

AMENDMENT No. 1

to

AGREEMENT 17-1254MS BETWEEN MANATEE COUNTY

and

AQUA MARKETING & COMMUNICATIONS, INC.

for

PROFESSIONAL ADVERTISING & PUBLIC RELATIONS SERVICES
FOR THE BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACVB)

THIS AMENDMENT No. 1 TO AGREEMENT 17-1254MS 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 mailing address at 1112 Manatee Avenue West, Bradenton, Florida 34205 and **AQUA MARKETING & COMMUNICATIONS, INC.** hereinafter referred to as "Consultant," duly authorized to conduct business in the State of Florida, with offices located at 360 Central Avenue, Suite 420, St. Petersburg, FL 33701.

WHEREAS, on September 29, 2017, the County approved an Agreement (17-1254MS) with Consultant to provide Professional Advertising & Public Relations Services for the Bradenton Area Convention & Visitors Bureau; and

WHEREAS, the County has determined that additional services to enhance and develop specific components of the website is needed; and

WHEREAS, the Agreement may be amended only pursuant to an instrument in writing that has been jointly executed by the parties hereto; and

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

1. The Professional Advertising & Public Relations Services for the Bradenton Area Convention & Visitor's Bureau Fee Schedule, Exhibit B, is incorporated into the agreement and shall be effective from October 17, 2018 through October 16, 2019.
2. All other terms and conditions of the Agreement shall remain in full force and effect during the contract period.

The parties hereto have caused the Amendment No. 1 to the Agreement 17-1254MS for Professional Advertising & Public Relations Services for the Bradenton Area Convention & Visitors Bureau to be fully executed by their authorized representatives.

**AQUA MARKETING &
COMMUNICATIONS, INC.**

By: *David M. Di Maggio*

Print Name: David M. Di Maggio

Title: President

Date: 10-11-18

COUNTY OF MANATEE

By: _____

Printed Name: Theresa Webb, CPPO, CPPB,
CPSM, C.P.M.

Title: Procurement Official

Date: _____

EXHIBIT "B"

FEE SCHEDULE

17-1254MS Professional Advertising & Public Relations Services

Tasks	Compensation	Total Annual Cost
Creative Design Layouts <i>(billed as Task A)</i>	\$19,951.56 per month	\$239,418.73
Production & Collateral <i>(billed as Task B)</i>	variable per month reimbursable	\$112,000.04
Public Relations Services <i>(billed as Task C)</i>	\$6,025.65 per month	\$ 72,307.75
Public Relation Expenses <i>(billed as Task D)</i>	variable per month reimbursable	\$ 55,000.00
Current Media Fee <i>(billed as Task E)</i> Based on twenty-two percent (22%) of current digital media spend; any increases in the current digital media spend, or the inclusion of non-digital spends as part of scope may require additional agency compensation.	\$9,887.17 per month	\$118,646.00
Digital Media Expenses <i>(billed as Task F)</i> Requires prior approval by the BACVB	variable per month reimbursable	\$269,300.00
On Demand Photography and Video <i>(billed as Task G)</i> The CONSULTANT will provide up to 100 man-hours annual with additional hours available at the standard hourly rate \$155.25 (this will include shooting still and moving images during the course of the year. Shooting would be standard non-commercial photography and video not typically involving outside production groups).	100 annual hours	-NO COST--
Total Annual Cost of Services	-----	\$866,672.52

Payment(s) shall be made at the following contract monthly and/or hourly billing rates after receipt, review and acceptance by County of all services pursuant to this Agreement.

FEE SCHEDULE

<p>Standard Hourly Rate: Requires prior approval by BACVB Agreement Section V.</p> <p>Additional projects that would require specialist/specialty such as Photographer, Content Director, Art Director, and Digital Director or additional hours not standard within the agreed upon scope of services.</p>	<p>\$155.25 per hour</p>
<p>Travel Expenses: Travel at the written request of County to be reimbursed in accordance with the limitations provided in Florida Statute 112.061, excluding travel in Manatee, Sarasota, Orange, Polk, Pinellas or Hillsborough Counties.</p>	<p>reimbursed at cost</p>
<p>Per Diem</p>	<p>As specified in domestic GSA rate per U.S. destinations and /or U.S. Department of State for foreign per diem rate.</p>
<p>Hotel Accommodations</p>	<p>reimbursed at cost</p>
<p>Mileage</p>	<p>At current standard rates as provided by the U.S. Internal Revenue Service (IRS).</p>