

**RESOLUTION 16-80**

**A RESOLUTION OF THE CITY OF PANAMA CITY BEACH, FLORIDA, APPROVING THE PURCHASE OF EXCISE BUSINESS TAX SOFTWARE AND RELATED HOSTING AND INSTALLATION SERVICES FROM PIONEER TECHNOLOGY GROUP IN THE BASIC INITIAL AMOUNT OF \$104,175 AND THE BASIC ANNUAL AMOUNT OF \$16,000; AND PROVIDING AN EFFECTIVE DATE.**

**BE IT RESOLVED** by the City Council of the City of Panama City Beach that the appropriate officers of the City are authorized but not required to accept and deliver on behalf of the City that certain Agreement between the City and Pioneer Technology Group, relating to the purchase of Excise Business Tax Software and related installation, web-hosting, data conversion and related support services, in the basic initial amount of One Hundred Four Thousand One Hundred Seventy-Five Dollars (\$104,175), and the basic annual amount of Sixteen Thousand Dollars (\$16,000) thereafter, on substantially the terms and conditions set forth in the quote attached and presented to the Council today, with such changes, insertions or omissions as may be approved by the City Manager and whose execution shall be conclusive evidence of such approval.

**THIS RESOLUTION** shall be effective immediately upon passage.

**PASSED** in regular session this 26<sup>th</sup> day of May, 2016.

**CITY OF PANAMA CITY BEACH**

By:   
Mike Thomas, Mayor


**ATTEST:**

  
Diane Fowler, City Clerk

**PANAMA CITY BEACH**  
**BUILDING AND PLANNING DEPARTMENT**  
110 S. Arnold Road, Panama City Beach, FL 32413  
850-233-5100 Fax: 850-233-5049

**MEMORANDUM**

**TO:** Mr. Mario Gisbert, City Manager

**FROM:**  Mel Leonard, Director of Building and Planning

**DATE:** May 19, 2016

**SUBJECT:** Licensing and License Tax Software and Support

The City currently uses Sungard-Naviline for administering the Licensing and License Tax program. Bay County uses a tourist tax processing program called Excise from Pioneer Technology Group located in Sanford, Florida. The County has used this program for several years and is happy with its performance and the increased efficiencies and accuracy it delivers for their department. This program is also used by Escambia, Santa Rosa and Walton Counties as well as others across the state.

Excise enables seamless communication with the State of Florida's Revenue Income Sharing Exchange (RISE) program where daily reports are exchanged in the State's approved format. The City is a participant in the RISE program but the current software does not enable communication with the State. As such, the sharing of information with the State has been ineffective because of the current software's limitations.

Staff wishes to purchase the Excise program and enter into an agreement for continuing services with the parent company, Pioneer Services, which includes continuous customer support, web-hosting, conversion of the existing data, and updates to the software when available. This software will enable lawful

**Licensing and License Tax Software and Support**

**Page Two**

**May 19, 2016**

exchange of information with the State and Bay County; will come with an on-line payment module; and allow for the property appraiser's parcel number information to be entered and tracked.

Staff advertised for the services and received a response with an estimated cost of \$104,175 with \$76,000 likely due this fiscal year and the remaining \$28,000 due next fiscal year. The annual cost thereafter is \$16,000 for website hosting (\$6,000) and maintenance/support (\$10,000). Well in excess of this amount has been raised by the Licensing Division as part of an effort to find short-term rental owners who do not have the required business license. Councilman Reichard suggested this project in 2013 which has resulted to date in 527 new short-term rental licenses and \$144,270 in estimated annually reoccurring revenue. Pioneer Services is the sole provider of the Excise Business Licensing program and associated support.

There are sufficient funds for this request and staff recommends approval.

