services provided under this Order Form (the "Services") include:

Services Description	Services Description Detail
Platform Access	Section 2
Void Analysis	Section 2

Total Annual Fee – Year 1	\$30,000.00
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All Fees in this Order Form are shown in US Dollar (USD)

2. Services Description.

Placer Venue Analytics Platform

- Access to Placer's location analytics platform (the "Placer Platform"). Access to Placer XTRA reports, subject to Scoping and Additional Usage Limitations in Section 3.

Void Analysis

Access to the Void Analysis tool.

3. Permitted Uses and Limitations.

Permitted Uses:

Customer and the Specified Entity (defined below) may use Placer Data solely for the following purposes ("Permitted Uses"): (a) Customer and the Specified Entity may use Placer Data for the Specified Entity's and Customer's internal business purposes; and (b) Customer and Specified Entity may incorporate Placer Data into Research Data, as described and subject to the restrictions below.

"Placer Data" means the data, information and materials accessible via the Services.

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“Research Data” means datasets and other materials created by Customer or the Specified Entity that results in any part from Customer’s or the Specified Entity’s use of Placer Data:

- Research Data may contain limited excerpts and discrete portions of Placer Data (**“Excerpts”**) so long as: (i) such Excerpts are only supportive of, and do not independently form a substantial part of, the Research Data; (ii) Research Data does not include full copies or substantial portions of Placer Data; and (iii) any such Research Data is distributed to no more than a limited number of Customer’s or the Specified Entity’s clients and prospective clients and is not commercially or generally distributed.
- The Customer and the Specified Entity may share Research Data with current and potential customers, and in marketing materials; provided that they shall cite Placer as a provider of such information (for such purpose only, Placer grants Customer and the Specified Entity the rights to use the Placer.ai name and logo, provided that any such use of the Placer.ai name and logo must clearly indicate that Placer is the provider of data only, and is not involved in any analysis, conclusion, recommendation).
- Customer and the Specified Entity shall not, directly or indirectly, resell, distribute, sublicense, display or otherwise provide Placer Data to any third parties, except that Customer and the Specified Entity may display Placer Data as part of Research Data.

Placer acknowledges and agrees that the Twin Cities Development Association may also access and use the Services and Placer Data in accordance with this Order Form and the Agreement as a **“Specified Entity”**, subject to the following:

- The Specified Entity must first sign a separate Specified Entity Addendum to the Order Form (the **“Addendum”**), substantially in the form attached hereto as Attachment 1;
- Upon receipt of a complete and approved copy of the signed Addendum, Placer will provide access to Placer’s Platform and the Services for authorized users of such Specified Entity; and
- For clarification, the Specified Entity must not (i) use the Services or Placer Data for any purposes other than a Permitted Use or (ii) share access to Placer’s Platform, Services or Placer Data with any other third parties unless specifically permitted herein.

Scoping and Additional Usage Limitations: In addition to and not in replacement of any usage limitations in this Order Form and the Agreement, Customer and the Specified Entity’s access to and usage of the Services and Placer Data is further limited as follows:

- A. Aside from the Permitted Uses, neither Customer nor the Specified Entity may use the Services or Placer Data for any other company, projects, activities, or for the benefit of any other entity.
- B. Customer and the Specified Entity may not share user credentials or logins with any others.
- C. Customer and the Specified Entity may not provide access to the Services and Placer Data to any third party agents acting on its or their behalf without prior written consent from Placer. Any such approved access may be subject to an additional fee pursuant to a written amendment to this Order Form.
- D. Customer and the Specified Entity may not otherwise collect fees or receive any compensation, directly or indirectly, from their customers for any Placer Data, and they may not provide access to or share Placer Data with any customers in a way that would negate the need of such entity to purchase its own Placer subscription. Customer and the Specified Entity acknowledge and agree that any such actions shall constitute a material breach of this Order and Placer may immediately terminate this Order without first providing an opportunity to cure.
- E. Unless approved in advance by Placer in writing for each tool, no part of the Placer Data or Research Data may be used: (i) in connection with, or to enable development of machine learning, rules engines, or other similar automated processes; or (ii) to train third-party artificial intelligence (**“AI”**) technologies, models, software, platforms or tools including, without limitation, ChatGPT, Bard and similar AI technologies. None of the Placer Data, or any part thereof, may be shared externally with any third-party AI technology service providers unless the third-party AI service providers are contractually prohibited from: (i) using the Placer Data to develop or improve the AI technology, (ii) storing any portion of the Placer Data; and (iii) redistributing any portion of the Placer Data to any third party.
- F. Access is limited to the following States: US-NE
- G. Maximum number of authorized user(s) available to Customer and the Specified Entity: 4

4. Term and Termination.

Term:

The Initial Term and any Additional Terms are referred to collectively as the "Term."

