

**ADDENDUM NUMBER FOUR  
TO  
ADVERTISING SERVICES AGREEMENT  
FOR  
THE BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)**

THIS ADDENDUM NUMBER FOUR 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 the "County," with a mailing address at 1112 Manatee Avenue West, Bradenton, FL 34205 and INSIGHT STRATEGIES, INC. d/b/a INSIGHT ADVERTISING hereinafter referred to as the "Contractor", duly authorized to conduct business in the State of Florida, with offices located at 11920 Fairway Lake Drive, Suite 1, Fort Myers, FL 33913.

**WHEREAS**, on May 9, 2006 the parties hereto entered into an Agreement for Advertising Service for the Bradenton Area Convention & Visitors Bureau commencing May 9, 2006 and terminating September 30, 2007 on an as required basis; and

**WHEREAS** on November 27, 2007 the Board of County Commissioners approved Addendum Number One extending the Agreement for one (1) year commencing October 1, 2007 and terminating September 30, 2008; and

**WHEREAS** on July 29, 2008 the Board of County Commissioners approved Addendum Number Two extending the Agreement for one (1) year commencing October 1, 2008 and terminating September 30, 2009; and

**WHEREAS** on October 6, 2009 the Purchasing Official approved Addendum Number Three extending the Agreement for one (1) year commencing October 1, 2009 and terminating September 30, 2010; and

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

**WHEREAS**, the County has determined a need to extend the agreement for one (1) year; and

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

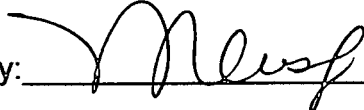
1. The County hereby extends the Agreement for one (1) year commencing October 1, 2010 and terminating September 30, 2011.
2. All other terms and conditions of the Agreement shall remain in full force and effect.

ACCEPTED IN OPEN SESSION

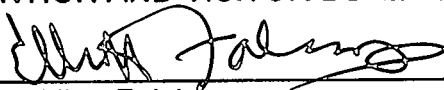
NOV 04 2010

The parties hereto have caused this Addendum Number Four to the Agreement for Advertising Services to be fully executed, in duplicate, by their authorized representatives.

**INSIGHT ADVERTISING**

By:   
Print Name: MARIANNA CUSTODIO  
Title: V.P.  
Date: 9/23/10

**RECOMMENDED BY MANATEE COUNTY CONVENTION AND VISITOR BUREAU:**

By:   
Elliott Falcione,  
CVB Interim Director

**COUNTY OF MANATEE**

Authority to execute this contract per Manatee County Code, Chapter 2-26, and per the delegation by the County Administrator effective 1/26/2009 revised 8/10/2009.

By:   
R. C. "Rob" Cuthbert, C.P.M.; CPPO;  
Purchasing Manager



**Manatee County**

**R.B. "Chips" Shore**

**Clerk of the Circuit Court and Comptroller**

P.O. Box 25400 • Bradenton, Florida 34206 • (941) 749-1800 • FAX (941) 741-4082 • [www.manateesclerk.com](http://www.manateesclerk.com)

**DATE:** November 5, 2010

**TO:** Insight Advertising  
11920 Fairway Lake Drive, Suite 1  
Fort Myers, FL 33913

**FROM:** Clerk of Circuit Court  
Board Records Department  
Maggie Hamilton *MH*  
P. O. Box 25400  
Bradenton, FL 34206

**RE:** Addendum Four to Advertising Services Agreement For The  
Bradenton Area Convention & Visitors Bureau

**Approved:** In open session by the Board of County Commissioners, Manatee County,  
Florida, on November 4, 2010.

**cc:** Board Records  
RBS/SGR

"Pride in Service with a Vision to the Future"

Clerk of Circuit and County Court - Clerk of Board of County Commissioners - County Comptroller, Auditor and Recorder

# MEMORANDUM



Financial Management Dept  
Purchasing Division  
1112 Manatee Ave W, Ste 803  
Bradenton, FL 34205

MANATEE COUNTY  
FLORIDA

Phone: 941.749.3014  
Fax: 941.749.3034  
www.mymanatee.org

To: Board Records, Clerk of the Circuit Court  
From: Frank Lambertson, Contracts Negotiator, Purchasing Division  
Date: October 22, 2010  
Subject: Consent Agenda – Clerk's Consent Calendar

The attached are forwarded for inclusion in an upcoming Board of County Commissioner Consent Agenda, Clerk's Consent Calendar.

Authority to execute a contract per Manatee County Code of Law, Chapter 2-26, and per the delegation by the County Administrator effective August 10, 2009.

Instruction to Board Records:

Original to Board Records, and:

- Consolidated Resource Recovery, Inc., 3025 Whitfield Avenue Sarasota, FL 34243
- Phase V of SW Florida, Inc., 12290 Treeline Avenue, Fort Myers, FL 33913
- The Holiday and Sun Agency, Leibnizstrasse 21, 10625 Berlin, Germany
- GOSH PR, 31 Wootton Street, London SE1 8TG United Kingdom
- Insight Advertising, 11920 Fairway Lake Drive, Suite 1, Fort Myers, FL 33913

Should you have any questions, please call Frank Lambertson at ext. 3042.

ACCEPTED IN OPEN SESSION

NOV 04 2010

Enclosures:

- Consolidated Resource Recovery, Inc. – Addendum #3
- Phase V of SW Florida, Inc. – Addendum #2
- The Holiday and Sun Agency – Addendum #7
- GOSH PR – Addendum #7
- Insight Advertising – Addendum #4

BOARD OF COUNTY COMMISSIONERS  
MANATEE COUNTY, FLORIDA

RECEIVED

OCT 20 2010

BOARD RECORDS

cc: Frank Lambertson via email  
11/5/10 ML