

## Ventura Port District Enterprise Systems Catalog

Last updated - April 2021

Vendor Name	Product Name	Purpose	Data Type	Custodian	Frequency of Data Collection	Frequency of Data Updates
Adobe Acrobat	Adobe	Document imaging and form creation	Document Management	Technology Services	Daily	As Needed
Canva	Canva	Document creation for flyers, presentations, etc.	Graphic Design	Marketing Dept & Clerk of the Board	As Needed	As Needed
Dropbox	Dropbox	Transfer of large files	File Sharing	Clerk of the Board	As Needed	As Needed
EmergencyReporting.com	Fire Department Station Management Program	Cloud-based data storage	Station Management, Equipment Management, incident reports, daily logs	Harbormaster	Daily	Daily
Facebook	Facebook	Disseminates promotional marketing messages & updates to the public	Social Media Content & Communications	Marketing Dept	Daily	Daily
Google	Google Analytics	Provides essential marketing metrics & Key data on harbor demographics	Digital Analytics	Marketing Dept	Monthly	Daily
Google	Google Earth	Provides aerial photos & maps	aerial photos & maps	All Depts	As Needed	As Needed
GovDeals	GovDeals	Auction Surplus Items	Selling Information	Facilities Dept	As Needed	As Needed
Iconosquare	Iconosquare	Provides detailed marketing metrics on Instagram story content	Digital Analytics	Marketing Dept	Monthly	Daily
Instagram	Instagram	Disseminates promotional marketing messages & updates to the public	Social Media Content & Communications	Marketing Dept	Daily	Daily
Mailchimp	Mailchimp	Disseminates promotional marketing messages & updates to the public and village tenants	Digital E-newsletter	Marketing Dept	Monthly	Monthly
ManagerPlus	Maintenance Management Software	Facilities work order System	work orders	Facilities Dept	Daily	Daily

Microsoft	Microsoft Office 365	Email, document processing, calendaring	Email, Word documents, calendar, tasks, Excel spreadsheets	Technology Services	Daily	Daily
Molo	Marina/Dry Storage Management	Provides management of marina slips, invoicing, insurance, etc.	Slip management/invoicing & accounting/ point of sale	Marina/Courtesy Patrol	Daily	Daily
Monday	Monday.com	Organizes multifaceted marketing campaign components & event tasks & organizes sales reports	Task Management	Marketing Dept & Accounting Dept	Monthly	Weekly
Nitro	NitroPDF	Document imaging and form creation	Document Management	Individual User	Daily	Daily
Pinterest	Pinterest	Disseminates promotional marketing messages & updates to the public	Social Media Content & Communications	Marketing Dept	Daily	Daily
Sage	Sage 300 Construction & Real Estate	ERP	General Ledger, Budget, Cash & Property Management, Accounts Payable/Receivable	Accounting Dept	Daily	Annually
Sage	Sage Fixed Assets	Asset Management	Fixed Assets - Land, Infrastructure & Improvements, Equipment	Accounting Dept	As Needed	Annually
Sprout Social	Sprout Social	Provides detailed marketing metrics on all social platform performance	Digital Analytics	Marketing Dept	Monthly	Daily
Square	Square	Credit Card payments	financial services, mobile payments, point of sale	Accounting Dept	As Needed	As Needed
Survey Monkey	Survey Monkey	Disseminates surveys for public and tenants & organizes analytic results	Digital Surveys	Marketing Dept	Monthly	Monthly
Twitter	Twitter	Disseminates promotional marketing messages & updates to the public	Social Media Content & Communications	Marketing Dept	Daily	Daily
WordPress	WordPress.org	Venturaharbor.com Content Management system for District Info, public notices, etc.	Website CMS	Marketing Dept	Daily	Daily
WordPress	WordPress.org	Venturaharborvillage.com Content Management system for Harbor Village info, events, etc.	Website CMS	Marketing Dept	Daily	Daily
Youtube	Youtube	Disseminates promotional marketing messages & updates to the public	Social Media Content & Communications	Marketing Dept	Daily	Daily
Zoom	Zoom	Internal & external video conferencing, Board Mtgs	Communications	Clerk of the Board	Weekly	Weekly'