

**Downtown Center Business Improvement District
Enterprise System Catalog***

Vendor	Product	Purpose	Categories / Types of Data	Primary Custodian	Frequency Data Collected	Frequency Data Updated
Xero	Xero	Accounting Management	General Ledger, Accounts Payable, Account Receivable	Finance	Daily	Daily
FileMaker	FileMaker Pro	Database	Property, Maintenance Records	Adminstration	As needed	As needed
Microsoft	Windows Servers	Data storage	End-user files	Adminstration	Daily	Daily
Microsoft	Office 365	Outlook	Email	Adminstration	As needed	As needed
Vmware	vSphere	Virtual server environment	server hosting	Adminstration	As needed	As needed
The Rocket Science Group	MailChimp	Mass Email Distribution	Notifications, Email Addresses	Marketing	As needed	As needed
Eventbrite	Eventbrite	Event Registration	Registrant Information	Marketing	As needed	As needed
Open Source Matters, Inc.	Joomla!	Content Management	Website Content	Marketing	As needed	As needed
Facebook, Inc.	Facebook	Social Media Marketing	Event & business promotion	Marketing	As needed	As needed
Twitter Inc.	Twitter	Social Media Marketing	Event & business promotion	Marketing	As needed	As needed
Instagram, LLC	Instagram	Social Media Marketing	Event & business promotion	Marketing	As needed	As needed
Google	YouTube	Social Media Marketing	Promotional videos	Marketing	As needed	As needed

* This is provided in compliance with Section 6270.5 of the California Public Records Act

Revised 3/9/18