

AMENDMENT NUMBER ONE
to
AGREEMENT BETWEEN MANATEE COUNTY
and
MMGY GLOBAL, LLC
for
WEBSITE MANAGEMENT,
MAINTENANCE AND SERVICES

THIS AMENDMENT NUMBER ONE TO 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 mailing address at 1112 Manatee Avenue West, Bradenton, Florida 34205 and **MMGY GLOBAL, LLC**, hereinafter referred to as the "Contractor", duly authorized to conduct business in the State of Florida, with offices located at 423 South Keller Road, Suite 100, Orlando, Florida 32810.

WHEREAS, on May 31, 2012, Manatee County entered into an Agreement (No. 11-1071DW) with MMGY Global, LLC to provide website management services to redesign and rebuild a new website for the Bradenton Area Convention and Visitor's Bureau (BACVB) for a total not to exceed amount of \$254,350; and

WHEREAS, the County has determined a need for additional services are required beyond those specified in Agreement Exhibit "A" Scope of Services.

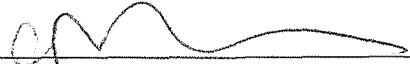
NOW THEREFORE, for and in consideration of the mutual benefits to be derived, the parties hereto agree as follows:

1. The additional services listed in Exhibit B1 for a total cost of \$27,500 and an adjusted contract amount of \$281,850.
2. All other terms and conditions of the Agreement shall remain in full force and effect during the term of the Agreement.

The parties hereto have caused this **Amendment Number One to the Agreement (No. 11-1071DW) for Website Management, Maintenance, and Services** to be fully executed by their authorized representatives.


MMGY GLOBAL, LLC

Address: 4601 MADISON AVENUE
KANSAS CITY, MO 64112

By: 
CLAYTON P REED
(Print Name and Title of Above Signer)

Date: 4/3/13

COUNTY OF MANATEE, FLORIDA

By: 
Melissa M. Wendel, CPPO
Purchasing Official

Date: 4/19/2013

EXHIBIT "B-1"
WEBSITE MANAGEMENT, MAINTENANCE, AND SERVICES
FEE RATE SCHEDULE

TASK	DELIVERABLE	Estimated Cost	(payment determined by actual hours of service)
iPad Support Landing Page	Develop one custom landing page	\$1,218.75	@ \$93.75/hour
Link Clean Up & Management	Update other websites to new domain	\$3,000	@ \$125/hour
Mobile JSON Feeds	Set up three feeds for mobile site	\$656.25	@ \$93.75/hour
German Facebook page	Page setup	\$750	
BACVB and Powel Crosley Facebook pages	Page (2) setup and management services	\$3,000	Create \$750/page Manage \$500/month
Listing Reporting	Parting listings data and Develop functionality for BACVB access	\$2,250	@ \$93.75/hour Services beyond quote @ 125/hour
Pay Per Click Campaign		\$10,000	
Translation/German Site		\$5,125	
Travel (TDC Meeting)		\$1,500	
TOTAL:			\$27,500.00

Pricing in accordance with work description detailed in attached MMGY Project Estimates.

- Footer with links to appropriate content and copywrite information on bradentongulfislands.com

mmgy global responsibilities

- Project management
- Development
- Quality assurance
- Google Analytics tagging

client responsibilities

- Work with Time Inc. Content Solutions to provide creative and content for landing page
- Quality assurance
- Timely approvals and feedback

estimate

One-Time

project management	\$187.50
front-end development	\$375.00
back-end development	\$562.50
quality assurance	\$93.75

estimate total \$1,218.75

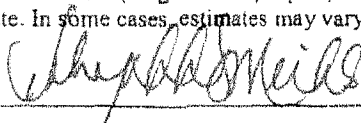
*Costs were estimated at a discounted rate of \$93.75 per MMGY/BACVB agreement

Additional Declarations

- Any functionality request beyond what is detailed in this scope document will be estimated as an additional cost.

*Above costs are based on a normal turnaround time upon receiving a signed approval form from client and do not include tax, contingency or shipping. If the specifications of the project are changed, a new estimate will be provided for approval. Once estimate is approved, 100% of the total estimate will be billed to client. If the project is cancelled before completion, all accrued charges to date will be billed. This estimate also does not include Reimbursables (long distance, copies, overnight shipping, etc) which will be billed separately at a net rate. In some cases, estimates may vary by +/- 10%.

client approval



date

01/20/13



PROJECT ESTIMATE

client Bradenton Area Convention & Visitors Bureau - 798

job name Link Clean Up and Management

estimate date 01/28/13

description

This estimate is for the cost to assist in cleaning and updating the most important links out in the web to use the new BACVB domain, <http://www.bradentongulfislands.com>, based on the report provided in December 2012 by MMGY.

goals and requirements

Due to the urgency of helping the BACVB get these URLs cleaned out sooner than later, a monthly approach is recommended for the link builder to dedicate a certain number of hours each month to get the URLs updated.

