

AMENDMENT No. 9
to
AGREEMENT BETWEEN MANATEE COUNTY
and
MMGY GLOBAL, LLC
for
WEBSITE MANAGEMENT, MAINTENANCE AND SERVICES

THIS AMENDMENT NO. 9 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 "County," with mailing address at 1112 Manatee Avenue West, Bradenton, Florida 34205 and **MMGY GLOBAL, LLC**, hereafter referred to as "Contractor," duly authorized to conduct business in the State of Florida, with offices located at 4601 Madison Avenue, Kansas City, Missouri 64112.

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) at a cost of \$254,350; and

WHEREAS, on April 19, 2013, Amendment No. 1 was executed for additional services in the amount of \$27,500; and

WHEREAS, on June 24, 2013, Amendment No. 2 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 (reduced by \$11,467.68 because of a reduction in services); and

WHEREAS, on November 11, 2013, Amendment No. 3 was executed increasing the website services by a total amount of \$20,000; and

WHEREAS, on June 27, 2014, Amendment No. 4 was executed extending the contract to May 31, 2015 in the amount of \$307,299.01; and

WHEREAS, on August 25, 2014, Amendment No. 5 was executed to reduce the service requirements by \$8,300; and

WHEREAS, on December 11, 2014, Amendment No. 6 decreased the service requirements by \$13,200; and

WHEREAS, on May 19, 2015, Amendment No. 7 was executed extending the agreement to May 31, 2016 in the amount of \$250,699.01; and

WHEREAS, on July 14, 2016, Amendment No. 8 was executed extending the agreement to January 31, 2017 in the amount of \$98,300.00; and

WHEREAS, the County has determined a need for the services beyond the period ending January 31, 2017 and has re-examined the requirements for the period of February 1, 2017 to September 30, 2017; and


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 commencing on February 1, 2017 and ending September 30, 2017 or until the launch of the new website at which time services can conclude with sixty (60) days written notice.
2. In reference to the MMGY Integrated Marketing Contract dated May 31, 2012, the attached Exhibit "B-9" Fee Rate Schedule replaces Exhibit "B-8" Fee Rate Schedule in its entirety effective February 1, 2017.
3. Website management, maintenance, and services annual cost not to exceed \$98,300.00 for this extended period for a total contract amount of \$1,162,773.53.
4. All other terms and conditions of the Agreement shall remain in full force and effect during the term of this Agreement.



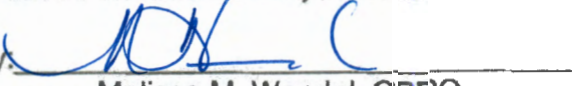
The parties hereto have caused this **Amendment No. 9 to the Agreement (11-1071DW)** for **Website Management, Maintenance, and Services** to be fully executed by their authorized representatives.

MMGY GLOBAL, LLC

By: 
Cynthia P. Reed
(Print Name and Title of Above Signer)

Date: 1/30/17

COUNTY OF MANATEE, FLORIDA

By: 
Melissa M. Wendel, CPPO
Purchasing Official

Date: 2/7/2017



EXHIBIT B-9
WEBSITE MANAGEMENT, MAINTENANCE AND SERVICES
FEE RATE SCHEDULE (FEBRUARY 1, 2017 THRU SEPTEMBER 30, 2017)
AMENDMENT #9

TASK	DESCRIPTION	MONTHLY FEE	ANNUAL COST for 8 months
ACCOUNT MANAGEMENT & PLANNING			
ACCOUNT MANAGEMENT	Daily account services and planning	\$3,750	\$30,000
ANALYTICS	On-going Integrated Reporting		
On-Going Support	Monthly monitoring, support and reporting	\$900	\$7,200
WEBSITE	On-going hosting, maintenance and support		
Hosting	Monthly hosting	\$175	\$1,400
Go Daddy Email Hosting	Annual (one-time fee)		\$36
Website Maintenance	10 hours per month	\$1,250	\$10,000
CONTENT DEVELOPMENT	Monthly content development for website and eCRM		
Content Editorial	Monthly on-going editorial content - 10 hours per month	\$1,350	\$10,800
eCRM	On-going eCRM management and reporting		
ExacTarget License	Annual		\$5,850
Email Send Costs (\$0.01 per email)	Annual estimate for 8 months		\$10,000
Domain Renewal	Annual		\$13.01
Program Management	Monthly On-going management, support and reporting	\$2,250	\$18,000
LINK ACQUISITION & LINK BUILDING			
	Monthly on-going link building and maintenance		
Link Building		\$625	\$5,000
TOTAL		\$10,300	\$98,300

Note: Pricing in accordance with work description detailed in the attached MMGY Integrated Marketing Plan dated November 29, 2016

Contract is for the period February 1, 2017 thru September 30, 2017 or until new website is launched at which time services can conclude 60-day cancellation noticed required.

