

AMENDMENT NO. 6 TO AGREEMENT NO. 16-1444EC FOR PROFESSIONAL WEBSITE DEVELOPMENT, MANAGEMENT, EDITORIAL AND MAINTENANCE SERVICES

This Amendment No. 6 to Agreement No. 16-1444EC (hereinafter Amendment) is made as of this 29th day of September, 2020 (hereinafter Effective Date) between Manatee County, a political subdivision of the State of Florida, with its principal place of business located at 1112 Manatee Avenue West, Bradenton, FL 34205 (hereinafter County) and Fahlgren, Inc. d/b/a Fahlgren Mortine, a West Virginia Corporation, whose address is 4030 Easton Station, Suite 300, Columbus, Ohio, 43219, (hereinafter Consultant).

WHEREAS, on January 30, 2017, the County approved Agreement No. 16-1444EC with Consultant for Professional Website Development, Management, Editorial and Maintenance Services for the Bradenton Area Convention and Visitors Bureau (BACVB) in the not-to-exceed agreement amount of \$240,000.00 (hereinafter Agreement); and

WHEREAS, pursuant to Article 4 of the Agreement, the term of the Agreement shall commence on January 30, 2017 and shall continue for a period of twelve (12) months, or completion of the services as provided in the Agreement, whichever occurs last; and ongoing maintenance services shall continue for a period of three (3) years, unless terminated or extended in accordance with the provisions of the Agreement; and

WHEREAS, on January 31, 2018, the County approved Amendment No. 1 to add ongoing website management and maintenance services for the BACVB, effective January 31, 2018 through January 30, 2019, in the additional amount of \$165,769.00, for a revised not-to-exceed aggregate agreement total of \$405,769.00; and

WHEREAS, on January 29, 2019, the County approved Amendment No. 2 to renew the ongoing website management and maintenance services for the BACVB, effective February 1, 2019 through September 30, 2019, in the additional amount of \$122,878.00, for a revised not-to-exceed aggregate agreement total of \$528,647.00; and to change the Agreement title to Professional Website Development, Management, Editorial and Maintenance Services; and

WHEREAS, on April 4, 2019, the County approved an additional project, that was requested by the Human Resources Department, to modify the Employee Health Benefits Division's website to Payment Card Industry (PCI) compliant, in the additional amount of \$23,985.00, for a revised not-to-exceed aggregate agreement total of \$552,632.00; and

WHEREAS, on April 23, 2019, the County approved an additional project, that was requested by the BACVB, to revise the Premier Sports Complex website and to modify the BACVB's website to Web Content Accessibility Guidelines (WCAG)/Americans with Disabilities Act (ADA) compliant, in the additional amount of \$109,720.00, for a revised not-to-exceed aggregate agreement total of \$662,352.00; and

WHEREAS, on September 24, 2019, the Board of County Commissioners approved Amendment No. 3 to extend the Agreement and renew the ongoing website management and

maintenance services for the BACVB, effective October 1, 2019 through September 30, 2020, in the additional amount of \$200,000.00, for a revised not-to-exceed aggregate agreement total of \$862,352.00; and

WHEREAS, on January 14, 2020, the Board of County Commissioners approved Amendment No. 4 to add ongoing web hosting, maintenance, and website redevelopment services for the YourChoice website for the Employee Health Benefits Division, effective October 1, 2019 through September 30, 2020, in the additional amount of \$222,200.00, for a revised not-to-exceed aggregate agreement total of \$1,084,552.00; and

WHEREAS, on May 19, 2020, the Board of County Commissioners approved Amendment No. 5 to add search engine marketing and paid research services for the BACVB, in the additional amount of \$56,000.00, for a revised not-to-exceed aggregate agreement total of \$1,140,552.00; and

WHEREAS, pursuant to Article 22 of the Agreement, the parties hereto may mutually amend the Agreement; and

WHEREAS, the County has determined a need for the services beyond the period ending September 30, 2020 and incorporate the revised fee schedules; and

WHEREAS, The Consultant agrees to continue to provide the professional website development, management, editorial and maintenance services to the County in accordance with the terms and conditions of the Agreement.

NOW, THEREFORE, in consideration of the promises and mutual covenants contained herein and for other good and valuable considerations, the receipt and sufficiency of which are hereby mutually acknowledged, the parties agree as follows:

1. Recitals

The above recitals are true and correct and are incorporated herein by reference.

2. Amendment

This Amendment No. 6 extends the Agreement by one (1) additional year, commencing October 1, 2020 and ending September 30, 2021; renews the ongoing website management and maintenance services for the BACVB in the additional amount of \$275,600.00, per Attachment 1; and renews the ongoing web hosting and maintenance services for the YourChoice website for the Employee Health Benefits Division in the additional amount of \$22,200.00, per Attachment 2, for a total revised not-to-exceed aggregate agreement total of \$1,438,352.00.