## TABLE OF CONTENTS

<b>CONTACT INFORMATION</b> .....	2
<b>LOCATION</b> .....	2
<b>CONTACT</b> .....	2
<b>CURRENT EXCISE CUSTOMERS IN FLORIDA</b> .....	3
<b>SUMMARY</b> .....	4
<b>WHAT IS EXCISE?</b> .....	5
<b>THE INSTALLATION PROCESS</b> .....	7
<b>CONFIGURATION PHASE</b> .....	7
<b>TESTING AND TRAINING PHASE</b> .....	7
<b>POST-IMPLEMENTATION PHASE</b> .....	8
<b>DATA, DEVELOPMENT AND DEPLOYMENT STANDARDS</b> .....	9
<b>DATA INTEGRITY, SECURITY, AND CONFIDENTIALITY</b> .....	9
<b>DEVELOPMENT, DEPLOYMENT, AND OPERATION STANDARDS</b> .....	9
<b>HARDWARE REQUIREMENTS</b> .....	10
<b>WORKSTATION SPECIFICATIONS</b> .....	10
<b>PERIPHERALS SPECIFICATIONS</b> .....	10
<b>NETWORK SPECIFICATIONS</b> .....	11
<b>MAINTENANCE &amp; SUPPORT</b> .....	12
<b>MAINTENANCE</b> .....	12
<b>SUPPORT</b> .....	12
<b>SOFTWARE UPDATES</b> .....	12
<b>PRICE</b> .....	13
<b>DELIVERY AND COST PLAN</b> .....	13
<b>PRICING</b> .....	15

**CONTACT INFORMATION**

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**CURRENT EXCISE CUSTOMERS IN FLORIDA**

- **Bay County, Florida**  
Honorable Bill Kinsaul  
Clerk of the Circuit Court  
Panama City, Florida
- **Manatee County, Florida**  
Honorable Ken Burton Jr.  
Tax Collector  
Bradenton, Florida
- **Santa Rosa County, Florida**  
Honorable Donald C. Spencer  
Clerk of the Circuit Court  
Milton, Florida
- **Escambia County, Florida**  
Honorable Pam Childers  
Clerk of the Circuit Court  
Pensacola, Florida
- **Walton County, Florida**  
Honorable Alex Alford  
Clerk of the Circuit Court  
DeFuniak Springs, Florida
- **Orange County, Florida**  
Honorable Martha O. Haynie  
County Comptroller  
Orlando, Florida
- **Lee County, Florida**  
Honorable Linda Doggett  
Clerk of the Circuit Court  
Fort Myers, Florida

## SUMMARY

Pioneer Technology Group was formed on October 25<sup>th</sup>, 2005. The principals of Pioneer Technology Group have a long history together in the government technology and title insurance industries. Pioneer Technology Group's headquarters is located in Sanford, FL where it's (currently) 85 employees work. Pioneer has built a business on Pioneer Technology Group's belief that taking care of the customer is the most important service we can provide. We combine this level of customer service with the best technology in the industry. This commitment to technology and service has given Pioneer 10 years of growth. Pioneer does business in 20 different states, and has over 150 software installations. Although Pioneer has expanded, Florida is still home and the team's largest market and primary focus.

Pioneer Records Management is a division of Pioneer that handles all of our customers records management needs. Document scanning, Microfilm scanning and creation and document destruction. This additional service has helped many Pioneer Customers clear out those old warehouses full of records boxes.

Pioneer is excited about the opportunity to partner with the City of Panama City Beach to improve their Business Tax process. Our team has spent a decade improving the TDT process in Florida and is confident many of the efficiencies gained will benefit the Business Tax process. We appreciate the consideration and look forward to the opportunity.

## WHAT IS EXCISE?

Excise is designed to be a turnkey solution for TDT/BT management. Excise requires no local installation and can be accessed from any internet connection. Excise will allow business owners to register new accounts, pay fees and track all activity within their account. This includes any agents that may be filling on behalf of several tax payers. Excise will allow the City to tack all correspondence associated with each account. Automate and improve your administration and audit of the Business Tax with Pioneer Technology Group's state of the art system. Basic functionality of the Excise System includes:

### Administration/Management Component

- Tourist Development Tax/Business Tax (TDT/BT) Account Registration and Management
- This includes 3 levels of detail and tracking; User level, Account level, and Property level. The following information is captured:
  - Names, Addresses, phone, fax, and emails at each level
  - ACH information at the User level
  - Community, Payment Frequency and Status and notes at Account level
  - Parcel ID, TPP#, Reference # (OR Bk/Pg), FEIN/SSN, State Sales Tax #, and Business Type at the Property level.
- Allows for multiple properties per Account.
- Link to Property Appraiser site for easy access to property information
- Link to Google Map for Property and Owner Addresses
- Auto calculation of TDT/BT taxes, penalties and interest
- Cashiering of TDT/BT taxes. Easily accepts one payment for multiple returns or accounts under the same user.
- Correspondence with taxpayers via emails and/or printed letters (batch or individual). The following can be automated by user defined parameters.
  - New Account Letter
  - Shortage Notice