- **Initial Term:** The initial term of this Order Form will begin as of the last signature date set forth below (the "**Effective Date**"), and will continue for 12 consecutive months thereafter (the "**Initial Term**"). Each renewal or additional term, if any, is referred to as "**Additional Term**," and the Initial Term and any Additional Terms are referred to collectively as the "**Term**".
- **Additional Term:** This Order Form shall continue on the same terms and conditions set forth herein for additional periods of the same duration as the Initial Term, if mutually agreed in writing by both parties (email would be sufficient).

Termination:

- **Material Breach:** Either party may terminate this Order Form upon thirty (30) days' notice if the other party materially breaches any of the terms or conditions of this Order Form or the Agreement (as defined below), and the breach remains uncured during such thirty (30) days.
- **Suspension:** In addition, Placer may immediately suspend Customer and the Specified Entity's access to the Services, or terminate the Order Form, in the event of non-payment by the Customer or breach by Customer or the Specified Entity of any restrictions regarding usage of the Services.
- **Fees:** All Fees are non-refundable and in the event of any termination, Customer will pay in full for the Services.

Post-Termination:

- **Rights and Licenses:** Upon any termination or other expiration of this Order Form all rights and licenses granted to Customer and the Specified Entity to use the Services and Placer Data shall cease.
- **Placer Data:** Within ten (10) days after such termination or expiration, Customer and the Specified Entity will permanently delete or destroy all elements of Placer Data under its control; provided however, they shall not be required to immediately purge from their hard-copy, electronic or email files Placer Data that they accessed or otherwise used in compliance with the terms of this Order Form or the Agreement which are contained in such hard-copy, electronic or email files (the "**Post-Termination Information**"), so long as any Post-Termination Information is (x) solely retained for ordinary corporate systems backup, legal or regulatory purposes, (y) not used, copied, distributed or displayed for internal research or marketing or for any other commercial purposes and (z) ultimately deleted in accordance with their data retention policies.
- **Research Data:** Customer and the Specified Entity may retain and continue to use and distribute copies of Research Data generated hereunder, provided that any such Research Data containing Excerpts (w) is presented in such a manner that it could not reasonably be decompiled or reverse engineered to extract the underlying Placer Data, (x) is used for their internal, non-commercial business purposes only, (y) is ultimately deleted in accordance with their data retention policies and (z) is otherwise used in accordance with this Order Form and the Agreement.
- **Certification:** Upon request from Placer, Customer and the Specified Entity shall certify in writing its compliance with this provision.

5. Invoicing, Payment Terms, and Fee Increases.

Invoicing and Payment Terms:

Placer will invoice Customer as follows for the Initial Term starting on the Effective Date:	Annually (Placer will invoice Customer for the entire Annual Fee promptly after the Effective Date and then annually thereafter)
Customer shall pay all invoices within the following number of days of the invoice date:	30

- Placer will send all billing via electronic invoice to the Customer billing contact email indicated above via NetSuite.
- If Customer believes that Placer has invoiced Customer incorrectly, Customer must contact Placer no later than sixty (60) days after the closing date on the first invoice in which the error or problem appeared in order to receive an adjustment or credit. Inquiries should be directed to Placer's customer support department at support@placer.ai.
- Unpaid amounts are subject to a finance charge of 1.5% per month on any outstanding balance, or the maximum permitted by law, whichever is lower, plus all expenses of collection.
- Customer is responsible for all applicable taxes arising directly from the Services other than U.S. taxes based on Placer's net income.

