

CS-19-0946

(Contract Management Use only)

CONTRACT APPROVAL FORM

CONTRACT TRACKING NO.

CM2782

CONTRACTOR INFORMATION

Name: BIBLIOTHECA, LLC

Address: 3169 HOLCOMB BRIDGE RD NORCROSS GEORGIA 30071

Contractor's Administrator Name: Jessica Moss Title: Customer Account Manager (Cloud)

Tel#: 1-877-207-3127 Ext 342 Fax: _____ Email: j.moss@bibliotheca.com

CONTRACT INFORMATION

Contract Name: Digital Library Reserve Agreement Contract Value: \$9,000.00 (\$3,000.00 annual)

Brief Description: Software that will allow Residents to use electronic resources from the Library in downloadable format including Audio books, e-books, videos and music.

Contract Dates: From: 10/01/19- 09/30/22 Status: XX New ___ Renew ___ Amend# ___ WA/Task Order

How procured: ___ Sole Source ___ Single Source ___ ITB ___ RFP ___ RFQ ___ Coop. X Other Quotes

Section 3/Comp Quotes

If Processing an Amendment:

Contract #: _____ Increase Amount of Existing Contract: _____ No Increase _____

New Contract Dates: _____ to _____ TOTAL OR AMENDMENT AMOUNT: _____

APPROVALS PURSUANT TO NASSAU COUNTY PURCHASING POLICY, SECTION 6

- | | | | |
|----|--|-----------------|------------------------|
| 1. | <u>Jawon Postwick</u> | <u>11/14/19</u> | <u>01711571-549000</u> |
| | Department Head Signature | Date | Funding Source/Acct # |
| 2. | <u>Stephan Haines</u> | <u>11/20/19</u> | |
| | Contract Management | Date | |
| 3. | <u>[Signature]</u> | <u>11/21/19</u> | |
| | Office of Management & Budget | Date | |
| 4. | <u>[Signature]</u> | <u>11/21/19</u> | |
| | County Attorney (approved as to form only) | Date | |

RCVD OMB
19 NOV 14 PM 2:05

Comments: _____

COUNTY MANAGER – FINAL SIGNATURE APPROVAL

[Signature]
Mike Mullin

11/24/19
Date

RETURN ORIGINAL(S) TO CONTRACT MANAGEMENT FOR DISTRIBUTION AS FOLLOWS:

Original: Clerk's Services; Contractor (original or certified copy)
 Copy: Department
 Office of Management & Budget
 Contract Management
 Clerk Finance

November 6, 2019

Dawn S. Bostwick, Library Director
Nassau County Public Library System
25 N. 4th St.
Fernandina Beach, FL 32034

Re: bibliotheca cloudLibrary™ Platform Agreement and Sole Source justification

Dear Ms. Bostwick:

We look forward to our continued partnership with the Nassau County Public Library System. As a longtime customer, we are providing three (3) year platform pricing paid annually.

Year 1 10/1/19 – 9/30/20	\$3,000
Year 2 10/1/20 – 9/30/21	\$3,000
Year 3 10/1/21 – 9/30/22	\$3,000

Platform fees will renew automatically unless 60-day prior notice is given. Please sign on page 2 your acceptance.

In addition, bibliotheca confirms that it is the developer and sole provider of the cloudLibrary™ digital content platform, eContent sharing via cloudLink, and the cloudLibrary™ assist and cloudLibrary™ checkout modules. No other digital content platform can provide equivalent functionality.

cloudLibrary™ is the only digital content platform that can interface with Nassau County Public Library System's (NCPLS) existing selfCheck™ kiosks. And, cloudLibrary™ allows your patrons to receive recommendations, place holds, and check-out digital content right at the physical library self-checkout kiosk. Additional unique cloudLibrary™ features include:

- | The only digital content provider to offer an ownership content and pay-per-use model in the same lending platform. This model provides patrons the extended eBook and eAudiobook content they desire.
- | Content is ordered via "CAT" – Content Acquisition Tool which is best in class
- | cloudLink allows library systems or consortia to build and manage multiple private eBook and eAudiobook collections with ease and flexibility. Libraries can join or create a consortium by individually purchasing their own cloudLibrary™ platform and connecting them with cloudLink. NCPLS is a part of the bibliotheca Florida cloudLink group, which includes more than 15 libraries across the state, including Charlotte County, Palm Beach County, and Sarasota County, giving NCPLS's patrons additional access to more than 105,630 eBook and eAudiobook titles.
- | Allows your library to display an events calendar within the cloudLibrary™ mobile application.