Updating the current URLs will be a manual and time consuming process of reaching out to the website providers and requesting the changed via email, phone or through online forms. MMGY will start with the most reputable and stronger URLs and work our way down.

MMGY cannot guarantee all URLs in the report will updated as that will depend on the website providers to complete the request and the amount of time available dedicated to working with them, however, MMGY will aim to get as many possible.

specific definitions and assumptions

Below you will see the month break out options of allocated time estimated to dedicate to updating the URLs based on the number included in the report. Each hour is estimated at \$125 per hour.

- Month 1 - 24 hours
- Month 2 - 24 hours - *TBD based on previous month performance*

This option will allow us to get the main and high value URLs, but may not allow us to get to all of them.

A report will be provided each month to confirm which URLs have been updated.

BACVB to confirm after month one (1) link management is completed if to continue with the next month.

Link management month 1 period to start on February 1 - February 28, 2013.

mmgy global responsibilities

- Project management
- Link clean up and management
- Quality assurance
- Monthly report during time of service

4601 madison avenue kansas city missouri 64112 usa 816 472 5988 fax 816 472 7107
mmgyglobal.com

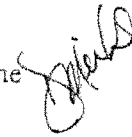
client responsibilities

- Provide approval in a timely manner
- Confirm after month one (1) if MMGY should continue with month two (2) of link management time. If time is adjusted, MMGY will provide an updated estimate with new hours for month two.

estimate

month 1 -- 24 hours @ \$125 per hour

\$3,000 / one-time



Additional Declarations

- Any functionality request beyond what is detailed in this scope document will be estimated as an additional cost.
-

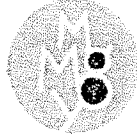
*Above costs are based on a normal turnaround time upon receiving a signed approval form from client and do not include tax, contingency or shipping. If the specifications of the project are changed, a new estimate will be provided for approval. Once estimate is approved, total estimate will be billed to client. If the project is cancelled before completion, all accrued charges to date will be billed. This estimate also does not include Reimbursables (long distance, copies, overnight shipping, etc) which will be billed separately at a net rate. In some cases, estimates may vary by +/- 10%.

client approval



date

1/29/13



PROJECT ESTIMATE

client Bradenton Area Convention & Visitors Bureau - 798

job name Mobile JSON Feeds

estimate date 01/16/12

description

This estimate is for the cost to set up three JSON feeds for the Bradenton mobile site, <http://bradentongulfislands.mobi/>, of the industry partner data.

goals and requirements

MMGY will set up a feed method for the current mobile site, managed and hosted by ITI Marketing; to pull a data export converted into JSON feeds of the following industry partner data:

- Listings
- Events
- Deals

ITI Marketing will use these feeds to update the current Bradenton mobile site, <http://bradentongulfislands.mobi/>, with new industry data. ITI Marketing will determine how often to pull data. Data from the JSON feed will always be the most up to date.

specific definitions and assumptions

MMGY provided a sample JSON data export of all three data types – Listings, Events and Deals – to ITI Marketing week of 1/14. ITI Marketing will review by 1/17/12 and note adjustments needed using the JSON formatted structure shared.

MMGY and ITI Marketing will work together to finalize the JSON feed based on these requirements.

MMGY will set up and provide ITI Marketing a URL of the environment to access the data. This will not require a protected SSL.

Timeline

If approval is provided by week of 1/18, MMGY will coordinate with ITI Marketing to complete JSON feed by provided desired date of January 31. If approval is sent after date indicated, MMGY will review resource availability and provide timeline accordingly.

mmgy global responsibilities

- Project management
- Set up and creation of JSON feeds and access environment
- Quality assurance

client responsibilities

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mmgyglobal.com

- Mobile site updates and requirements needed using JSON feeds will be between BACVB and ITI Marketing
- Any data adjustments post set up of JSON feeds by MMGY to be requested and estimated at an additional cost
- Provide approval in a timely manner

estimate

JSON feeds set up (listing, events, deals) \$656.25 / one-time

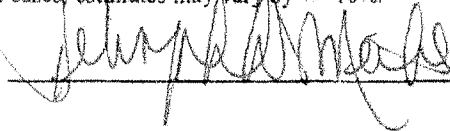
Costs were estimated at a discounted rate of \$93.75 per MMGY/BACVB agreement.