MMGY ACCOUNT REPRESENTATIVES:

Tara Yantis 816-300-5206 tyantis@mmgyglobal.com

Lou Drews: 816-300-5509 ldrews@mmgyglobal.com



pro 5529

Bradenton Area CVB
MMGY Global
Integrated Marketing Contract

Contract Period - February 1, 2017-September 30, 2017*

8 months

Prepared by

MMGY Global, LLC

Kansas City, Missouri

Orlando, Florida

New York, New York

Denver, Colorado

Elita Johnson 12.12.16

November 29, 2016

**or until new website is launched at which time services can conclude. 60-day cancellation notice required.*

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→ *Agency fee: \$10,300*
Contract fee: \$299
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ACCOUNT MANAGEMENT & PLANNING

The MMGY account service team will be responsible for managing and integrating all MMGY services, and to ensure adherence to client expectations in regards to deadlines, cost, quality and effectiveness. The team will be responsible for the day-to-day management of interactive projects, project planning, team integration, status reporting and any calls with the BACVB team. They will work with the internal agency team and vendors to ensure delivery of requirements and deadlines.

In addition to daily account management, the account team will guide the development of client strategy and the formation and distributions of brand goals across MMGY managed channels, and define criteria and process of measurement. The team will identify and define new account opportunities and analyze and report on campaign results.

ACCOUNT MANAGEMENT BUDGET (February 1, 2017-September 30, 2017)*

Account Management	
Account Management Monthly Fee (\$3,750/month)	\$30,000

Budget Total: \$30,000

**or until new website is launched at which time services can conclude. 60-day cancelation notice required.*

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 Client Initial



ANALYTICS BUDGET

BACVB has requested a renewal of on-going analytics support. MMGY will provide on-going analytics support described in the following details:

- **Monitoring**
 - Continually monitor for tracking issues by checking metrics that indicate potential problems when they fluctuate significantly, such as:
 - All traffic
 - Organic traffic
 - Average session duration
 - Bounce rate
 - Ecommerce conversions
 - Goal conversions
 - Inform Client team of any potential risk and suggestion for fix.
- **Support**
 - Troubleshoot technical issues in GA on behalf of Client
 - Work with internal teams, Client, and third parties to resolve coding concerns on sites that are experiencing GA problems, including but not limited to:
 - Self-referrals
 - Cross-domain tracking
 - Goal and event tracking
- **Field questions from Client regarding GA data and trends.**
 - If a major analytics project is requested, MMGY will provide an estimate for the additional time needed to complete the project.
- **Reporting**
 - Monthly topline report only (no ongoing analysis or reporting calls)

ANALYTICS BUDGET (February 1, 2017-September 30, 2017)*

Ongoing Integrated Reporting

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Monthly Monitoring (\$300/month)	} # 900/month	\$2,400
Monthly Support (\$300/month)		\$2,400
Monthly Reporting (\$300/month)		\$2,400

**or until new website is launched at which time services can conclude. 60-day cancelation notice required.*

***Per BACVB request, Quarterly in-depth report and review meeting has been removed, and topline monthly reporting has been included in the proposal. No ongoing analysis, insights or reporting calls are included in the proposal.*

Budget Total: \$7,200

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ONGOING MONTHLY MAINTENANCE

MMGY will continue to provide ongoing website maintenance and support services for bradentongulfislands.com and BACVBAFair.com.

These services include:

- CMS content updates and enhancements
 - Photo replacement and insertions
 - Promo creations
 - Addition of on-click tags to landing pages and calls to actions
 - Possible updates/changes of existing templates
 - Google Analytics tagging or media tracking modifications, as needed.
- Partner queries for listings, events and deals
- Partner and client queries for Co-Op tool, industry portal, CMS and DFP
- Addition of landing pages using existing templates
**This does not include any re-design/re-skin or fundamental changes to functionality and templates*
- Front-end and back-end updates to existing creative and functionality
**This does not include any re-design/re-skin or fundamental changes to functionality and templates*
- Create and/or update Umbraco users
- 301 and domain redirects
- Create and/or update CMS admin and partner users
- Any Troubleshooting required within the CMS system and third-party vendors
- Database server updates
- Website monitoring or auditing
- Testing and implementation of recommendations made as a result of new initiatives
- Manage asset distribution across channels
- Implementation of link maintenance