In addition, bibliotheca is the developer and sole provider of the cloudLibrary™ assist mobile app for patrons and cloudLibrary™ checkout module. bibliotheca is the first and only provider of these integrated features:

- | cloudLibrary™ assist provides patrons interactive receipts and helpful reminders for transactions that take place at a bibliotheca selfCheck™ kiosk.
- | cloudLibrary™ checkout is a simple mobile in-app checkout experience for physical items.

Sincerely,



Matthew Bellamy | President Americas
m.bellamy@bibliotheca.com
877-207-3127, x119

Acceptance:

Nassau County Public Library

Signature 

Title County Manager, Designee

Date 11/22/19



Dawn S. Bostwick, Library Director
Janet W. Loveless, Assistant Director

Nassau County Public Library System

25 N. 4th Street
Fernandina Beach, FL 32034
Phone: 904-530-6500 Fax: 277-7366

<http://read.nassau.lib.fl.us>

To: Grayson Haggins, Contract Management

From: Dawn S. Bostwick, Library Director

Re: eBook Renewal

Date: 14 November 2019

Grayson,

I would like to renew our agreement with Bibliotheca for library ebooks and eaudiobooks.

I contacted three companies who provide ebooks and eaudiobooks and after evaluating the information I am recommending the renewal with Bibliotheca. Bibliotheca has a platform fee of \$3,000 per year, we can purchase as many items as our budget allows and we can share books with other reciprocating libraries. Right now the shared collection is about 100,000 items strong.

I have a quote from Midwest Tapes, their product is called Hoopla. Their program is a pay-per-circ model. We would need to provide a deposit of \$5,000 and budget for at least \$6000 per year. Any time a resident chooses to use one of the books we would pay a fee. It would be very difficult, if not impossible, to budget for use of this system. They do not offer reciprocal borrowing of materials.

The third company I contacted is Totalboox.com. They provide ebooks and eaudio books but now apparently work mainly in the international market place. Mr. Stafford the vice president in the US is no longer with the company. He referred me to Mr. Lorch the president and he has not returned my request for information. Their website offers interpreter services.

I would like to stay with Bibliotheca as a supplier of ebooks and eaudio books.
Thank you.

Callahan

450077 State Rd 200
Callahan, FL 32011

Hilliard

◆ 15821 CR 108
Hilliard, FL 32046

Yulee

◆ 76346 Wm Burgess Blvd
Yulee, FL 32097

Bryceville

◆ 7280 Motes Rd
Bryceville, FL 32009

Dawn Bostwick

From: Erin Kennedy <EKennedy@midwesttapes.com>
Sent: Monday, November 11, 2019 10:58 AM
To: Dawn Bostwick
Subject: for your consideration: hoopla details

Dawn:

I'd like to thank you for the time and courtesy extended to me last week. I've always preferred to meet with my customers face-to-face; it's so much better than email and it helps me get a better understanding of your library's materials selection process and workflow. And nothing's better than walking the stacks and getting to know your library's personality!

Per our conversation, I'd like to share basic information about the hoopla platform. Items like: our story, our model, hoopla basic price points and collections.

Our Story

Hoopla has come a long way since we initially launched in 2013. We started with Audiobooks, Music, Movies and TV content with around 30,000 titles on the platform. Today, hoopla provides public libraries with six different formats (*Audiobooks, eBooks, Comics Music, Movies & TV shows*), all within one platform with over 700,000 titles with content for toddlers, children, teens and adults all in one easy to use platform.