Additional Declarations

- Any functionality request beyond what is detailed in this scope document will be estimated as an additional cost.
- The automation process implementation will take place after part one and based on the timeline of projects in the queue.
- All content/layout revisions will be billed as maintenance at a rate of \$93.75 per hour.

*Above costs are based on a normal turnaround time upon receiving a signed approval form from client and do not include tax, contingency or shipping. If the specifications of the project are changed, a new estimate will be provided for approval. Once estimate is approved, total estimate will be billed to client. If the project is cancelled before completion, all accrued charges to date will be billed. This estimate also does not include Reimbursables (long distance, copies, overnight shipping, etc) which will be billed separately at a net rate. In some cases, estimates may vary by +/- 10%.

client approval



date 1/29/13



PROJECT ESTIMATE

client Bradenton Gulf Islands

job name German Facebook Page

estimate date December 18, 2012

this estimate good until December 31, 2012

description

This project estimate is for MMGY to set up a Facebook page for Bradenton Gulf Islands (Germany).

mmgy global responsibilities

- o Page set up including:
 - * profile image (using existing creative assets)
 - * cover photo (using existing creative assets)
 - * tabs including redirects when needed (using existing creative assets)
 - * profile info including about, basic and contact information
 - * customization of URL: <http://facebook.com/visitbradentongerman>

estimate

German Facebook page development	\$750
total	\$750

Additional Declarations

- * Any functionality request beyond what is detailed in this scope document will be estimated as an additional cost.
- * Upon launch, client or German vendor will be responsible for maintaining the Facebook Page including monitoring, creating content, posting content and reporting on results.

client approval

A handwritten signature in black ink, appearing to read 'M. Meier'.

date

1/4/13



PROJECT ESTIMATE

client Bradenton Area Convention and Visitor's Bureau

job name Powel Crosley Estate & Convention Center Facebook

estimate date 11/30/12

this estimate good until 12/15/12

description

This project estimate is for MMGY Global to provide the following social media services:

The Powel Crosley Estate Facebook Creative \$750

- Profile Image
- Cover Image
- Facebook Redirect Applications
 - History
 - Crosley Theater
 - Rental Info

Bradenton Area Convention Center Facebook Creative \$750

- Profile Image
- Cover Image
- Facebook Redirect Applications
 - Plan Event
 - Attend Event
 - Exhibitor Info

Facebook Page Management (4 hours/month) \$500/month

- Management of Powel Crosley Facebook Page
- Management of Bradenton Area Convention Center Facebook Page
- Bradenton Area Convention and Visitor's Bureau to Provide Messages to Post
- MMGY to Post 8 Facebook Messages Per Page/Per Month
- MMGY to Monitor and Respond to Consumer Engagements
- MMGY to Include Facebook Pages Reporting in Monthly Social Media Report

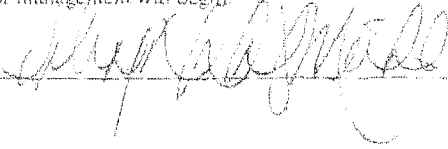
one time cost estimate total (Creative) \$1,500

monthly cost (Facebook Page Management) \$500/month

Additional Declarations

- * Any functionality request beyond what is detailed in this scope document will be estimated as an additional cost.
- * Once estimate is approved, client will be invoiced \$1,500 for creative services and monthly billing of \$500 for management will begin.

client approval



date

3/15/12



PROJECT ESTIMATE

client Bradenton Area Convention & Visitors Bureau - 798

job name Custom Member Listing Report

estimate date 11/17/12; Revised 11/21/12

this estimate good until 11/21/12

description

This estimate is for the cost to pull a custom up to date report of all listings data from BradentonGulfIslands.com and also set up an automation process for pulling this custom report as needed by the client moving forward.

goals and requirements

There are two parts to this project.

Part one:

Provide a listings report of all the partner listings data available in the BradentonGulfIslands.com website. This manual pull should include all partner data based on the current website structure also stated in the specifications of this estimate for the development of the new 2013 visitor guide.

The report will be provided to Time Inc, third party vendor, who will be using the data to develop the new visitor guide.

Part two:

Develop functionality to allow an automated process of pulling this up to date custom listing report moving forward through the Bradenton Admin tool. This will eliminate having MMYG pull this specific report for BACVB moving forward.

specific definitions and assumptions

Part one:

Custom report will include all the data available for the listing partners following the data requirements listed below. It will be up to the BACVB to determine how much to include on the guide. This will be one excel file with one listing report tab.