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- No Return Filed Notice
- Ability to scan and manage account images. All images are scanned as 300 dpi tiffs.
- Ability to upload document attachments to an account.
- Electronically submit and accept information to/from DOR (Level one and two RISE compatible). Includes exception report of DOR data versus Tax Authority registration data.
- Ability to create a Financial Export file to email to your Finance department.
- Complete customized report library for financial and statistical tracking and reporting. The existing report library includes:
  - Daily Collection Activity, Daily Deposits by payment type, and Journal Entry Reports by date
  - Zero Return Report by date
  - No Return Filed Report by date
  - Exempt Sales Report by date
  - TDC Monthly Analysis Report
  - Outstanding Account Balances Report
  - Coupon Books
  - DOR Monthly Report
- Audit tracking capabilities that integrate with the Property Appraiser's Office and other County departments to share information to aid in tracking down businesses not in compliance.

### Taxpayer Web Component

- Online TDT/BT business registration and account management through a secure login. The Licensee has the ability to decide how much control the Taxpayer will have over account management online. Some of the tasks the taxpayer can perform are:
  - Change password
  - Add/Edit/Update account information
  - Add/Edit/Update property information
- Online TDT/BT remittance with auto calculation of taxes, penalties and interest.
- Ability to accept ACH, Electronic Checks and Credit Card payments through a secure login.

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- Taxpayers have the ability to review their payment history.

### Hosting

- The Web hosting service alleviates the Tax Authority from purchasing new hardware to maintain sufficient storage or upgrading network to allow for high speed web access. Daily back up processes are included in this option.

## THE INSTALLATION PROCESS

Following contract execution, Pioneer Technology Group will meet with the Tax Authority staff to review the project plan and solidify timelines. The Tax Authority will need to select a project manager and an assistant manager. Pioneer Technology Group will do the same. It will be the responsibility of the managers from each side to see to, and assist, with timely execution of the work plan. The project managers from both sides are responsible for the communication of their respective sides' issues in a prompt fashion. Project managers should be available on a daily basis for phone conversations and should make themselves available weekly for phone conference meetings.

During pre-installation, Pioneer Technology Group will conduct a virtual walkthrough with supervisors, technical staff and employees to ensure a common understanding of the process. Pioneer Technology Group will introduce key members of the PTG staff who will oversee the project. We will request the Tax Authority do the same so that cohesive team bonds will begin to form.

### CONFIGURATION PHASE

As soon as all changes have been agreed upon, PTG personnel will begin making the adjustments to the software. PTG will assess their ability to make the necessary changes in the allotted time on a daily basis. Communication between the Tax Authority and PTG during this phase is crucial. Any adjustments to the schedule by either side must be communicated promptly.

### TESTING AND TRAINING PHASE

#### *On-Site Training*

PTG will provide on-site training. Training will be accomplished in two cycles. Cycle I will be for Tax Authority employees and will take place just prior to the final implementation date. Cycle II training is for the taxpayers and will occur after the system has been installed into a "live" environment. We recommend that the system be used internally

for at least one month prior to allowing taxpayers to use this system. This will allow the employees to become comfortable with the program and be able to assist taxpayers when they call for assistance. As always, full phone support will be available to the Tax Authority and Taxpayers. Training manuals and system documentation will be provided at the time of training.

***System Testing***

Immediately following training, Tax Authority personnel, with the assistance of PTG, will conduct on-site testing of the Excise System. This will ensure that all tables are properly configured and that all reports and forms are functioning as designed. It will also serve to increase the comfort level of staff with the new system. Upon completion of final testing and acceptance, the project managers will confirm the final implementation date.

**POST-IMPLEMENTATION PHASE**

Following the final implementation date, PTG will monitor and support the Excise System closely.

It is our intention that the Tax Authority receives the software it needs for optimal functionality, not just the software that meets the Business Requirements. This phase is designed to insure the software meets the Tourist Development Tax Office's functional requirements completely.

## **DATA, DEVELOPMENT AND DEPLOYMENT STANDARDS**

### **DATA INTEGRITY, SECURITY, AND CONFIDENTIALITY**

The Excise System Web software offers security of information passed over the internet by the utilization of a secure HTTPS. HTTPS encrypts and decrypts the page requests and page information between the client browser and the web server using a secure Socket Layer (SSL). This feature will ensure the secure transmission of petitions and evidence submitted online.

