

From: deborah.carey-reed@mymanatee.org
To: [Vicki Tessmer](#)
Subject: Agreement with MMGY Global LLC - Amendment #3
Date: Friday, November 15, 2013 5:13:40 PM
Attachments: [agreement.amendment3.website.mmgy.pdf](#)

To: Manatee County Clerk of Circuit Court - Board Records

Hello Vicki

Please accept the attached executed Amendment #3 to extend the Agreement with MMGY Global, LLC for Website Management, Maintenance, and Services for additional services in the amount of \$20,000 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)

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.

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

THIS AMENDMENT NUMBER THREE 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, on June 24, 2013, Amendment No. Two was executed extending the contract term to May 31, 2014 and adding additional benefits for a not to exceed annual total cost of \$191,163.01; and

WHEREAS, the County has determined a need for an increase of services and propose additional hours of services to those listed in Exhibit B-2 Fee Rate Schedule.

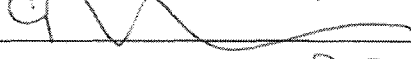
NOW THEREFORE, for and in consideration of the mutual benefits to be derived, the parties hereto agree as follows:

1. Amendment Two, Exhibit B-2 Fee Rate Schedule – Delete and replace with the attached Amendment Three, Exhibit B-3 Fee Rate Schedule with the following revisions effective on November 1, 2013 for the remaining term of seven months:
 - Website Maintenance increase of 4 hours at \$500 per month.
 - Website Enhancements increase of services in the amount of \$16,500 to include three international languages: Spanish, Portuguese, and French, and enhanced sports section and landing pages for events.
2. Website management, maintenance, and services annual cost increased by \$20,000 for an annual total cost of \$211,163.01.
3. 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 Three to the Agreement (No. 11-1071DW) for Website Management, Maintenance, and Services** to be fully executed by their authorized representatives.


MMGY GLOBAL, LLC

Address: 41601 MANISON
WINDERS CITY, MO 64112

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

Date: 11/5/13

COUNTY OF MANATEE, FLORIDA

By: 
Melissa M. Wendel, CPPO
Purchasing Official

Date: 11/12/2013

EXHIBIT "B-3"
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	12 hours per month to be billed for actual services completed.	\$1,500	\$15,500
Website Enhancements	Actual services based on finalized scope of projects (est. amount). Includes Spanish, Portuguese, French, enhanced sports section, landing pages for events.		\$51,500
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.	\$11,525.00	\$211,163.01

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

MMGY ACCOUNT REPRESENTATIVE:

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