

AMENDMENT No. 3
to
AGREEMENT 16-1444EC BETWEEN MANATEE COUNTY
and
FAHLGREN, INC.
for
PROFESSIONAL WEBSITE DEVELOPMENT, MANAGEMENT, EDITORIAL AND MAINTENANCE
SERVICES

THIS AMENDMENT No. 3 TO AGREEMENT 16-1444EC 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 **FAHLGREN, INC. (dba FAHLGREN MORTINE)** hereinafter referred to as “Consultant,” duly authorized to conduct business in the State of Florida, with offices located at 4030 Easton Station, Suite 300, Columbus, Ohio, 43219.

WHEREAS, on January 30, 2017, the County approved an Agreement (16-1444EC) with Consultant to provide professional website development, management, editorial and maintenance services for the Bradenton Area Convention & Visitors Bureau in the not-to-exceed amount of \$240,000; and

WHEREAS, on January 31, 2018, the parties entered into Amendment No. 1 which incorporated ongoing maintenance beginning January 31, 2018 through January 30, 2019 in the not-to-exceed amount of \$165,769 for a revised not-to-exceed agreement total of \$405,769; and

WHEREAS, on January 29, 2019, the parties entered into Amendment No. 2 which extended the Agreement and revised the Agreement title in the not-to-exceed amount of \$122,878 for a revised not-to-exceed agreement total of \$528,647; and

WHEREAS, on April 5, 2019, the County requested an additional project be initiated to make the County’s Employee Health Benefits Division’s website Payment Card Industry (PCI) compliant in the not-to-exceed amount of \$23,985 for a revised not-to-exceed agreement total of \$552,632; and

WHEREAS, on April 23, 2019, the County requested an additional project be initiated to revise the Premier Sports Complex website and modify the Bradenton Area Convention and Visitors Bureau website to WCAG AA compliance in the not-to-exceed amount of \$109,720 for a revised not-to-exceed agreement total of \$662,352; and

WHEREAS, Consultant agrees to continue to provide professional website development, management, editorial and maintenance services to the County in accordance with the terms and conditions of the Agreement; 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 attached Ongoing Website Management and Maintenance Services for the Bradenton Area Convention & Visitors Bureau Fee Schedule and Proposal shall be in conjunction with Exhibit B – Project Cost Schedule found in Agreement 16-1444EC for a period of October 1, 2019 through September 30, 2020 in the not-to-exceed amount of \$200,000 for a revised not-to-exceed agreement total of \$862,352.

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. 3 to the Agreement 16-1444EC for Professional Website Development, Management, Editorial and Maintenance Services** to be fully executed by their authorized representatives.

FAHLGREN, INC. DBA FAHLGREN MORTINE

By:  _____

Print Name: Brent L. Holbert

Title: Chief Financial Officer

Date: September 9, 2019

COUNTY OF MANATEE

By: _____

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

Title: Procurement Official

Date: _____

**ONGOING WEBSITE MANAGEMENT AND MAINTENANCE SERVICES FOR THE BRADENTON
AREA CONVENTION & VISITORS BUREAU
FEE SCHEDULE**

Task	Task Description	Monthly Fee	Annual Fee	Frequency	Description
A	Content Strategy	\$4,810.00	\$57,720.00	Monthly	UX/design, copywriting, marketing automation, development & quality assurance and project management
B	Monthly Website Maintenance	\$1,560.00	\$18,720.00	Monthly	Monthly Maintenance includes copywriting, design, development and quality assurance and project management
C	Monthly Analysis	\$715.00	\$8,580.00	Monthly	Includes marketing automation, analytics support, digital strategy and project management
D	Website Projects and Future Enhancements		\$15,600.00	Project Based – billed at each project conclusion	Includes marketing automation, analytics support, digital strategy and project management
E	Web Hosting Support and Maintenance	\$390.00	\$4,680.00	Monthly	Hosting Support/Maintenance
F	Marketing Automation Support	\$325.00	\$3,900.00	Monthly	Includes Marketing automation support and project management
G	Account Support	\$2,340.00	\$28,080.00	Monthly	Ongoing account management
H	Travel		\$4,500.00	Billed as expenses incurred	
	<i>Digital Services & Account Support Total</i>		<i>\$141,780.00</i>		
I	Marketing Automation Software	\$600.00	\$7,200.00	Monthly	Licensing of marketing software, a CRM and email send platform
J	Digital Ocean and AWS Hosting	\$85.00	\$1,020.00	Monthly	Website Hosting for two environments
	<i>Software & SAS Services Total</i>		<i>\$8,220.00</i>		
K	Paid Strategy, Development and Setup		\$10,000.00	Billed as a one-time expense	Assessment of existing efforts, creation of campaign strategy, development and set up.
L	Paid Search Management	\$2,500.00	\$30,000.00	Monthly	Maintenance and Optimization
M	Quarterly Reporting		\$10,000.00	Quarterly \$2,500/qtr.	One report each quarter
	<i>Paid Search Total</i>		<i>\$50,000.00</i>		
	<i>TOTAL</i>		<i>\$200,000.00</i>		