

**AGREEMENT FOR
PROFESSIONAL CONSULTING SERVICES
REBRANDING STUDY AND SERVICES**

THIS AGREEMENT is made and entered into by and between the **COUNTY OF MANATEE**, a political subdivision of the State of Florida, hereinafter referred to as the "County," with offices located at 1112 Manatee Avenue West, Bradenton, Florida, 34205-7804, and **AQUA MARKETING AND COMMUNICATIONS, INC.**, hereinafter referred to as "the Consultant", duly authorized to conduct business in the State of Florida, with offices located at 111 Second Avenue N.E., Suite 1007, St. Petersburg, FL 33701.

WHEREAS, the County has determined that it is necessary, expedient and in the best interest of the County to retain, obtain or employ the Consultant to render and perform professional services in the manner set forth in this Agreement; and

WHEREAS, the County caused a public announcement to be made, distributed and published, requesting proposals (RFP #11-1020FL), for the selection of a Consultant of professional services in the manner set forth in this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants, promises, and representations contained herein, the parties hereto agree as follows:

ARTICLE 1: SCOPE OF SERVICE. The Consultant covenants and represents to County that Consultant shall provide services as described in Attachment A, hereinafter referred to as the "Scope of Services".

ARTICLE 2: CONTRACT DOCUMENTS. The Consultant shall comply with the following attachments which are attached and made a part of this Agreement:

- Attachment "A" — Scope of Services
- Attachment "B" — Compensation
- Attachment "C" — Special Conditions
- Attachment "D" — Insurance Certificate

In the event of a conflict between the terms and conditions provided in Articles in this part of the Agreement and any attachment or exhibit, the Provisions contained within these Articles shall prevail unless the term or provision in the attachment or exhibit specifically states that it shall prevail.

ARTICLE 3: LIMITATION OF COSTS AND PAYMENTS. Consultant shall be paid by County an amount in accordance with Attachment B for the provision of the Scope of Services. Consultant has been advised that no Consultant or employee of the County may authorize an increase in the above amount as evidenced by the initials of Consultant's representative in the margin. Any increase in total compensation must be authorized in writing by the Board of County Commissioners.

MANATEE COUNTY

ACCEPTED IN OPEN SESSION

JUL 27 2011

ARTICLE 4: CONTRACT TERM. A. Unless renewed or terminated as provided in this Agreement, this Agreement shall be for a period of one year, commencing with the signature of this Agreement by all parties.

B. Renewals or extensions of this Agreement, if any, shall be as specified in Attachment "C" Special Conditions.

ARTICLE 5: TERMINATION. A. This Agreement may be terminated by either party for any reason or for no reason by giving to the other party no less than ninety (90) days written notice of intent to terminate. County may terminate this Agreement immediately by delivery of written notice to Consultant upon determining that Consultant has failed to comply with the terms of this Agreement. If Consultant fails to comply with the terms of this Agreement, the Contract Administrator may, upon written notification to Consultant withhold payment until Consultant complies with the conditions or terms. The notice shall specify the manner in which the Consultant has failed to comply with this Agreement.

B. Upon expiration or termination of this Agreement for any reason, the Consultant shall prepare all final reports and documents required by the terms of the Agreement up to the date of termination. Consultant's final request for payment and other documents required shall be submitted to County within fifteen (15) calendar days after termination of this Agreement. County shall not be responsible for any charges, claims or demands not received within the fifteen (15) day period.

ARTICLE 6: NOTICES. All notices or written communications required or permitted hereunder shall be deemed to have been given when received if hand delivered or when deposited in the U.S. mail, postage paid and addressed as follows:

If mailed to Consultant: Aqua Marketing and Communications, Inc.
Attn: David Di Maggio, President
111 Second Avenue N.E., Suite 1007
St. Petersburg, FL 33701

If by hand delivery: Aqua Marketing and Communications, Inc.
Attn: David Di Maggio, President
111 Second Avenue N.E., Suite 1007
St. Petersburg, FL 33701

If mailed to County: Manatee County Government
Convention and Visitors Bureau
Attn: Director
One Haben Blvd.
Palmetto, FL 34221

If by hand delivery: Manatee County Government
Convention and Visitors Bureau
Attn: Director
One Haben Blvd.
Palmetto, FL 34221

Notice of termination or withholding of payment shall be served by certified or registered mail, return receipt requested or by hand delivery.