The Excise System requires a user login and password to access the system. Employee logins have much more in depth access than the taxpayer login access. For example, taxpayers will only have access to their account(s) through their login. Through a settings table, the Tax Authority can also set the level of access for the taxpayers regarding adding and editing accounts, as well as, which payments are accepted.

### **DEVELOPMENT, DEPLOYMENT, AND OPERATION STANDARDS**

Pioneer Technology Group utilizes standard, commercially available hardware and software components required for the development, deployment and operation of the proposed solution. The Excise System was created with SQL 2005 database and .net architecture.

## HARDWARE REQUIREMENTS

### Workstation Specifications

The following details the minimum and recommended workstation specifications:

ITEM	SPECS
Workstation (Minimum)	<b>Software Requirements</b> <ul style="list-style-type: none"> <li>• Operating System: Windows 7</li> <li>• .Net Framework 4.0</li> <li>• Adobe Reader 6.0 <i>(Required on workstations to view reports and images.)</i></li> </ul>
Workstation (Recommended)	<b>Software Requirements</b> <ul style="list-style-type: none"> <li>• Operating System: Windows 7 or above with the exception of 10</li> <li>• Internet Explorer 11 or MS Edge</li> <li>• .Net Framework 4.0</li> <li>• Adobe Reader 11 or Adobe DC <i>(Required on workstations to view reports and images.)</i></li> </ul>

### Peripherals Specifications

The following details the minimum and recommended peripherals necessary to support the Excise System:

ITEM	SPECS
Scanner (Minimum)	Any Twain Driver Scanner
Scanner (Recommended)	Fujitsu 6130 Desktop Scanner
Printer (Minimum)	Any
Printer (Recommended)	HP LaserJet 4240n
Label Printer (Recommended)	Dymo LabelWriter 400

**Network Specifications**

The following details the minimum and recommended peripherals necessary to support the Excise System:

ITEM	SPECS
Network (Minimum)	100BaseT switched network topology. DSL connection to satellite locations.
Network (Recommended)	100BaseT switched network topology. T1 connection to satellite locations.

*Note: Pioneer Technology reserves the right to make changes to the above hardware, network, equipment and software requirements at any time. The requirements are to be used as a recommendation and may need to be adjusted depending on Tax Authority size and volume.*

*\* Most recent estimated price. Prices are subject to change.*

## **MAINTENANCE & SUPPORT**

### **MAINTENANCE**

With the purchase of the Excise System, Pioneer Technology provides a 60 day period for maintenance from the date of software acceptance at no additional cost. Following the initial warranty period, the Tax Authority will transition to an annual maintenance plan at terms agreed upon by both Pioneer Technology Group and the Tax Authority.

### **SUPPORT**

Pioneer Technology Group is dedicated to maintaining satisfying relationships with our customers. To that end, we operate a fully staffed help desk operating toll-free access during normal business hours. All members of the help desk are expert in the support of the Excise System and are empowered to do whatever necessary to aid the caller. All problems are assigned a severity code and are acted on accordingly. In the most severe instances, we will give you top priority. Technical support is available via dial-up diagnostics at the Tax Authority's request, which will allow us to determine the severity of the problem without actually being onsite. If we cannot resolve the problem through phone diagnostics, we are on-site within eight business hours in the majority of cases.

### **SOFTWARE UPDATES**

In addition to help desk services, our maintenance contract entitles the customer to receive software updates on a regular basis. Version updates are the direct result of customer requests for change or the availability of improved technologies. Users Group Educational Conferences are held annually in the Central Florida area. This is a time for customer networking, for receiving refresher training, and for giving Pioneer input for future releases. Customers are encouraged to become members of the user family and to participate in the active updating of your product.

## PRICE

### DELIVERY AND COST PLAN

Our fee proposal represents fees associated solely with the delivery of the application developed by Pioneer Technology Group for the Tax Authority. Database software, network operating systems, workstation operating systems, and hardware were not included. Further information on hardware requirements will be provided.

Support and Maintenance service includes diagnostic help, access to Pioneer Technology Group's help desk, upgrades to system software, and membership in the user group. User group membership is an important feature, as the group will meet at least annually to discuss needed upgrades to the system.

The following includes the Excise System and Annual Maintenance/Service Price Quotes. The Software Price Quote details all components and any data conversion, installation, and training fees. The Annual Maintenance/Support will begin sixty (60) days after software acceptance date.