**Disclaimer: If any hours go unused in a month's timeframe, the hours will not roll-over and will be billed in full.*

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WEBSITE MAINTENANCE BUDGET (February 1, 2017-September 30, 2017)*

Website Maintenance*	
Hosting (\$175/month)	\$1,400
GoDaddy Email Hosting	\$36
Website Maintenance (10hrs/month @ \$1,250/month)	\$10,000

**or until new website is launched at which time services can conclude. 60-day cancelation notice required.*

***Per BACVB request, monthly hours have been decreased by half. Also per BACVB request, Web Enhancement budget, co-op hosting and Responsive Website Discovery have been removed.*

Budget Total: \$11,436

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CONTENT DEVELOPMENT -- WEBSITE AND ECRM

MMGY will continue to provide editorial planning and content development services required to support eCRM and website needs. MMGY will provide up to two articles each month. Each campaign will be concepted and scoped out to maintain within estimated timeline and budget. Any photo and video production services that may be required will be estimated at additional costs.

EDITORIAL BUDGET (February 1, 2017-September 30, 2017)*

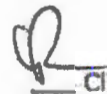
Editorial*	
Ongoing editorial content development (10hrs/mth@ \$135 = \$1,350)	\$10,800

**or until new website is launched at which time services can conclude. 60-day cancelation notice required.*

***Per BACVB request, monthly hours have been decreased by half and monthly mini-campaign has been removed.*

Budget Total: \$10,800

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eCRM MANAGEMENT

The MMGY team will continue to build and manage the eCRM marketing program for Bradenton Area CVB. The management service includes:

- Ongoing management, execution, reporting and data mining.
- Creative and code production of e-communication templates. These templates include:
 - Meetings eNews
 - Leisure eNews
 - Events eNews

*Additional templates requested will be estimated at an additional cost.

STRATEGIC PLANNING

- Set deployment at optimal times
- Optimize content to incorporate more user-generated content (such as "fan photos")
- Develop testing strategy that will test hero images, CTAs and email content.
- Incorporate A/B email testing.
- Develop a monthly editorial content plan for leisure emails.
- Incorporate timeline and relevant email content.
- Set up onboarding email series.
- Remove inactive subscribers using opt-out email.

eCRM BUDGET (February 1, 2017-September 30, 2017)*

eCRM Services	
ExacTarget License	\$5,850
Email Send Costs (\$0.01/email) estimated for 8 months	\$10,000
Domain Renewal	\$13.01
Program Management (\$2,250/month)	\$18,000

**or until new website is launched at which time services can conclude. 60-day cancelation notice required.*

Budget Total:

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\$33,863.01
____ Client Initial



LINK ACQUISITION AND LINK BUILDING

MMGY will continue to implement a link building campaign to increase site's organic search rankings for targeted key phrases and to drive more qualified referral traffic to BradentonGulfIslands.com. Reports will again be provided on a quarterly basis.

Link Maintenance:

MMGY Link Building team will carry out quarterly technical link audits; identifying dead pages, dead backlinks pointing at those pages, dead internal links, and dead outgoing links. This information will be forwarded to our account management & development teams, who will correct these issues using Maintenance hours.

Reactive Link Building:

MMGY Link Building team will utilize a robust series of monitoring tools to discover linking opportunities such as news stories, blog stories and brand mentions. MMGY Link Building team will attempt to contact the webmaster or author of the relevant website, and request that links be placed in relevant articles.

LINK BUILDING AND SEO AUDIT BUDGET (February 1, 2017-September 30, 2017)*

Link Building*	
Link building (30% will go toward link purchases) (\$625/month)	\$5,000

**or until new website is launched at which time services can conclude. 60-day cancelation notice required.*

***Per BACVB request, SEO audit services have been removed.*

Budget Total: \$5,000

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APPROVED in Open Session

Manatee County Board of County
Commissioners

Manatee County Government Administrative Center
Commission Chambers, First Floor
9:00 a.m. - February 7, 2017

2/7/17

February 7, 2017 - Regular Meeting
Agenda Item #21

Subject

Amendment No. 9 to Agreement 11-1071DW for Professional Website Management, Maintenance, and Services

Briefings

None

Contact and/or Presenter Information

Contact: Jacob Erickson, Contracts Negotiator - Financial Management Department, Procurement Division, x3053

Presenter: Elliott Falcione, Director - Bradenton Area Convention and Visitors Bureau, 941-729-9177

Action Requested

Authorization for the County Administrator, or his designee, to execute Amendment No. 9 to Agreement 11-1071DW with MMGY Global, LLC, Orlando, Florida, to extend the contract term commencing February 1, 2017, through September 30, 2017, for website management services for the Bradenton Area Convention and Visitors Bureau (BACVB) for a not-to-exceed amount of \$98,300.00.

