

**AMENDMENT TO THE FUNDING AGREEMENT BETWEEN  
MANATEE COUNTY AND MANATEE ECONOMIC DEVELOPMENT  
CORPORATION (BRADENTON AREA ECONOMIC DEVELOPMENT  
CORPORATION)**

**THIS IS AN AMENDMENT TO THE AGREEMENT** by and between MANATEE COUNTY, a political subdivision of the State of Florida (hereinafter "County"), whose mailing address is Post Office Box 1000, Bradenton, Florida 34206, and the MANATEE ECONOMIC DEVELOPMENT CORPORATION (hereinafter "Contractor").

**WHEREAS**, the increased capital investment, the creation and retention of quality jobs, and increased flow of new dollars to Manatee County results in a broadening of the tax base, and opportunities for a better quality of life for Manatee County residents; and

**WHEREAS**, the Fiscal Year 2009-2010 County budget provided funding for participation with the Contractor for outreach activities; and

**WHEREAS**, the Board executed a funding Agreement on June 19, 2012 extending the time period for the Fiscal Year 2009-2010 funding to Fiscal Years 2012-2013; and

**WHEREAS**, the Manatee Economic Development Corporation recently changed their name to the Bradenton Area Economic Development Corporation (BAEDC); and

**WHEREAS**, the BAEDC has relocated their offices to 4215 Concept Court, Lakewood Ranch, Florida 34211; and

**WHEREAS**, the BAEDC has conducted services within the scope of the Exhibit 1 to the agreement which shall be revised; and

**WHEREAS**, the funding Agreement time period for the Fiscal Year 2009-2010 funding shall be extended to Fiscal Years 2013-2014; and

**WHEREAS**, the Bradenton Area Economic Development Council implements and maintains marketing, retention, and expansion programs targeted for "value-added companies" on behalf of Manatee County and facilitates access to local, regional and state resources as needed; and

**WHEREAS**, Section 10.A. of the Agreement states it can only be amended in writing by the duly authorized representatives of the County and the Contractor.

**NOW THEREFORE**, the parties agree as follows:

1. Contractor shall now be known as the Bradenton Area Economic Development Corporation.

2. The mailing address for the BAEDC is Lakewood Ranch at the McClure Center, 4215 Concept Court, Lakewood Ranch, Florida 34211.
3. The services provided in Exhibit 1 (Revised) of the agreement shall be revised to reflect a modification of program area benchmarks and remaining expenditures not to exceed \$82,048.
4. The period of the agreement shall be October 1, 2013 through September 30, 2014.

All other terms and conditions of the Agreement shall remain in full force and effect during the term of the Agreement.

**IN WITNESS, WHEREOF**, the parties hereto have caused this Amendment to be duly executed by their authorized representatives.

ADOPTED, with a quorum present and voting this the 24<sup>th</sup> day of September, 2013.



**BOARD OF COUNTY COMMISSIONERS  
MANATEE COUNTY, FLORIDA**

BY: Larry Bustle  
Larry Bustle  
Chairman

ATTEST: R. B. SHORE  
CLERK OF CIRCUIT COURT  
BY: Wabi Jessner

**BRADENTON AREA ECONOMIC DEVELOPMENT  
CORPORATION**

BY: Sharon Hillstrom  
Sharon Hillstrom  
TITLE: President and CEO

WITNESSES:  
Jeannie Shields  
Print Name: Jeannie Shields  
Cindy Unzicker  
Print Name: Cindy UNZICKER

**Bradenton Area Economic Development Corporation**

**2013-2014 OUTREACH SERVICES**

**Exhibit 1 (Revised)**

- A. BAEDC shall provide a monthly invoice to the County to include a summary of the Program Areas involved in the monthly activities. The BAEDC will provide the appropriate summary of the activities performed and documentation of the names, dates, activity and eligible cost performed. The form of the documentation will be developed by the BAEDC and approved by the County Administrator and/or his designee.
  
- B. The BAEDC shall provide a report as required by the Agreement to the Board of County Commissioners detailing the benchmarks achieved. The BAEDC will provide quarterly reports beginning October 1, 2013 and quarterly thereafter and a final written report to the Board of County Commissioners on or before October 31, 2014.

**Eligible Outreach Services**

Program Area		Benchmarks
Bradenton Area EDC Marketing Plan		<ul style="list-style-type: none"> <li>• Completion and launch of new website; implementation of robust Search Engine marketing (SEM) and Search Engine Optimization (SEO) programs to drive business to the website.</li> </ul>
Video Marketing		<ul style="list-style-type: none"> <li>• Create videos to market Port Manatee and the Bradenton Area. Update the Sports Performance Video with new branding.</li> </ul>
Industry Conferences		<ul style="list-style-type: none"> <li>• FEDC Annual Conference, IEDC BRE Conference, IAMC Fall 2013 Professional Forum, Area Development Consultant Forum, IEDC Basic Economic Development Course Conference.</li> </ul>
North American Prospect Appointments		<ul style="list-style-type: none"> <li>• Ontario, Canada prospect mission completed in September 2012, funds were accrued in FY 2011-2012 and extended in 2013 for payment within this agreement, and Results of mission are reported in 2012 and 2013 for completion of the project by September 2014.</li> </ul>
<b>TOTAL OF ALL OUTREACH PROGRAMS</b>	<b>\$ 82,048</b>	

REVISED September 24, 2013 - Regular Meeting  
Agenda Item #32

Subject

Economic Development Corporation Outreach Agreement Amendment

Briefings

None

Contact and/or Presenter Information

Cheri R. Coryea, Director

Neighborhood Services Department

Ext. 3468

**APPROVED** in Open Session

Manatee County Board of County  
Commissioners

Action Requested

Authorize the Chairman to execute an Amendment to the Funding Agreement with the Manatee Economic Development Corporation NKA Bradenton Area Economic Development Corporation for the completion of Outreach Services.

Enabling/Regulating Authority

Efficiency in Service Delivery.

Background Discussion

In April of 2010, the Board executed a funding agreement in the amount of \$400,000 to the Economic Development Council, NKA the Bradenton Area Economic Development Corporation or BAEDC.

The agreement provides funds for the BAEDC to perform Outreach Services to include but not be limited to; "Destination Manatee" Marketing and Branding Plan, North American Prospect Missions, Trade shows, Video and Electronic Marketing, International Trade (Exports/Imports), and Targeted Business Sector Planning.

In June of 2012 the funding agreement was extended to September 30, 2013, no additional funds were allocated and the BAEDC continued to draw down funds related to the Outreach Services listed above.

In February of this year the BAEDC name change was formally approved by the State of Florida, and the organization moved their location from the downtown Manatee Chamber of Commerce Office to the Lakewood Ranch Chamber location.

An amendment is needed at this time to formally recognize the name change to the Bradenton Area Economic Development Corporation, correct the organizations physical location and to extend the contract time to September 30, 2014.

The BAEDC Outreach Services program has a remaining balance of \$82,048 and will be conducting the

remaining contract services during the period October 1, 2013 - September 30, 2014.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

N/A

Instructions to Board Records

One original for Board Records and one original to Cheri Coryea, Neighborhood Services Department. - Only one original sent a certified copy to CC via interoffice - 9/26 - SS

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Cost and Funds Source Account Number and Name  
\$ 82,048 001.0015806 Economic Development

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Amount and Frequency of Recurring Costs  
Term Agreement ending 9/30/14

Attachment: [Bradenton Area EDC Amendment 2013.pdf](#)