ARTICLE 7: GENERAL CONDITIONS.

A: MAINTENANCE OF RECORDS.

i. Consultant shall maintain records, accounts, property records, and personnel records in accordance with generally accepted accounting principles, as deemed necessary by County to assure proper accounting of funds and compliance with the provisions of this Agreement.

ii. Consultant shall provide County all necessary information, records and contracts required by this Agreement as requested by County for monitoring and evaluating services. Consultant's information shall be made available to County for audit, inspection or copying during normal business hours and as often as County may deem necessary, except for client records protected by client confidentiality rules or regulations established by State or Federal law. In cases where client confidentiality applies, Consultant shall provide requested records in a fashion which maintains confidentiality. County shall have the right to obtain and inspect any audit pertaining to the performance of this Agreement or License made by any local, State or Federal Agency. Consultant shall retain all of its records and supporting documents related to this Agreement in accordance with all applicable laws, rules and regulations; in the absence of any other requirement, such records and supporting documents will be retained by Consultant for at least three (3) years after the termination of this Agreement.

B: COMPLIANCE WITH LAWS; NON-DISCRIMINATION. The performance of this Agreement shall be in compliance with all applicable laws, orders and codes of Federal, State, and local governments and the Americans with Disabilities Act. Additionally Consultant covenants and agrees that no person shall on the grounds of race, creed, color, handicap, national origin, sex, age, political affiliation or beliefs be excluded from participation in, be denied the benefits of employment by Consultant, or be subjected to discrimination under any program or activity funded in whole or in part with funds made available by the County.

C: LICENSES. Consultant shall obtain any licenses required to provide the Scope of Services and maintain full compliance with any licensure requirements. Copies of reports provided to or by any licensing or regulatory agency shall be forwarded to the County within

ten days after receipt by Consultant.

D: CONTRACTUAL LIABILITY. The relationship of the Consultant to the County shall be that of an independent Consultant. Nothing herein contained shall be construed as vesting or delegating to the Consultant or any of the officers, employees, personnel, Consultants, or subConsultants of the Consultant any rights, interest or status as an employee of the County. The County shall not be liable to any person, firm or corporation that is employed by, contracts with or provides goods or services to the Consultant in connection with the Scope of Services or for debts or claims accruing to such parties. Consultant shall promptly pay, discharge or promptly take such action as may be necessary and reasonable to settle such debts or claims.

E: SUBCONSULTANTS. Consultant agrees that the Scope of Services shall be provided by employees of Consultant and not by subConsultants. Nothing herein shall preclude employment of personnel through a lease or similar arrangement with the approval of County's representative, or contracts or leases for materials, supplies, facilities and other support services for Consultant's Scope of Services.

F: ASSIGNMENT. No assignment of this Agreement or any right or interest herein by either party shall be effective unless the other party shall first give its written consent to such assignment.

G: CONSULTANT'S REPRESENTATIVES. Within thirty (30) days from the date of execution of this Agreement by both parties, Consultant shall provide the County with a list of representatives authorized to act on behalf of the Consultant.

ARTICLE 8: INDEMNIFICATION. Consultant shall indemnify, keep and save harmless the County, its Consultants, officials and employees, against all injuries, deaths, losses, damages, claims, patent claims, suits, liabilities, judgements, costs and expenses, which may accrue against the County arising out of the performance of or failure to perform the Scope of Services required by this Agreement or the terms of this Agreement, whether or not it shall be alleged or determined that the act was caused through negligence or omission of the Consultant or its employees, or of the subConsultants or its employees, if any. Consultant shall pay all charges of attorneys and all costs and other expenses incurred in connection therewith, and if any judgement shall be rendered against the County in any such action, the Consultant shall, at its own expense, satisfy and discharge the same. Consultant expressly understands and agrees that any performance bond or insurance protection required by this Agreement, or otherwise provided by Consultant, shall in no way limit the responsibility to indemnify, keep and save harmless and defend the County as herein provided.

The indemnity hereunder shall continue until such time as any and all claims arising out of Consultant's performance or failure to perform under this Agreement have been finally

settled, regardless of when such claims are made.