Our Model

hoopla is a transactional model meaning we don't have ANY fees and libraries only pay for what their patrons circulate. Our customers get over 800,000 titles added to their digital collections instantly and don't pay a dime, unless a patron selects the borrow button. hoopla also offers our library customers simultaneous use for their patrons; multiple patrons can be borrowing the same title at the same exact time.

Budgeting Tips

Below is the basic hoopla information that I provide to all of my interested libraries. One item to keep in mind in regards to budgeting for your hoopla program is to start off with a lower borrow limit (5 or 6) and allow hoopla to grow at a slow and steady pace. Since hoopla is a transactional model we encourage our libraries to monitor their hoopla program and know that it will grow from year to year. We always suggest putting in additional funds each year to allow hoopla to grow. Keep in mind that you have full control over the growth of your hoopla program. Ways our libraries grow the hoopla service are: Adding hoopla MARC records, promoting on social media, sending patron email blasts, promoting hoopla at your events, etc.

The hoopla Basics

[hoopla Quick Videos & Webinars](https://vimeo.com/hoopladigital)
<https://vimeo.com/hoopladigital>

hoopla Loan Periods

Video Content – 3 Days

Music – 7 days

Book Content – 21 days

hoopla Pricing Information

Currently on the platform, there are a number of price points for available content when a patron borrows:

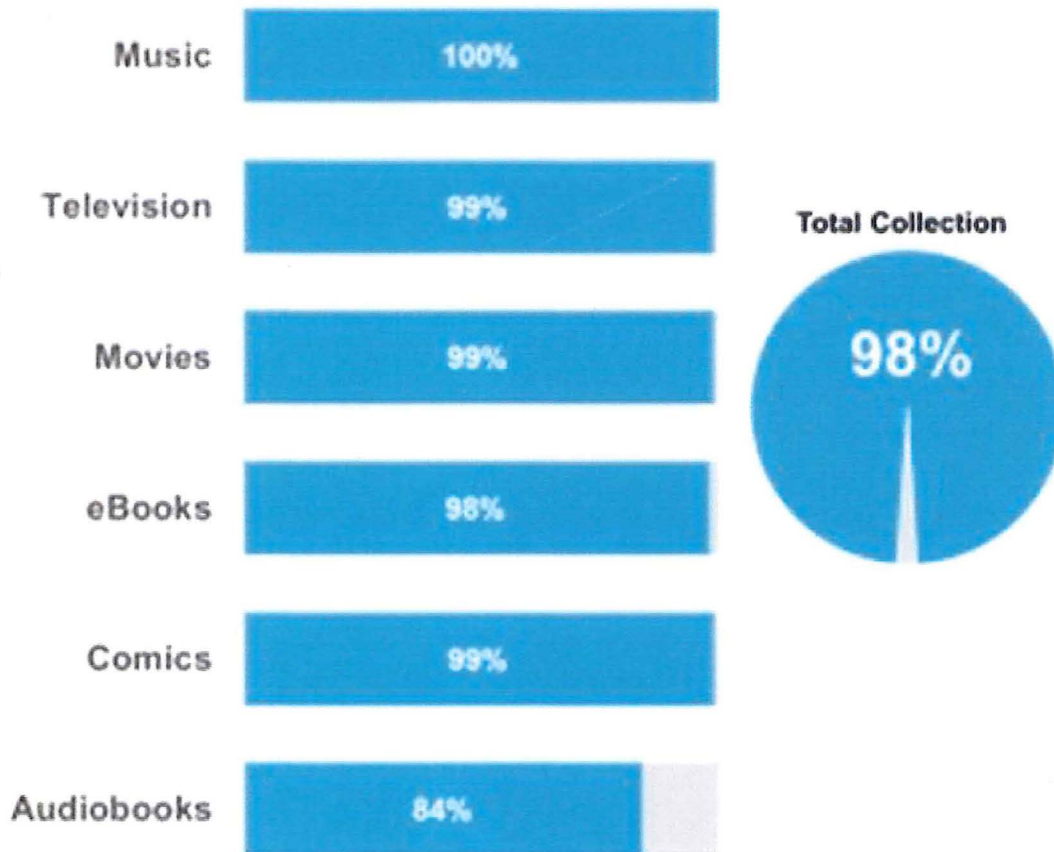
Overall Price Points: Range from \$0.49 to \$3.99