The following are the database field requirements:

- Listing ID
- Active/Not Active
- Listing Name
- Short description
- Long description
- Address
- City

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mmgyglobal.com

- Zip code
- Country
- Phone Number Main
- Phone Number Toll Free
- Phone Number Secondary
- Website
- Booking website
- Email
- Amenity Accommodations
 - Number of Rooms/Units
 - Number of 1-Bedroom Units
 - Number of 2-Bedroom Units
 - Number of 3+ Bedroom Units
 - Number of Suites/Condos
 - Minimum Stay
 - Facility Amenities - comma delimited
 - Room Types - comma delimited
 - Room Amenities - comma delimited
 - Location - comma delimited
- Amenity Attraction
 - Tours - comma delimited
 - Trails - comma delimited
 - Entertainment & Nightclub - comma delimited
 - Arts & Culture - comma delimited
 - Nature & Outdoor - comma delimited
 - Facility Amenities - comma delimited
- Amenity Dining
 - Seating Capacity
 - Facility Amenities - comma delimited
 - Beachfront Dining
 - Buffet
 - Cafe
 - Casual Dining
 - Catering
 - Children's Menu
 - Deli
 - Diner
 - Fine Dining
 - Free Meal for Driver/Escort
 - Full Bar
 - Group Menu Available
 - Happy Hour
 - Individual Checks
 - Off-Site Catering
 - Outdoor Dining
 - Private Room Capacity
 - Seating Capacity
 - Smoke-free

- Sports Bar
 - Taverns & Grills
 - Waterfront Dining
 - Wine/Beer
- Cuisine Type – comma delimited
- Meals Served – comma delimited
- Amenity General
 - Payment options
 - Hours
 - Number of locations
 - Availability – comma delimited
 - Rate– comma delimited
 - Facility Amenities – comma delimited
 - Discount Type – comma delimited
 - Information Available – comma delimited
 - Internet Connection – comma delimited
- Amenity Recreation
 - Number of holes
 - Number of Sand Bunkers
 - Number of Golf Courses
 - Earliest Tee Time
 - Par
 - Rating
 - Golf Courses Type – comma delimited
 - Golf Courses Features – comma delimited
 - Recreation Type – comma delimited
 - Spa – comma delimited
 - Sporting Facility Type – comma delimited
- Amenity Shopping
 - Shopping – comma delimited
 - Shopping Type – comma delimited
- Amenity Visitor Service
 - Child Care Ages
 - Total Capacity of Meeting Space
 - Total Number of Meeting Rooms
 - Total Sq Ft of Meeting Space
 - Tour Duration
 - Tour Schedule
 - Transportation Type – comma delimited
 - Rentals – comma delimited
 - Conventions & Meetings – comma delimited
 - Wedding & Specials Events – comma delimited
 - Tours & Transfers – comma delimited
 - Language Services – comma delimited
- Categories - Taxonomy – comma delimited
 - Main Menu Taxonomy
 - Play
 - Stay

- Eat
 - Weddings
 - Meetings
 - Location
 - Sub Menu Taxonomy
 - All sub menus available
- Areas
- Cities
- Social links
 - Youtube
 - Facebook
 - Twitter
 - Yelp
- Main Contact First Name
- Main Contact Last Name
- Main Contact Address
- Main Contact City
- Main Contact State
- Main Contact PO Box
- Main Contact Phone Number
- Main Contact Phone Fax
- Main Contact Email

Custom report will be formatted in an EXCEL file (.xlsx).

Part two:

After automation process is in place, custom listing report will be accessible via the Admin tool - BradentonGulfIslands.com/admin/

Report will be available on the left hand navigation called -- Listing Report

Any changes after project has been approved will need to be evaluated as may require additional time.

Timeline will depend on client priorities. If report is requested to be delivered by 11/27, all other development work in the queue will be put on hold to deliver this project.

The development of the automation process will take place after part one and based on the timeline of projects in the queue

mmgy global responsibilities

- Project management
- Set up and creation of custom report
- Develop automation functionality
- Quality assurance

client responsibilities

- Confirm requirements document
- Confirm timeline in a timely manner
- Provide approval

- Deliver to Time Inc

estimate

custome report development – estimate between 6-8 hours \$750.00 / one-time

develop automation process \$1,500.00 / one-time

Costs were estimated at a discounted rate of \$93.75 per MMGY/BACVB agreement.

Additional Declarations

- Any functionality request beyond what is detailed in this scope document will be estimated as an additional cost.
- The automation process implementation will take place after part one and based on the timeline of projects in the queue.
- All content/layout revisions will be billed as maintenance at a rate of \$125 per hour.

