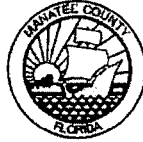


MEMORANDUM



Financial Management Department
Purchasing Division
1112 Manatee Avenue West
Bradenton, FL 34205

Phone: 941.749.3042
Fax: 941.749.3034
www.myanatee.org

MANATEE COUNTY FLORIDA

To: Board Records, Clerk of the Circuit Court
From: Frank Lambertson, Contracts Negotiator, Purchasing Division
Date: December 16, 2010
Subject: Consent Agenda – Clerk's Calendar

The attached Agreement is 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: ~~MA~~ 1/6/11

Research Data Services, Inc., 3825 Henderson Blvd., Suite 300, Tampa, FL 33629

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

RECEIVED
DEC 10 2010
BOARD RECORDS

ACCEPTED IN OPEN SESSION

JAN 06 2011

BOARD OF COUNTY COMMISSIONERS
MANATEE COUNTY, FLORIDA

Enclosure: Addendum (two originals)

ACCEPTED IN OPEN SESSION

JAN 06 2011

BOARD OF COUNTY COMMISSIONERS
MANATEE COUNTY, FLORIDA

**ADDENDUM NUMBER THREE
TO
PROFESSIONAL MARKETING RESEARCH SERVICES FOR THE
BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)**

THIS ADDENDUM NUMBER THREE 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 Research Data Services, Inc. hereinafter referred to as the "Consultant", duly authorized to conduct business in the State of Florida, with offices located at 3825 Henderson Blvd., Suite 300, Tampa, FL 33629.

WHEREAS, on January 8, 2008 the parties hereto entered into an Agreement for Professional Marketing Research Services commencing January 1, 2008 and terminating December 31, 2008 on an as required basis; and

WHEREAS, on January 13, 2009 Addendum One extended the agreement for one (1) year commencing January 1, 2009 and ending December 31, 2009; and

WHEREAS, on September 3, 2010 Addendum Two extended the agreement for one (1) year commencing January 1, 2010 and ending December 31, 2010; and

WHEREAS, the Agreement may be extended for four (4) additional one (1) year periods; and

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

WHEREAS, the County has determined there is a need to continue these services; and

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

1. The agreement is extended for one (1) year commencing January 1, 2011 and terminating December 31, 2011.
2. All other terms and conditions of the Agreement shall remain in full force and effect.

PURCHASING

2010 DEC -8 AM 8:33

MANATEE COUNTY

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

RESEARCH DATA SERVICES, INC.

By: 

Print Name: Walter J. Klages, Ph.D.

Title: President/CEO

Date: 12/2/10

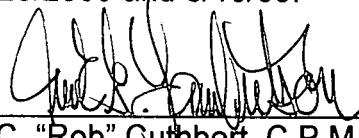
RECOMMENDED BY MANATEE COUNTY CONVENTION AND VISITORS BUREAU:

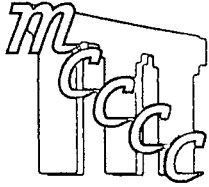
By: 

Elliott Falcione
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 and 8/10/09.

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



Manatee County


Clerk of the Circuit Court and Comptroller

R.B. "Chips" Shore

P.O. Box 25400 ◊ Bradenton, Florida 34206 ◊ (941) 749-1800 ◊ FAX (941) 741-4082 ◊ www.manateeclerk.com

DATE: January 6, 2011

TO: **Research Data Services, Inc.**
3825 Henderson Blvd., Suite 300
Tampa, FL 33629

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

RE: **Addendum Three to Professional Marketing Research Services for the**
Bradenton Area Convention & Visitors Bureau

Approved: In open session by the Board of County Commissioners, Manatee County, Florida, on
January 6, 2011.

cc: Board Records
PDF to: F. Lambertson/Purchasing

"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