Average price per circ for our live partners is approximately \$2.00

hoopla Per Circulation Pricing	
Audiobooks	\$0.49 - \$3.99
Comics	\$0.49 - \$3.99
eBooks	\$0.34 - \$3.99
Movies	\$0.99 - \$3.99
Television	\$0.99 - \$2.99
Music Albums	\$1.49 - \$1.99

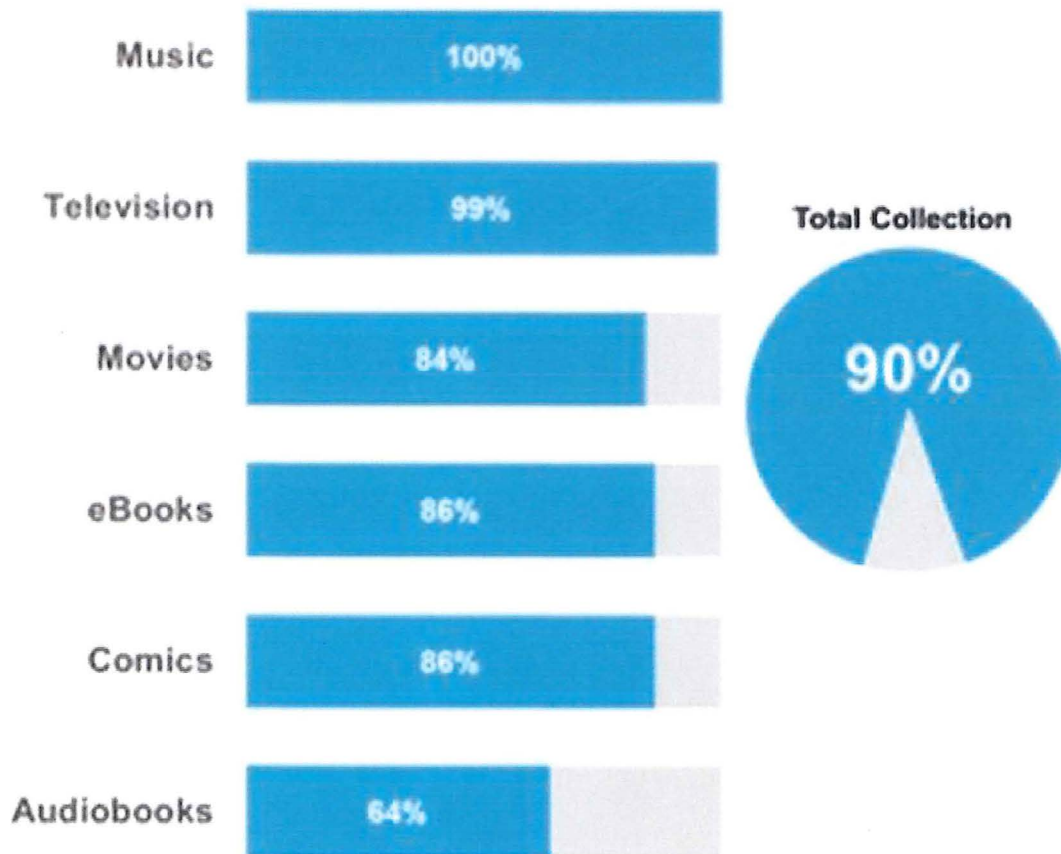
735,000 Titles < \$2.99

Share of Collection



675,000 Titles < \$1.99

Share of Collection



Initial Investment

With **hoopla's** pay-per-circ model, libraries only pay for what patrons actually borrow. For this reason, there are no setup fees, subscription fees, annual fees, or long-term contracts. We are asking our **hoopla** partners for an initial Good Faith Deposit to *assist* in budgeting for and building the success of the service.