In the event that any action, suit or proceeding is brought against the County upon any liability arising out of this Agreement, County at once shall give notice thereof in writing to Consultant at the above listed address. Upon receipt of notice, Consultant, at its own expense, may defend against such action and take all such steps as may be necessary or proper to prevent a judgement against the County. Nothing in this Agreement shall be deemed to affect County's right to provide its own defense and to recover from Consultant attorneys fees and expenses associated with such representation or the rights, privileges and immunities of the County as set forth in Florida Statute 768.28.

ARTICLE 9: INSURANCE. Without limiting any of the other obligations or liabilities of the Consultant, the Consultant shall, at the Consultant's sole expense, procure, maintain and keep in force amounts and types of insurance conforming to the nature and type represented by the Certificates of Insurance attached hereto as Attachment D. Upon due notice from County, Consultant shall procure additional insurance as may reasonably be requested by the County to protect the County from liability.

Until such time as the insurance is no longer required, the Consultant shall provide the County with renewal or replacement certificates of insurance not less than 15 days prior to the expiration or replacement of the insurance for which a previous certificate has been provided. In the event a renewal or replacement certificate is not available Consultant shall, not less than 15 days prior to expiration of any existing policy, provide County with evidence of a binder proving continuation of coverage and a new certificate as reasonably soon as possible.

Manatee County, a political subdivision of the State of Florida, shall be named as an additional insured on the certificate of insurance evidencing commercial general liability coverage. Further, Manatee County will be provided with copies of all underlying additional insured endorsements. County shall be under no obligation to pay Consultant for any services provided or for any costs associated with Consultant's Scope of Services for any period of time not covered by the insured required under this Agreement.

ARTICLE 10: COUNTY'S CONTRACT ADMINISTRATOR. Director, Convention and Visitor Bureau or such other employee as may be designated in writing by the County's Purchasing Manager shall serve as County's Contract Administrator and is authorized to interpret this Contract and designate such additional employees as may be required to monitor Consultant's performance, provide technical assistance, and assume other administrative duties associated with the implementation of this Agreement. Disputes over any provision not satisfactorily resolved with the Contract Administrator shall be referred to the Purchasing Manager or his designee.

ARTICLE 11: AMENDMENTS. This Agreement may not be modified, amended or extended orally. This Agreement may be amended only by written agreement executed by the governing bodies of both parties.

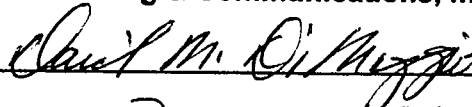
ARTICLE 12: SEVERABILITY. In the event that any paragraph of this Agreement is adjudged by a court of competent jurisdiction to be invalid, such adjudication shall not affect or nullify the remaining paragraphs hereof, but shall be confined solely to the paragraphs involved in such decision.

ARTICLE 13: HEADINGS. All articles and descriptive headings of paragraphs in this Agreement are inserted for convenience only and shall not affect the construction or interpretation hereof.

ARTICLE 14: AUTHORITY TO EXECUTE. Each of the parties hereto covenants to the other party that it has lawful authority to enter into this Agreement and has authorized the execution of this Agreement by the party's authorized representative.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement for Professional Consulting Rebranding Study and Services to be duly executed, in duplicate, by their authorized representatives.

Aqua Marketing & Communications, Inc.

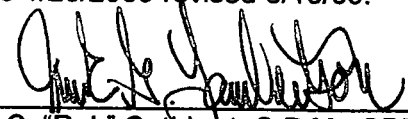
By: 
Print Name: David M. Di Maggio
Title: President
Date: 6-20-11

Recommended By Manatee County Convention and Visitors Bureau:

Sign: 
Elliott Falcione, 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 8/10/09.

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

ATTACHMENT "A" - SCOPE OF SERVICES

The scope of services to be provided the Consultant shall include but not be limited to the following:

Task 1: Internal Audit

The Internal Audit is the first phase of discovery. Through the internal audit we gain an understanding of the internal opinion of the destination's current brand and the opportunities that may be obtained through re-branding.

Activities during this step include:

(1) Analysis of current brand and market position – A review of the current brand, its expression, its historical development and use, its intended impact in the market, and a review of graphic expression and brand standards.

(2) Destination attributes assessment – A review of the destination's "reasons to visit" and "things to do". Besides experiencing the attributes firsthand, our staff will listen to the CVB or other stakeholders, as well as review what descriptions of the area and reasons to visit are being made by the hospitality and travel community.

