

**FOURTH AMENDMENT
TO AGREEMENT FOR PROFESSIONAL CONSULTING
ADVERTISING AGENCY SERVICES**

This Fourth Amendment to the Agreement, is made and entered into by and between the **COUNTY OF MANATEE**, a political subdivision of the State of Florida by and through its Board of County Commissioners, hereinafter referred to as "County", with principal offices at 1112 Manatee Avenue West, Bradenton, FL 34205 and **AQUA MARKETING AND COMMUNICATIONS, INC.**, hereinafter referred to as "Contractor" with principal offices located at 100 Second Avenue South, Suite 302-S, St. Petersburg, FL 33701.

WHEREAS, on July 2, 2012 the parties hereto entered into Agreement for Professional Consulting Advertising Agency Services for the Manatee County Convention and Visitors Bureau (CVB); and

WHEREAS, on November 15, 2012 the parties hereto entered into the First Amendment to incorporate changes into Exhibit "A" Scope of Services and Exhibit "B" Fee Schedule of the Professional Consulting Advertising Agency Services for the Manatee County Convention and Visitors Bureau (CVB); and

WHEREAS, on June 27, 2013 the parties hereto entered into the Second Amendment to extend the Agreement for one (1) year commencing July 1, 2013 and terminating June 30, 2014 and added additional scope; and

WHEREAS, on June 10, 2014 the parties hereto entered into the Third Amendment to extend the Agreement for one (1) year commencing July 1, 2014 and terminating June 30, 2015 and added additional scope; and

WHEREAS, the Agreement may be amended upon mutual consent of the parties as evidenced by execution of an addendum; and

WHEREAS, the County has determined there is a need to incorporate the detail described below; and

NOW THERE, for and in consideration of the mutual benefits to be derived, the parties hereto agree as follows:

1. Fourth Amendment incorporates FY 2015 standard funding as follows:
 - A. Creative Design Layouts - FY 2015 \$150,000.00 (approved in 3rd Amendment).
 - B. Production/Collateral – FY 2015 \$75,000.00 (approved in 3rd Amendment).
 - C. Public Relations Services – FY 2015 \$40,500.00 (approved in 3rd Amendment).

2. Fourth Amendment to the Agreement for Professional Consulting Advertising Agency Services adds the following:
 - A. Production Line Item – Video and set production for Broadcast Commercials for both the Bradenton Area Convention Center and the Powel Crosley Estate. These services are related to collateral and production projects within this Agreement (not to exceed \$20,000).

 - B. Production Line Item – Sports collateral and signage. These services are related to collateral and production projects within this Agreement (not to exceed \$15,000).

 - C. Public Relation Services item includes Outside Cost – Media Missions to the Bradenton Area top feeder markets. These services are related to Public Relation Services with in this Agreement (not to exceed \$10,500).

 - D. Public Relation Services Item includes Outside Cost – Familiarization trips to the Bradenton Area for top travel tourism writers. These services are related to Public Relation Services with in this Agreement (not to exceed \$7,500).

 - E. Public Relation Services Item includes Outside Cost – Additional Public Relation Activities as required. These services are related to Public Relation Services with in this Agreement (not to exceed \$15,000).

3. All other terms and conditions of the Agreement shall remain in full force and effect.

WHEREFORE, the Parties have made and executed this Fourth Amendment to the Agreement for Professional Consulting

AQUA MARKETING AND COMMUNICATIONS, INC.,

By: David M. DiMaggio

Name: DAVID M. DIMAGGIO

Title: President

Date: 11-12-14

COUNTY OF MANATEE

By: _____
Melissa M. Wendel, CPPO
Purchasing Official

Date: _____