Enabling/Regulating Authority

Manatee County Code of Laws

Background Discussion

Amendment No. 9 extends the duration of the agreement beginning on February 1, 2017, and ending September 30, 2017, or until the launch of the new website at which time services can conclude with sixty (60) days written notice. The purpose of Amendment No. 9 is to transition the services to a new vendor selected through the current Request for Proposal 16-1444EC - Professional Website Development, Management, Editorial, and Maintenance Services for the Bradenton Area Convention and Visitors Bureau.

Procurement History

The website (www.bradentongulfislands.com) is a valuable part of the BACVB organization with 87% of the County's prospective tourists booking online. On May 31, 2012, the County entered into an Agreement with MMGY to provide website management services for the design and building of a new website for the BACVB in the amount of \$254,500.00 for the first year of the Agreement.

After the initial term, BACVB chose to continue its contract with MMGY for the upkeep of the website and enhancements such as: design of new functionalities for web visitors to explore area attractions, lodging, restaurants, and meeting places; content creation and management in building audience through social media forum sites and blogs, as well as testimonials and web articles.

The following Amendments were executed for the above services for an accumulated total of \$1,116,343.19:

- Amendment No. 1 provided for additional services in the amount of \$27,500.00.

Manatee County Government Administrative Center
Commission Chambers, First Floor
9:00 a.m. - February 7, 2017

- Amendment No. 2 extended the agreement for one year in the amount of \$191,163.01.
- Amendment No. 3 added services in the amount of \$20,000.00.
- Amendment No. 4 extended the agreement for an additional one year in the amount of \$307,299.01.
- Amendment No. 5 reduced the service requirements by \$8,300.00.
- Amendment No. 6 reduced the service requirements by \$13,200.00.
- Amendment No. 7 extended the agreement for an additional year in the amount of \$250,699.01.
- Amendment No. 8 extended the agreement for an additional eight (8) months in the amount of \$98,300.00.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

N/A

Instructions to Board Records Emailed 2/10/17

Amendment No. 9 to Board Records. Email copy to:

MMGY Global, LLC, Attn: Tara Yantis (tyantis@mmgyglobal.com)

BACVB, Attn: Eva Galler (eva.galler@bacvb.com)

Procurement, Attn: Jacob Erickson (jacob.erickson@mymanatee.org)

Cost and Funds Source Account Number and Name

\$98,300.00 / 1030002200-534000 CVB-Marketing-Other Contractual Services

Amount and Frequency of Recurring Costs

N/A

Attachment: [Amendment No. 9 - MMGY Global - Department Memo.pdf](#)

Attachment: [Amendment No. 9 - MMGY Global.pdf](#)

MEMORANDUM

To: Purchasing
From: Eva M. Galler, Sr. Fiscal Analyst, CVB
Date: December 6, 2016
Subject: R065529, MMGY Change Order#11 to T1200097 –
Website Management, Maintenance Services



The Bradenton Area CVB Department is requesting an extension to MMGY Agreement for Website Management, Maintenance Services on agreement T1200097 thru Change Order #11, Amendment #9.

The current MMGY agreement extension expires January 31, 2017 and CVB Department along with Purchasing is still in the contract negotiation process with the new Website Management Services vendor.

The RFP process and current negotiations have taken much longer than anticipated and we need our current vendor (MMGY) to continue to manage and host our website while we finalize the award process to the new agency. In addition, after the new vendor is in place, the creation of a new website can take six to eight months to develop and we would still need our current vendor (MMGY) to manage and host our current website until the new site is ready to launch.

The eight months allocated amount for these services included in the Tourist Development Tax Fund 103 under account key 1030002200 534000 (CVB-Marketing-Other Contractual Services) is \$98,300.

We would like to have these services effective February 1, 2017 so we do not have a gap in services.

The Department contact for these services is Kelly Clark at Kelly.Clark@BACVB.com or she can be reached at extension 5913.

Approved: 
Elliott Falcione, Director
Bradenton Area, CVB

Date: 12.12.16

Convention & Visitors Bureau
1 Haben Boulevard
Palmetto, FL 34221
(941) 729-9177