Fee Increases:

- The Annual Fee for the Initial Term has been based on the metric(s) and scoping in this Order Form, Placer reserves the right to increase the Customer's Annual Fee for any Additional Term if the metric or scope of use has increased.
- Except as specifically provided otherwise in this Order Form, renewal of promotional or one-time priced Fees will be at Placer's applicable subscription pricing in effect at the time of the applicable Additional Term.
- Customer agrees that if any event occurs that will result in a material increase in Customer's usage of the Services (whether due to a merger or acquisition or otherwise), Customer will notify Placer in writing no later than thirty (30) days following the date of such event and Placer reserves the right to increase the Customer's Annual Fee mid-Term accordingly. If such event consists of Customer's merger with or acquisition of another customer of Placer, the Annual Fee increase shall be in an amount no less than the pro-rated annual fee of such other customer.
- Except as specifically provided otherwise in this Order Form, Annual Fees for any Additional Term shall be subject to an increase up to the greater of eight percent (8%) or CPI, unless Placer provides notice of different pricing at least thirty (30) days prior to the applicable Additional Term. Any such increase in Annual Fees will only be effective upon commencement of the Additional Term.

6. Support.

Premier Customer Support

- Regular Meetings with Placer's Customer Success Team
- Live, Virtual Training support

Placer will use commercially reasonable efforts to provide customer service and technical support in connection with the Services on weekdays during the hours of 9:00 A.M. through 5:00 P.M. Pacific Time, with the exclusion of federal holidays. For any such support, Customer shall contact support@placer.ai.

7. Confidentiality.

Each party (the "Receiving Party") understands that the other party (the "Disclosing Party") has disclosed or may disclose business, technical or financial information relating to the Disclosing Party's business (hereinafter referred to as

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“Proprietary Information” of the Disclosing Party). Proprietary Information of Placer includes, without limitation, non-public information regarding features, functionalities and performance of, and pricing for, the Services. The Receiving Party agrees: (i) to take reasonable precautions to protect such Proprietary Information, and (ii) not to use (except in performance of the Services or as otherwise permitted by the Agreement) or disclose to any third party any Proprietary Information. The foregoing shall not apply with respect to any information that the Receiving Party can document (a) is or becomes generally available to the public, (b) was in the possession of or known to the Receiving Party, prior to disclosure thereof by the Disclosing Party, without any restrictions or confidentiality obligations, (c) was rightfully disclosed to it, without any restrictions or confidentiality obligations, by a third party, (d) was independently developed without use of any Proprietary Information of the Disclosing Party, or (e) is required to be disclosed by law, provided that the Receiving Party provides the Disclosing Party with prompt written notice of such requirement and reasonably cooperates with the Disclosing Party to limit or challenge such requirement. These provisions regarding Proprietary Information shall apply in perpetuity and shall survive any termination of the Order Form or the Agreement.

3. Miscellaneous.

Funding Failure Termination Right. If funds for continued payments under this Agreement by the Customer are at any time unavailable or are insufficient for the Initial Term or any Additional Term, through failure of any entity, including the Customer itself, to appropriate such funds, then the Customer shall, within ten (10) days of such determination, provide notice to Placer and both Placer and the Customer shall have the right to immediately terminate this Order Form without penalty or further payment by the Customer.

Public Records Laws. Placer acknowledges that if Customer is subject to the applicable public records laws and regulations for Nebraska state (“**Public Records Laws**”), that all obligations imposed by this Agreement are subordinate to Customer’s obligations under Public Records Laws. Notwithstanding the foregoing, Customer agrees that it will keep Placer’s Proprietary Information (including any Placer Data) confidential in accordance with this Order Form and the Agreement unless otherwise required by applicable law, including Public Records Law.

License Agreement Amendments. For the purposes of this Order Form only, the Agreement is hereby amended as follows:

- If applicable law prohibits Customer from indemnifying Placer, then Section 5.b of the Agreement, beginning “Customer shall defend, indemnify and hold Placer harmless...”, is hereby deleted in its entirety.
- The third to the last sentence of Section 8 of the Agreement is hereby removed in its entirety and replaced with the following: “This Agreement shall be governed by the laws of the State of Nebraska without regard to its conflict of laws provisions.”

Notices. All notices under the Order Form and the Agreement will be in writing and will be deemed to have been duly given (a) upon delivery by a recognized delivery service (e.g., FedEx) with delivery confirmation, (b) upon receipt, if sent by U.S. certified or registered mail, return receipt requested, or (c) when sent via email, if sent during normal business hours of the recipient, and on the next business day if sent after normal business hours of the recipient. Notices shall be sent to the addresses set forth in the Order Form, which addresses may be subsequently modified by written notice given in accordance with these provisions.