(3) Promotional history of destination – A review of how the destination has historically gone to market, with emphasis on its visitation promise and distinctive visitation attributes.

(4) History of partners' participation – A review of how visitation partners (hotels, resorts, airports, travel trade, Visit Florida, etc.) have understood and attempted to help dissemination of the destination's brand. A determination will be made as to these partners willingness to participate in future brand dissemination.

(5) Review of online traffic and inquiry fulfillment – Analysis of what people are seeking from the destination as an indicator of visitation wants and desires. Analysis will consider market conditions, what is being offered through various media (online, visitor guides, advertising, etc.) and compared to the list of actual destination attributes.

(6) Stakeholders input – It is customary to meet with and consider input regarding branding and competitive positioning coming from the market's Key Stakeholders. Stakeholders may include: Market-leading properties, the local airport, political stakeholders, or others who may be affected by or even evaluate branding execution and outcomes.

Task 2: External Audit

(1) Past visitor target research – Review and analysis of past research executed to identify or understand the destination's visitors, with special attention as to why visitors choose the destination, why they return, and what they tell others. Review of any previous research used to establish current brand or position.

(2) Competitive review and analysis – An in-depth study of how competitive destinations are going to market to attract visitors, with special attention to brand expression, visitation promises, messaging, graphic standards, attempted visitation position within the state, and competitors' visitation attributes (reasons to visit).

(3) Target history and visitation patterns – Strongly aligned with when and why visitors choose a destination, a review of visitation history and patterns provides an understanding of the targets and their potential, future motivations. It also provides the basis for choosing candidates for further market research.

(4) Market research – Primary research conducted to determine the potential visitors' knowledge of and response to the existing destination brand, and as importantly, those of the competitive set. This information provides important insight into what the most competitive brand definition and market position may be for the destination. Care should be taken to recruit respondents that have visited the destination as well as have also visited.

Task 3: Strategic Brand Planning and Development

(1) Analysis and assessment of all items from internal and external audits – Includes agency's report to client and discussion with client and research partners regarding all findings.

(2) Initial brand and market positioning recommendations to client –Includes a discussion of potential brand directions, reasons for their consideration and potential applications through all marketing communications channels, definition of Brand Personality. Through dialogue and considerations of the CVB staff, the firm will prepare for finalizing potential directions for testing.

(3) Preparation of potential brand directions for testing – Preparation will be dependent upon the determined research methodology. Client will review and approve all executions of directions prior to research.

Task 4: Market Testing

(1) Research – Utilizing the determined research methodology, the various potential brand directions will receive the review and reaction of potential visitors. Care should be taken to ensure that respondents have previously visited the destination as well as other competing destinations. Research methodology may involve focus groups or large sample in-depth interviews.

(2) Review and Analysis – Involving agency recommendation as well as CVB and research group discussion, a determination will be made as to what direction has the strongest potential vis-à-vis the competitive set.

Task 5: Execution – Educate. Excite. Unite.

(1) Creation of pilot messages and Brand Standards Manual – Upon completion of research and testing, the agency will develop initial example messages for communications channels of the client's choosing. Additionally, the agency will create a Brand Standards Manual for use by all parties who will need to understand or communicate the brand.

(2) Plan for external application and dissemination – Working with the CVB, the agency will offer a plan for external application of and communication of the brand through others. Plans will suggest tactics for brand adoption through industry and travel partners (hotels, resorts, airports, etc.) as well as methods to turn visitors into brand ambassadors.

(3) Understanding and Adoption by internal audiences and constituencies – Working with the CVB, the agency will offer strategies to announce and convey the new brand to internal groups such as CVB staff, hospitality industry, area Chambers of Commerce, governmental boards or other important stakeholder groups. The agency will volunteer to help address those groups and explain the process, the research and competitive advantages of the new brand approach. Every effort will be made to educate, excite and unite the county's constituencies in adoption and support of the new brand. The purpose of this step is not to ask permission or get input, but to excite the market regarding the new brand and to unite the destination behind the direction.