This deposit is a one- time request, never expires, and goes completely towards circulations and circulations only. If your library becomes at all dissatisfied with **hoopla**, the balance of the advance is fully recoupable.

For a library with a service population such as yours we would typically request a **down payment of \$5,000.** For budgetary purposes, we would estimate a **very** conservative **hoopla** budget of **\$500 per month/\$6000 per year.** **We do not offer multiple-year hoopla contracts.**

hoopla Popular Collections and Recent Updates *(click on any of the hyperlinks to see more!)*

Movies

→ for our Movie and TV content we have apps for **Roku, Amazon Fire Stick, Android TV and Apple TV**. We are also compatible with **Chromecast!**

➤ Click me for a video tutorials for: **Roku, Apple TV, Fire TV**

→ **NEW! The LEGO Group**, now available on hoopla!

→ **Criterion Collection** (currently 19 titles)

→ Exclusive (2 year) Deal with **Revolution Studios & Miramax**

→ **ALL** video content is Closed Captioned

TV Shows

→ **A+E Networks**

→ **ACORN TV**

→ **Nickelodeon**

→ **ALL** video content is Closed Captioned

Audiobooks

→ Now available, **The Great Courses**

eBooks

→ Hoopla now has **Children's Read Along eBooks** available

→ Hoopla Book Club INFO: **theclub.hoopladigital.com**

Comics/Graphic Novels

→ New Comics/Graphic Novels added weekly: check them out **here!**

Music Albums

→ **New Music Friday** Collection

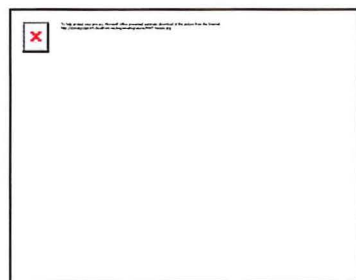
NOW AVAILABLE: Compatibility with Amazon's Alexa for hoopla audiobooks and music albums, click here for a **video**

I'll be providing a hoopla press pass for you and your colleagues, and will send the login details in a separate email. In the meantime, if you'd like to discuss this hoopla proposal, need additional information or have any questions, please let me know.

Take care-
Erin



Erin Kennedy
Account Executive



t: **(800) 875-2785**

m: (717) 645-6929

f: (800) 444-6645

e: EKennedy@midwesttapes.com

a: PO Box 820, Holland, OH 43528

w: <http://midwesttape.com>

Dawn Bostwick

From: Dawn Bostwick
Sent: Saturday, November 09, 2019 3:08 PM
To: yoav@totalboox.com
Subject: FW: Quote

Hello Mr. Lorch,

I am seeking a quote for ebooks and eaudio books. I sent an email, see below, to Peyton Stafford. He has recommended I speak with you.

Can you please tell me if Total Boox still offers ebooks and eaudio books?

What is your cost annually and for three years?

And can you please tell me if residents of my county would be able to use/share the ebooks and eaudio books of another county that has Total Boox?

Thank you,

Dawn

Dawn S. Bostwick, M.A.L.S., C.P.L.A.
Library Director
Nassau County Public Library System
25 N. 4th Street
Fernandina Beach, FL 32034
O: 904-530-6501
F: 904-277-7366
dbostwick@nassaucountyf.com

From: Dawn Bostwick
Sent: Saturday, November 09, 2019 3:03 PM
To: peyton@totalboox.com
Subject: Quote

Hello Mr. Stafford,

Can you please tell me if Total Boox still offers ebooks and eaudio books?

What is your cost annually and for three years?

And can you please tell me if residents of my county would be able to use/share the ebooks and eaudio books of another county that has Total Boox?