*Above costs are based on a normal turnaround time upon receiving a signed approval form from client and do not include tax, contingency or shipping. If the specifications of the project are changed, a new estimate will be provided for approval. Once estimate is approved, total estimate will be billed to client. If the project is cancelled before completion, all accrued charges to date will be billed. This estimate also does not include Reimbursables (long distance, copies, overnight shipping, etc) which will be billed separately at a net rate. In some cases, Estimates may vary by +/- 10%.

client approval  date 11/26/12



PROJECT ESTIMATE

client Manatee County - 184

job name iPad Support Landing Page - 41381

estimate date 01/24/13

this estimate good until 02/01/13

description

The following provides an estimated cost to develop a custom landing page to support the Bradenton Gulf Islands iPad application. MMGY will work with Time Inc. Content Strategies, the third party developing the Visitor's guide iPad application.

goals and requirements

The custom landing page will act as a promotional support page for the Bradenton Gulf Islands Visitor's Guide iPad application. MMGY will develop one landing page to fulfill this goal.

The requirements for this landing page are as follows:

1. Time Inc. Content Strategies will design the landing page keeping in mind the Bradenton Gulf Islands brand standards.
2. The design and page structure will follow the below template examples:
 - <http://www.nysemagazine.com/ipad/>
 - <http://www.myfordmag.com/app/>
 - <http://protomag.com/ipad/>
3. Creative PSD files and content to be provided by Time Inc. Content Strategies by January 25, 2013
4. Requested landing page live date by Time Inc. Content Strategies is February 5, 2013 pending deliverables and client approvals.

specific definitions and assumptions

The custom landing page will be built as part of the Umbraco (CMS), currently used for Bradentongulfislands.com.

The landing page will utilize the following URL - Bradentongulfislands.com/ipad/

Google Analytics will be integrated to existing analytics available on the site.

This estimate is determined by the examples provided. The page structural elements include:

- Includes Bradenton logo that will link back to bradentongulfislands.com
- Dynamically pulled content for the headline, introduction, overview and FAQ
- Two links to Apple Store to download the iPad application
- Javascript for tab views displaying content

MEMORANDUM



Convention & Visitors Bureau
1 Haben Boulevard
Palmetto, FL 34221

Phone: 941.729-9177
Fax: 941.729-1820

MANATEE COUNTY FLORIDA

To: Purchasing
Thru: Debbie Meihls, Executive Marketing Manager, BACVB
From: Elliott Falcione, Executive Director, BACVB
Date: 02/04/2013
Addendum to Term Agreement T1200097 – MMGY

DM
Elliott Falcione 2.11.13
R054167

An addendum in the amount of \$27,250.00 is requested for Term Agreement - T1200097 for MMGY Global.

iPad Support Landing Page:	\$1,218.75
Link Clean Up & Management:	3,000.00
Mobile JSON Feeds:	656.25
German Facebook Page:	750.00
Bradenton Area Convention Center and Powel Crosley Facebook Pages	3,000.00
Listings Reporting	2,000.00 → 2,250
Pay Per Click Campaign:	10,000.00
Translation/German Site	5,125.00
Travel Cost for 02/11/2013 TDC Meeting	1,500.00

RECEIVED

FEB 11 2013

C.V.B. ACCOUNTING

May 2, 2013

ACCEPTED IN OPEN SESSION
BOARD OF COUNTY COMMISSIONERS, MANATEE COUNTY

From: deborah.carey-reed@mymanatee.org
To: [Vicki Tessmer](#)
Cc: eva.galler@mymanatee.org
Subject: MMGY Amendment 1
Date: Friday, April 19, 2013 3:26:32 PM
Attachments: [agreement.amendment.1.additional_svcs.pdf](#)

Hello Vicki

Please accept the attached Amendment #1 in the amount of \$27,500 for additional services to the Agreement with MMGY Global, LLC for Website Management, Maintenance and Services in accordance Manatee County Code of Laws.

INSTRUCTION TO BOARD RECORDS Sent Via Email 5/6/13 vj

Please send a confirmation of the Acceptance to:

- Deborah Carey-Reed, Purchasing

Thank you. If you require any additional information, please call me at extension 3074.

Deborah

Deborah Carey-Reed

Contracts Negotiator
Purchasing Division x3074

Florida has a very broad Public Records Law. This agency is a public entity and is subject to Chapter 119 of the Florida Statutes, concerning public records. E-mail communications are covered under such laws & therefore e-mail sent or received on this entity's computer system, including your e-mail address, may be disclosed to the public or media upon request.