Trial Offering. If Placer provides Customer with additional Services or Placer Data during the Term and identifies such Services or Placer Data as for evaluation or trial purposes only (a “**Trial Offering**”), access to the Trial Offering is permitted only during the period designated by Placer (or if not designated, 30 days from receipt of access) (“**Trial Subscription Term**”), unless the Trial Offering is earlier terminated as provided below. During the Trial Subscription Term, Customer may only use the Trial Offering for internal evaluation purposes and may not otherwise use or distribute the Trial Offering for any other purposes. Notwithstanding any provision included in this Order Form or the Agreement to the contrary, in respect of the Trial Offering Customer acknowledges and agrees that: (i) either party may terminate the Trial Subscription Term immediately and without liability upon written notice to the other party; (ii) any Trial Offering is

provided “as is”; (iii) Placer provides no warranty, service levels or indemnity for any Trial Offering and (iv) Placer's liability related to any Trial Offering will not exceed USD \$100. Notwithstanding the foregoing, the Services and Placer Data provided in this Order Form is not considered a Trial Offering.

Promotional Use. Customer grants Placer the right to use Customer's company name and company logo, for Placer's promotional purposes.

9. Authorization.

This Order Form is entered into by and between Customer and Placer effective as of the Effective Date. This Order Form and use of the Services are governed by, and Customer and Placer agree to, the License Agreement located at <https://www.placer.ai/placer-license-agreement/> (the “Agreement”); provided, however, that in the event of any conflict between this Order Form and the Agreement, this Order Form shall control. Unless otherwise defined in this Order Form, capitalized terms herein have the same meaning as in the Agreement.

“Customer”

By: _____

Name: _____

Title: _____

Date: _____

“Placer”

By: _____

Name: _____

Title: _____

Date: _____

ATTACHMENT 1

ADDENDUM TO ORDER FORM

Reference is made to the Order Form dated _____ by and between Scotts Bluff County, Nebraska (“**Customer**”) and Placer Labs Inc. (“**Placer**”). This Addendum to the Order Form (this “**Addendum**”) is entered into by Placer, the Customer and the Specified Entity (defined below) effective and made part of the Order Form as of the last signature date set forth below. Unless otherwise defined in this Addendum, capitalized terms herein have the same meaning as in the Order Form.

The parties agree that the Order Form is amended as follows:

1. “**Specified Entity**” means the following entity:
 - Twin Cities Development Association
2. Placer hereby agrees that authorized users of the Specified Entity may access Placer’s Platform, the Services and Placer Data on behalf of the Specified Entity in accordance with the Order Form, the Agreement and this Addendum.
3. Customer and Specified Entity hereby agree that:
 - a. The Specified Entity must communicate to Placer’s assigned Customer Success Manager any authorized user names and changes in writing;
 - b. All terms and conditions (including, without limitation, restrictions and limitations) in the Order Form and the Agreement that apply to Customer also apply to Specified Entity, except those related to payment of any applicable fees, which shall apply to Customer only;
 - c. Specified Entity shall only access Placer’s Platform, the Services and Placer Data in accordance with the terms and conditions (including, without limitation, restrictions and limitations) in the Order Form, Agreement and this Addendum;
 - d. Both Customer and Specified Entity shall be responsible for compliance by the Specified Entity with the Order Form, Agreement and this Addendum, and any non-compliance by the Specified Entity shall also be deemed to be Customer’s breach; and
 - e. In the event of non-compliance by Specified Entity, Placer may suspend and/or terminate access to the Services by Specified Entity or terminate this Addendum pursuant to the Order Form and Agreement, as well as pursue any other legal remedies that Placer may have against either or both Customer and Specified Entity pursuant to the Order Form and Agreement.
4. Termination of this Addendum will not have any effect on the Order Form.
5. In all other respects, the Order Form shall remain in full force and effect.

(Signature page follows)

“Customer”

Scotts Bluff County, Nebraska

By: _____
Name: _____
Title: _____

“Placer”

Placer Labs, Inc.

By: _____
Name: _____
Title: _____

Agreed to and Acknowledged. Further, Specified Entity hereby grants Placer the right to use Specified Entity’s name and logo for Placer’s promotional purposes.

“Agent”

Twin Cities Development Association

By: _____
Name: _____
Title: _____