

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

THIS AMENDMENT NUMBER TWO 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, on April 19, 2013, Amendment No. One was executed for additional services in the amount of \$27,500; and

WHEREAS, pursuant to Article 4 of the Agreement, the Agreement shall remain in effect for a period of one year but may be renewed for three additional periods, each of one year; and

WHEREAS, the Agreement Exhibit "B" Fee Rate Schedule – 1st Year specifies compensation and payment terms for services rendered for the initial contract year; and

WHEREAS, the County has determined a need for the services beyond the one year period ending May 31, 2013 and have re-examined requirements for this succeeding year and the Exhibit "B" Fee Rate Schedule.

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


1. The duration of the Agreement shall be extended by one year commencing June 1, 2013 and ending May 31, 2014 for the requirements as listed in Exhibit "B-2" Fee Rate Schedule.
2. Copy of license and log in data for ExacTarget to be provided to the COUNTY.
3. Training of COUNTY staff on system enhancements at a minimum of ten (10) hours. Additional training to be billed in the Website Maintenance.
4. Provide any White Papers, industry written documents, MMGY can share with the COUNTY.

- 5. Website management, maintenance, and services for this second year shall not exceed an annual total cost of \$191,163.01.
- 6. 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 Two to the Agreement (No. 11-1071DW) for Website Management, Maintenance, and Services** to be fully executed by their authorized representatives.

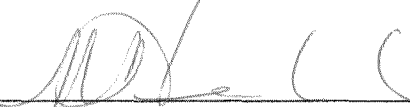
MMGY GLOBAL, LLC

Address: 423 S KAWAUCOHA, SUITE 100
ORLANDO, FL 32810

By: 
HUGH D. McConaha - CFO & VP, OPERATIONS
 (Print Name and Title of Above Signer)

Date: 6/18/13

COUNTY OF MANATEE, FLORIDA

By: 
 Melissa M. Wendel, CPPO
 Purchasing Official

Date: 6/24/2013

EXHIBIT "B-2"
WEBSITE MANAGEMENT, MAINTENANCE, AND SERVICES
FEE RATE SCHEDULE

TASK	DESCRIPTION	MONTHLY FEE	ANNUAL COST
ACCOUNT MANAGEMENT	On-going status reporting and planning		
Project Leadership	4 hours per month	\$500	\$6,000
Strategic Planning	2 hours per month	\$250	\$3,000
INTEGRATED REPORTING	Measure performance of media with destination: 6 hours per month	\$1,000	\$12,000
WEBSITE	On-going maintenance and support		
Hosting		\$175	\$2,100
Website Maintenance	8 hours per month to be billed for actual services completed.	\$1,000	\$12,000
Website Enhancements	Actual services based on finalized scope of projects (est. amount)		\$35,000
CONTENT DEVELOPMENT	On-going eCRM and website editorial content development: 10 hours per month. Prior Scope approval required.	\$1,350	\$16,200
eCRM	Newsletters, maintenance and sends		
ExacTarget License	Annual		\$5,850
Email Send Costs (0.01 per email)	Annual estimate		\$15,000
Domain Renewal	Annual		\$13.01
Data Management		\$3,000	\$36,000
SEARCH ENGINE MARKETING	Marketing search campaigns – provide monthly reports		
PPC Advertising		\$3,000	\$36,000
Link Building – 30% of cost for link purchases		\$750	\$9,000
Search Engine Optimization	Audit to review performance to be billed for actual services completed.		\$3,000
TOTAL:	NOTE: Total Monthly Fee does not include payment for projects to be billed at project completion.	\$11,025.00	\$191,163.01

Pricing in accordance with work description detailed in attached MMGY Integrated Plan.

MMGY ACCOUNT REPRESENTATIVE:

Jessica Lampson, 816/300-5204, jlampson@mmgyglobal.com

From: deborah.carey-reed@mymanatee.org
To: [Vicki Tessmer](#)
Cc: [Jessica Lampson](#); eva.galler@mymanatee.org
Subject: Manatee County Website - MMGY Global
Date: Monday, June 24, 2013 12:04:26 PM
Attachments: [agreement.amendment2.website.mmgy.pdf](#)

To: Manatee County Clerk of Circuit Court - Board Records

Hello Vicki --

Please accept the attached executed Amendment No. Two to extend the Agreement with MMGY Global, LLC for Website Management, Maintenance, and Services to May 31, 2014 for website management services at the BACVB in accordance with the terms and conditions of the contract executed 05/31/2012.

INSTRUCTION TO BOARD RECORDS

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, CPPB

CONTRACTS NEGOTIATOR

MANATEE COUNTY PURCHASING

Ph: 941-749-3074(extension 3074)

cc: Jessica Lampson, Interactive Project Manager, MMGY Global
Eva Galler, Senior Fiscal Analyst, Manatee County BACVB

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.