Thank you,

Dawn

Dawn S. Bostwick, M.A.L.S., C.P.L.A.
Library Director
Nassau County Public Library System
25 N. 4th Street

Dawn Bostwick

From: Peyton Stafford <peyton@totalboox.com>
Sent: Saturday, November 09, 2019 3:03 PM
To: Dawn Bostwick
Subject: Responding to your email... Re: Quote

Thank you for your email.

After four exciting years of service to the cause of a fair and equitable ebook business model for libraries, I have left Total Boox to pursue my career as a writer. Much as I regret leaving dear friends, wonderful colleagues and the best customers in the library business, it is time for me to move on.

Please contact Yoav Lorch, Total Boox' founder and CEO at yoav@totalboox.com for assistance with Total Boox.

You can reach me at peyton@peytonstafford.com regarding other matters.

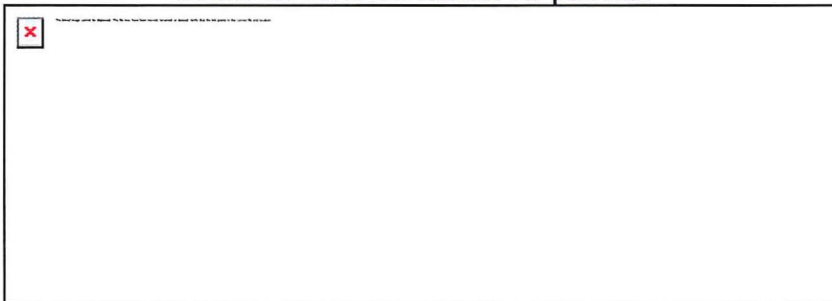
Sincerely yours,

Peyton Stafford

--

Peyton Stafford, VP Total Boox | www.totalboox.com/libraries | Voice +1 [503.720.7149](tel:503.720.7149) | peyton@totalboox.com |
Skype peytonstafford

Safest for libraries. Easiest for patrons.



Fernandina Beach, FL 32034

O: 904-530-6501

F: 904-277-7366

dbostwick@nassaucountyf.com

Can't find your library? Forgot your library ID or pin? Click [here](#) for assistance.

Download our app to read on your [iPhone](#), [iPad](#), [Kindle Fire](#) or [Android](#) device

NOT a library patron? click here

Team

Headquartered in Tel Aviv, with representatives in the United States, Total BooX, Ltd. is led by a group of seasoned entrepreneurs, who have previously built large companies distributing and managing digital content. The experience of our executives is diverse and wide-ranging, spanning industries and continents.

Yoav Lorch – Founder and CEO

Yoav is a writer turned entrepreneur. In the many years he worked as a writer in Israel he wrote over 200 TV scripts created and translated works for the professional theatre, published six children books and illustrated two. In his high-tech career he founded two companies and led both from concept to international presence and sales, building professional teams and raising over \$ 40 million in the process. Total Boox is Yoav's 3rd startup company, and it brings together his fascination with big ideas, his abilities in building companies and teams, and his love of books and writing.

Udi Arad – Chairman and Head of Business Development

A well known figure in the academic library world, Udi was the co-founder of Ex Libris, and its CEO for over 15 years. Udi led Ex Libris from inception, through various growth stages, including its penetration into the US academic library market. Currently Ex Libris is an undisputed leader in its field, with annual revenues exceeding \$100 mill. It was recently acquired for \$250 million.

Yossi Avital – VP R&D

Yossi Avital is a highly skilled IT professional, with ten years of experience in software research and development. Since the early 2000s, he has been developing and leading innovation processes using cutting-edge technologies in complex, high-performance environments, including Medical, RFID, and software-optimization industries. A team player who loves a good challenge, Yossi brings to Total BooX a user-oriented perspective, a passion for building and problem solving, and desire to explore and implement new technologies. He holds a B.Sc in mathematics and computer science from the Ben-Gurion University, and an MBA from the Technion.

