

AMENDMENT No. 10
to
AGREEMENT BETWEEN MANATEE COUNTY
and
MMGY GLOBAL, LLC
for

WEBSITE MANAGEMENT, MAINTENANCE AND SERVICES

THIS AMENDMENT NO. 10 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, on February 7, 2017, Amendment No. 9 was executed extending the agreement to September 30, 2017 in the amount of \$98,300.00; and


WHEREAS, the County has determined a need for the services beyond the period ending September 30, 2017 and has re-examined the requirements for the period of October 1, 2017 to November 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 October 1, 2017 and ending November 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-10" Fee Rate Schedule replaces Exhibit "B-9" Fee Rate Schedule in its entirety effective October 1, 2017.
3. Website management, maintenance, and services annual cost not to exceed \$18,736.00 for this extended period for a total contract amount of \$1,181,509.53.
4. All other terms and conditions of the Agreement shall remain in full force and effect during the term of this Agreement.

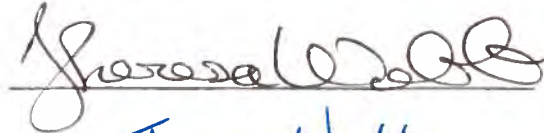
The parties hereto have caused this Amendment No. 10 to the Agreement (11-1071DW) for Website Management, Maintenance, and Services to be fully executed by their authorized representatives.

MMGY GLOBAL, LLC

By: 
Neil McConna, CFO & FEV OPERATIONS
(Print Name and Title of Above Signer)

Date: 8/30/17

COUNTY OF MANATEE, FLORIDA

By: 

Print Name: Theresa Webb

Title: Purchasing Official

Date: 9/18/17

EXHIBIT B-10
WEBSITE MANAGEMENT, MAINTENANCE AND SERVICES
FEE RATE SCHEDULE (OCTOBER 1, 2017 THRU NOVEMBER 30, 2017)
AMENDMENT #10

TASK	DESCRIPTION	MONTHLY FEE	ANNUAL COST
ACCOUNT MANAGEMENT & PLANNING			
ACCOUNT MANAGEMENT	Daily account services and planning	\$3,750	\$7,500
WEBSITE			
On-going hosting, maintenance and support			
Hosting	Monthly hosting	\$175	\$350
Go Daddy Email Hosting	One time fee		\$36
Website Maintenance	5 hours per month	\$625	\$1,250
CONTENT DEVELOPMENT			
Monthly content development for website and eCRM			
Content Editorial	Monthly on-going editorial content - 5 hours per month @ \$135/month	\$675	\$1,350
eCRM			
On-going eCRM management and reporting			
Email Send Costs (\$0.01 per email)	Annual estimate for 2 months		\$3,750
Program Management	Monthly On-going management, support and reporting	\$2,250	\$4,500
TOTAL		\$7,475	\$18,736

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

Contract is for the period October 1, 2017 thru November 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
Lisa Graves: 636-458-8183 lgraves@mmgyglobal.com



Bradenton Area CVB
MMGY Global
Integrated Marketing Contract

Contract Period - October 1, 2017-November 30, 2017*

Prepared by
MMGY Global, LLC

Kansas City, Missouri
Orlando, Florida
New York, New York
Denver, Colorado

RECEIVED
C.V.B. ACCOUNTING

August 2, 2017

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

 Agency Initial

 Client Initial



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 (October 7 - November 30, 20 7)*

Account Management	
Account Management Monthly Fee (\$3,750/month)	\$7,500

Budget Total: 7,500.00

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

TOTAL FOR WEB SERVICES

\$18,738

Agency Initial

Client Initial

2 RECEIVED

C.V.B. ACCOUNTING



ONGOING MONTHLY MAINTENANCE

MMGY will continue to provide ongoing website maintenance and support services for brabantengulfislands.com and BACVBAdFair.com.

These services include:

- CMS content updates and enhancements
 - Photo replacement and insertions
 - Forms 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.*

 Agency Initial

 Client Initial



WEBSITE MAINTENANCE BUDGET (October 1, 2017-November 30, 2017)*

Website Maintenance*	
Hosting (\$175/month)	\$350
GoDaddy Email Hosting with 250MB Mailbox	\$36
Website Maintenance (5hrs/month @ \$625/month)	\$1,250

6 daddy hosting

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

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

Budget Total: \$1,636

Agency Initial

Client Initial



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 campaign will be conceptual 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 (October 1, 2017-November 30, 2017)*

6.75/mo

Editorial*	
Ongoing editorial content development (5hrs/monthly @\$135/hour)	\$1,350

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

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

Budget Total: \$1,350

 Agency Initial

 Client Initial



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 (October 1, 2017-November 30, 2017)*

eCRM Services	
Email Send Costs (\$0.01/email) estimated for 2 months	\$3,750
Program Management (\$2,250/month)	\$4,500

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

Budget Total: \$8,250

 Agency Initial

 Client Initial

Manatee County Government Administrative Center
Commission Chambers, First Floor
9:00 a.m. - September 14, 2017

September 14, 2017 - Regular Meeting
Agenda Item #15

Approved in Open Session 9/18/17,
Manatee County
Board of County Commissioners

Subject

Amendment No. 10 to Agreement 11-1071DW for Professional Website Management, Maintenance, and Services

Briefings

None

Contact and/or Presenter Information

Contact: Jacob Erickson, Contracts Negotiator - 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. 10 to Agreement 11-1071DW with MMGY Global, LLC, to extend the contract term commencing October 1, 2017, through November 30, 2017, for website management services for the Bradenton Area Convention and Visitors Bureau (BACVB) for a not-to-exceed amount of \$18,736.00.

Enabling/Regulating Authority

Manatee County Code of Laws

Background Discussion

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 \$1,214,643.19:

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

Manatee County Government Administrative Center
Commission Chambers, First Floor
9:00 a.m. - September 14, 2017

- Amendment No. 7 extended the agreement for an additional one 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.
- Amendment No. 9 extended the agreement for an additional seven (7) 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

Original to Board Records.

Email copies to:

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

BACVB - Eva Galler (eva.galler@bacvb.com)

Procurement Division - Jacob Erickson (jacob.erickson@mymanatee.org)

Distributed 9/19/17, RT

Cost and Funds Source Account Number and Name

\$18,736.00 / 1030002200-534000 CVB-Marketing-Other Contractual Services

Amount and Frequency of Recurring Costs

N/A

Attachment: [Amendment No. 10 - MMGY Department Memo.pdf](#)

Attachment: [MMGY Amendment No. 10.pdf](#)

MEMORANDUM

To: Finance
From: Kelly Clark
Thru: Elliott Falcione
Date: July 21, 2017
Subject: MMGY Global Extension of Services



CO # 12, Amendment # 10 to T1200097

The Bradenton Area CVB will need an extension for our current vendor (MMGY Global) to manage and host our current website until our new site is ready to launch.

In order for our new website company to use best practices and go above and beyond to create a useful destination marketing tool for the Bradenton Area, we will need the two extra months to give our proposer sufficient time to work on key user experience development to ensure the website is complying with best practices. Website visitors are increasingly having less of an attention span while on a site and our goal is to offer easily accessible information that is not only informative but also engaging. This time will allow us to achieve that goal.

*October 1, 2017 - Nov 30, 2017
#18,736*

Please feel free to contact me if you have any questions.

Thank you,
Kelly Clark

Approved:

Elliott Falcione, Executive Director BACVB

Date: 7.21.17

acct 1030002200 534000 - CVB Marketing - other (contractual services)