3. Agreement

The Agreement and Amendment No. 1, 2, 3 ,4, 5 and this Amendment No. 6 represent the entire understanding between the parties.

4. Terms and Conditions

Except as otherwise stated herein, the terms and conditions of the Initial Agreement shall constitute the terms and conditions of this Agreement. A true and correct copy of the Initial Agreement is hereby incorporated by this reference.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed effective as of the date set forth above.

FAHLGREN, INC. D/B/A FAHLGREN MORTINE

By: Amy Dawson

Printed Name: Amy Dawson

Title: EVP

Date: 9/16/20

**MANATEE COUNTY, a political subdivision
of the State of Florida**

Jacob Erickson, MBA, CPPO, NIGP-CPP
Procurement Official

Date: _____

ATTACHMENT 1

Digital Services & Maintenance Estimate for Contract Period Oct. 1, 2020 – Sept. 30, 2021

Content Strategy: \$57,720 MONTHLY

The Estimate includes UX/design (92 hours), copywriting (264 hours), marketing automation (30 hours), development & quality assurance (30 hours) and project management (83 hours).

Leveraging the 2020/2021 editorial calendar, plan all emails and story content as part of larger content strategy.

- Create one web story monthly to boost visitor interest with fresh, new content designed to excite and inform!
 - The BACVB can leverage the web story in email, social, paid search as a way to generate more buzz and quality site traffic
- Design and develop one monthly leisure email to send to targeted e-news list leveraging the existing mail template as part of overall content plan
 - Using the current design template, each month a targeted email is developed to align with seasonal goals.
 - Includes monthly email design, development, testing and related sends
- Create one annual re-engagement email to the unengaged users
- Create two campaign related emails to drive engagement of the current marketing campaign

Monthly Website Maintenance: \$26,520 MONTHLY

The estimate includes copywriting, design, development & quality assurance and project management. We are recommending increasing the monthly budget from 12 hours (which is the current amount) to 17 hours based on actual expenses for the current fiscal year.

- Monthly website design and development updates to the bradentongulfislands.com website
- Planned monthly/batched site updates for improved efficiencies

Monthly Analytics: \$8,580 MONTHLY

The estimate includes marketing automation, analytics support, digital strategy and project management.

- Includes Google dashboard maintenance/Partner UTM integration
- Email marketing reporting
- Quarterly analytics reporting

Website Projects & Future Enhancements: \$7,500

Project Based -- Bill at each project conclusion.

The estimate includes 120 hours for copywriting, design, development & quality assurance and project management.

- Each project will be estimated prior to commencement of work

Web Hosting Support and Maintenance: \$4,680 MONTHLY

The estimate includes technical support and project management.

- Hosting Support/Maintenance Monthly

Marketing Automation Support: \$3,900 MONTHLY

The estimate includes marketing automation support and project management

- List Review/Cleanup
- Oversight and review of account to ensure in healthy status
- Spam related issues
- Support issues with Hubspot

Account Support \$28,080 MONTHLY

This estimate is for counsel and support

- Ongoing Account Management.
- Includes General Account Support, Bi-Weekly Status Calls, Status Reports

HubSpot Marketing Automation Software: \$12,600 MONTHLY

Starting October 1 invoice 1,050/month through Sept. 30, 2021.

The Estimate is for licensing only.

Hubspot marketing automation software is a CRM and email send platform that offers BACVB a host of tools that enable data collection and insights that enhance marketing capabilities, and a better online customer experience through tools such as a chatbot.

Digital Ocean and AWS Hosting: \$1,020 MONTHLY

\$85/month through Sept. 30, 2021.

The estimate is for hosting only.

Website hosting for two environments, website backups, monthly hosting maintenance and support. AWS Image Storage Solution.

Paid Search Management: \$30,000

\$2,500 per month for ongoing maintenance and optimization of BACVB's paid search efforts.

Quarterly Reporting: \$10,000

This estimate is for one quarterly report that summarizes overall digital, email and paid search performance

Google AdWords: \$84,000

Outside media costs with Google for paid search marketing. This estimates assumes continuing the \$7,000 per month budget for Google.

Travel: \$1,000

Travel will be for mileage for car travel from within Florida. A travel authorization will be submitted prior to incurring any expense.

GRAND TOTAL \$275,600

ATTACHMENT 2

Employee Health Benefits Division
Ongoing Web Hosting and Maintenance Services Fee Schedule

Description	Amount	Duration	Total
Web Hosting for YourChoice Website; October 1, 2020 through September 30, 2021	\$600/Month	12 Months	\$7,200.00
Maintenance Fees for YourChoice Website; October 1, 2020 through September 30, 2021	\$125/Hour	120 Hours	\$15,000.00
GRAND TOTAL:			\$22,200.00