Maya Feldman – Managing Editor

Maya is a literary editor and translator with a wide and varied involvement in world literature. Formerly acquisition editor of foreign fiction and editor of literary translated fiction at Kinneret-Zmora publishing house, and a senior editor at Am-Oved publishing house. She is currently the editor of the digital multilingual magazine [Maaboret – Story Crossing](#) and a literary critique in Haaretz

newspaper.

Maya received her M.A . in Comparative Literature from Tel Aviv University. She lives in Tel Aviv.

Peyton Stafford, VP, Library Services

Peyton specializes in working with book publishers and technology companies to create and implement successful library sales programs marked by rapid growth, solid profitability, and long-term sustainability. These have included a general book wholesaler, a public access computing firm, and a large print specialty publisher. He is passionate about discovering and creating new concepts to resolve difficult issues. Total BooX brings together his passion for creating new business models, his life-long love of books and learning, and his fascination with technology and how it can be used to make life better.

Alex Lumelsky - Senior Software Architect

Alex thrives on working in a dynamic industry. He joined Total Boox with an impressive track record of more that decade of research and development experience in online web services, cloud infrastucture and databases. Formerly an independent consultant and software developer in eCommerce, social marketing and gambling companies. He initiated and led the design and implementation of Total BooX website. Currently he is responsible for day-to-day operations that are directly related to accomplishing the company's objectives. His focus on implementation of software development methodologies to help the company with its ambitious growth plans.

About

- [About us](#)
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- [Team](#)
- [Total Boox in the media](#)

Readers

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- [FAQ by direct readers](#)
- [Privacy](#)
- [Terms of use](#)

Libraries

- [Participating libraries](#)
- [Library offering](#)
- [FAQ by librarians](#)

Can't find your library? Forgot your library ID or pin? Click [here](#) for assistance.

Download our app to read on your [iPhone](#), [iPad](#), [Kindle Fire](#) or [Android](#) device

NOT a library patron? click here

About Us

Total Boox is an innovative company active in the ebook space and introducing a number of revolutionary ebook services. At the heart of our activity lies the belief that the digital shift creates tremendous opportunities for the entire book industry. We are set on identifying these opportunities and creating effective services around them.

We strive to eliminate all barriers between books and readers, encourage exploration, and introduce business models that greatly improve reader–book matching and market efficiency.

We view the shift from print to digital as merely the basis for the dramatic changes yet to arrive, and we keep busy bringing in some of those changes.

Our services are based on the following concepts:

- **Freedom of Access** – Anyone, anytime should be able to read any book. Limiting access is counter-productive and unnecessary.
- **Fair-Minded Business Model** - Whatever amount a person or organization pays for a book, it should reflect how much of the book has been read. Un-opened books or un-read pages require different treatment from completed books or read pages.
- **Wide Open Distribution and Sharing Channels** - Every person and every event can spur additional reading and tempt new readers. We provide optimal conditions for the proliferation of reading.
- **Big Data** – We collect and analyze data in an ongoing effort to improve curating, recommendation, distribution and discovery. We believe these lead to more reading and better books.
- **Obsessive Protection of Privacy** - Under no circumstance, whatever the cost, will we reveal any information directly related to the reading habits of individuals using our services.
- **Alliances with Publishers and Authors** - We strive to help content creators better understand how their books are consumed, and assist them in locating their readers and building sustainable relationships with them.

The patent-pending concepts and technologies used by Total Boox have all been fully developed in-house, and are wholly owned by the company.

Download our applications

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User Guides

- [iPad app for library patrons](#)
- [iPhone app for library patrons](#)
- [Android and Kindle Fire app for library patrons](#)
- [Android app for private readers](#)

Meet Us

Ohio Library Council Convention
Kalahari Resort, Sandusky, Sep 28-Sep 30, 2016

Kansas Library Association
Wichita, Oct 19-Oct 21, 2016

Frankfurt Book Fair
Frankfurt, Germany, Oct 19-Oct 23, 2016

Virginia Library Association
Hotsprings, VA, Oct 26-Oct 28, 2016

Charleston Conference
Charleston, Oct 31-Nov 5, 2016

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