ATTACHMENT "B" – DELIVERY SCHEDULE AND COMPENSATION

The following is the Consultant's delivery schedule and compensation:

Schedule

	<u>Days After Contract Award</u>
Task 1 - Internal Audit	30
Task 2 - External Audit	45
Task 3 - Strategic Brand Planning and Development	90
Task 4 - Market Testing	90
Task 5 - Execution	120

Payments

	<u>Compensation</u>
Task 1 - Internal Audit	\$4,800
Task 2 - External Audit	\$7,000
Task 3 - Strategic Brand Planning and Development	\$6,800
Task 4 - Market Testing	\$1,000
Task 5 - Execution	<u>\$4,800</u>
TOTAL	\$24,400

Invoice after completion and acceptance by the County of each Task.

ATTACHMENT "C" - SPECIAL CONDITIONS

1. This agreement may be expanded by the mutual agreement of the parties
2. Compensation payable to Consultant for services rendered and expenditures incurred in providing the services identified in Attachment "A".
4. The fee shall be the total compensation for the services and shall contain all costs to include salaries, office operation, transportation, equipment, overhead, general and administrative, incidental expenses, fringe benefits, operating margin and subcontractor costs.
5. Consultant shall provide County with invoices not more frequently than once a month for tasks completed.
6. Consultant's invoice shall be in a form acceptable to County, provide specific details with respect to actual service units and/or hours of work incurred and include other such detail as may reasonably be requested by County.
7. Any penalty for delay in payment shall be in accordance with the Florida Prompt Payment Act (Section 218.70, et seq., Florida Statutes).



CERTIFICATE OF LIABILITY INSURANCE

AQUAM-1

OP ID: SR

DATE (MM/DD/YYYY)

06/27/11

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Brown Insurance and Financial Largo Office 2520 West Bay Drive Largo, FL 33770 Andy Brown	727-586-1601	CONTACT NAME: PHONE (A/C, No, Ext): E-MAIL ADDRESS:	FAX (A/C, No):
	727-518-0002	INSURER(S) AFFORDING COVERAGE INSURER A: Burlington Insurance Co.	
INSURED Aqua Marketing & Communications, Inc. 111 2nd Ave, NE, Ste 1007 St. Petersburg, FL 33701	INSURER B:		
	INSURER C:		
	INSURER D:		
	INSURER E:		
	INSURER F:		
	INSURER G:		

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSR	WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY	X		358B005721	06/24/11	06/24/12	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPOP AGG \$ INCLUDED
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	ANY AUTO ALL OWNED AUTOS HIRED AUTOS						SCHEDULED AUTOS NON-OWNED AUTOS
	UMBRELLA LIAB EXCESS LIAB DED RETENTION \$						OCCUR CLAIMS-MADE
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						WC STATUTORY LIMITS OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

The Certificate Holder is also listed as an Additional Insured on the above General Liability policy.

CERTIFICATE HOLDER**CANCELLATION**

Manatee County
 1112 Manatee Avenue West
 Bradenton, FL 34205-7804

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2010 ACORD CORPORATION. All rights reserved.

ATTACHMENT "D" - INSURANCE CERTIFICATE



June 20, 2011

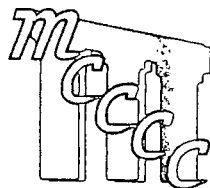
Re: Agreement for Professional Consulting Services Rebranding Study Services

CONSULTANT'S REPRESENTATIVES

For the purposes of this contract, Aqua Marketing & Communications, Inc. has identified the following staff as Consultant's Representatives:

David M. Di Maggio
President

Kris Horn
Client Coordinator/Media Director



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

July 26, 2011

TO: Aqua Marketing and Communications, Inc.
111 Second Avenue N.E., Suite 1007
St. Petersburg, Florida 33701

FROM Clerk of Circuit Court
Board Records Department
Vicki P. Jarratt
P.O. Box 25400
Bradenton, Florida 34206

RE: **Rebranding Study and Services - Professional Consulting Services - Agreement with Aqua Marketing and Communications, Inc., \$24,400).**

ACCEPTED: In open session by the Manatee County Board of County Commissioners on **July 26, 2011.**

RBS:vpj

Enclosure

cc: Board Records
Frank Lambertson, Purchasing Department

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: July 18, 2011
Subject: Consent Agenda – Clerk’s Consent Calendar

The attached Agreement is forwarded for inclusion in an upcoming Board of County Commissioner Consent Agenda, Clerk’s Consent Calendar.

Authority to execute agreement 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:

Aqua Marketing and Communications, Inc., 111 Second Avenue N.E., Suite 1007, St. Petersburg, FL 33701

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

Enclosure:
Agreement (two originals)