### TRAINING COSTS

PTG will provide on-site training at the rate of \$800.00 per day per trainer. Training will be accomplished in two cycles. Cycle I will be for Tax Authority employees and will take place just prior to the final implementation date. Cycle II training is for the taxpayers and will occur after the system has been installed into a "live" environment.

### TRAVEL EXPENSES

The County will be billed for all reasonable travel costs associated with training and installation. These costs will be billed at the completion of the project.

### FORM/REPORT CUSTOMIZATION COSTS

During the installation process Pioneer will brand standard reports with your County logo and contact information. We feel that these reports will be sufficient for your County. If you decide that you want a new report built, Pioneer can accommodate that for \$100 per development hour.

### DATA CONVERSION COSTS

All relevant history will be entered into the Excise System tables. If data conversion is required it will be billed at \$175 per hour.

### SYSTEM CUSTOMIZATION

Prior to starting the installation process PTG and the County will identify all code changes (if any) that will be required. System customizations that are site specific are



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billable at \$175 per hour. Customizations that are considered "site specific" will be agreed upon prior to contract signing.

### **SYSTEM IMPLEMENTATION COSTS**

Processing registrations and payments on the old system should be stopped two days prior to the final implementation date. Network connections and functionality will be tested. All workstations and peripherals will be fully tested with a dry run to insure a smooth start with the new system. System implementation will be performed at a rate of \$175.00 per hour.

### **WEB HOSTING**

Pioneer Technology Group has made Excise a "turn key" solution by providing web hosting. An additional monthly hosting fee of \$6,000 will be added the annual maintenance. The County has the option to pay the \$6,000 separately on a monthly basis.

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**PRICING**

The following pricing is valid for 90 days from 3/14/2016

<b>Excise Software</b>	
<b>Description</b>	<b>Amount</b>
• Perpetual License of Excise Software	
• Unlimited Seats	<b>\$55,000.00</b>
<b>Total Licenses</b>	<b>\$55,000.00</b>

<b>Pioneer Services</b>			
<b>Description</b>	<b>Hours</b>	<b>Rate</b>	<b>Amount</b>
<b>Project Management</b>			
<b>Estimated Project Management</b>			<b>\$15,000.00</b>
<b>Onsite Support</b>			
• Onsite Support	6	\$800	\$4,800
<b>Estimated Onsite Support</b>	6	\$800	<b>\$4,800</b>
<b>System Customizations</b>			
• System Customizations	N/A	\$175	
<b>Estimated System Customizations</b>		<b>\$175</b>	<b>\$0</b>
<b>*Travel Costs (see chart)</b>			
<i>(Billed monthly as incurred)</i>	TBD		TBD
<b>Data &amp; Image Conversion</b>			
• Primary Database	75	\$175	\$13,125
<b>Estimated Data &amp; Image Conversion</b>	75	\$175	<b>\$13,125</b>

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<b>System Configuration</b>	<b>Hours</b>		
• System Configuration	50	\$175	\$8,750
<b>Estimated Integration &amp; Installation</b>	50	\$175	\$8,750
<b>Reports &amp; Forms</b>	<b>Hours</b>	<b>\$100</b>	
• 15 Reports & Forms	75	100	\$7,500
• Custom Reports & Forms (5 hours per report/form)	N/A		
<b>Estimated Reports and Forms</b>	75	\$100	\$7,500
<b>Total Estimated Services</b>			<b>\$49,175.00</b>

<b>Excise Website Hosting</b>			
• Website Hosting Fees			\$6,000
<b>Total Annual Website Hosting Fees</b>			<b>\$6,000</b>

<b>* Travel Costs</b>	
Meals and Incidental	Domestic Per Diem Rates
Lodging	Actual Charges (PTG will try to use customers preferred lodging if available)
Transportation- Rental Car	Actual Charges (midsize vehicle)
Transportation – Air Travel	Actual Charges (Coach Fare)
Transportation – mileage	Privately owned vehicle mileage reimbursement per FL State Statute.
Transportation – Taxi, Parking, or other	Actual Charges

<b>Excise Maintenance/Support</b>		
<b>Description</b>		<b>Amount</b>
<b>Annual Excise Maintenance &amp; Support</b>	<b>1 year</b>	<b>\$10,000</b>
Includes:		
Version Upgrades		
Toll Free Help Desk Assistance		
User Group Membership		
<b>Total Excise Maintenance</b>		<b>\$10,000.00</b>