

**AMENDMENT No. 8**  
**to**  
**AGREEMENT BETWEEN MANATEE COUNTY**  
**and**  
**AQUA MARKETING AND COMMUNICATIONS, INC.**  
**for**  
**ADVERTISING AGENCY SERVICES**

**THIS AMENDMENT No. 8 to AGREEMENT No. 11-1020FL** for Advertising Agency Services, is made and entered into by and between the **MANATEE COUNTY**, a political subdivision of the State of Florida, hereinafter referred to as "**COUNTY**", with offices located at 1112 Manatee Avenue West, Bradenton, Florida 34205, and **AQUA MARKETING AND COMMUNICATIONS, INC.**, hereinafter referred to as "**CONSULTANT**", duly authorized to conduct business in the State of Florida with offices located at 360 Central Avenue, Suite 420, St. Petersburg, Florida 33701.

**WHEREAS**, on July 2, 2012 the parties here to entered into Agreement for Professional Consulting Advertising Agency Services for the Manatee County Convention and Visitors Bureau (CVB);

**WHEREAS**, on November 15, 2012 the parties hereto entered into the First Amendment to incorporate changes into Exhibit "A" Scope of Services and Exhibit "B" Fee Schedule of the Professional Consulting Advertising Agency Services for the Manatee County Convention and Visitor Bureau (CVB);

**WHEREAS**, June 27, 2013 the parties hereto entered into the Second Amendment to extend the agreement for one (1) year commencing July 1, 2013 and terminating June 30, 2014 and added additional scope; and

**WHEREAS**, on June 10, 2014 the parties hereto entered into the Third Amendment to extend the agreement for one (1) year commencing on July 1, 2014 and terminating on June 30, 2015 and added additional scope; and

**WHEREAS**, on December 15, 2014 the parties hereto entered into the Fourth Amendment to add FY 2015 funding to the Agreement; and

**WHEREAS**, on August 25, 2015 the parties hereto entered into the Fifth Amendment to extend the Agreement for one (1) year commencing July 1, 2015 and terminating June 30, 2016 and added additional scope; and

**WHEREAS**, on July 26, 2016 the parties hereto entered into the Sixth Amendment to extend the Agreement for one (1) year commencing July 1, 2016 and terminating June 30, 2017 and added additional scope; and

**WHEREAS**, on May 23, 2017 the parties hereto entered into the Seventh Amendment to extend the Agreement for three months (3) commencing July 1, 2017 and terminating September 30, 2017 ; and

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

1. Eighth Amendment incorporates the standard funding for the projects during the contract extension period approved in Amendment seven (7) as follows:  
July 1, 2017 thru September 30, 2017:

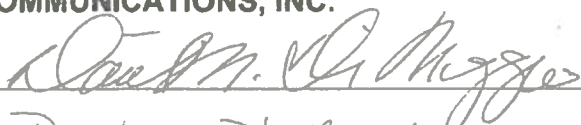
a. Pay per Click Media	\$68,478.00
b. Website Remarketing Media	<u>\$14,025.00</u>
	\$82,503.00

2. Included Exhibit "A" tasks description.

3. 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 No. 8 to Agreement No. 11-1020FL for Professional Consulting Advertising Agency Services** to be duly executed by their authorized representatives:

**AQUA MARKETING AND COMMUNICATIONS, INC.**

By:   
David M. Di Maggio  
Print Name & Title of Above Signer

Date: September 28, 2017

**COUNTY OF MANATEE, FLORIDA**

**MANATEE COUNTY**, a political subdivision of the State of Florida

By: 

Printed Name: Theresa Webb, CPPO, CPPB, CPSM, C.P.M.

Title: Purchasing Official

Date: 10/10/17

## **Exhibit "A"**

### **Tasks Description**

#### 1. Pay-Per-Click:

- Establish key KPI's to gauge campaign success
- Continue to maintain Keyword Suggestions and Grouping
- Devise the campaign settings, including Ad Rotation, Geo-Targeting, Scheduling, Devices and Extensions.
- Report campaign performance to the BACVB on a monthly basis.
- Provide ongoing management optimization of the campaign.
- Continue to maintain the Campaign through Good Adwords.

#### 2. Website Remarketing:

- Maintain the campaign and messaging needed to best achieve campaign objectives.
- Continue to monitor and revise the campaign settings, including ad rotation if necessary
- Report Campaign performance to the BACVB on a monthly basis
- Continue the established electronic measuring tools needed and track KPI (client will be responsible for coordinating or providing access to web pages and code placement).

**REVISED** October 10, 2017 - Regular Meeting  
Agenda Item #28

Approved in Open Session 10/10/17,  
Manatee County  
Board of County Commissioners

Subject

Amendment 8 to Agreement 11-1020FL, Professional Consulting Advertising Agency Services

Briefings

None

Contact and/or Presenter Information

Presenter: Elliott Falcione, Director, Convention and Visitors Bureau, x3940

Contact: Monica Sell, Contracts Negotiator, Procurement Division, Financial Management, x3042

Action Requested

Authorize the County Administrator, or designee, to execute Amendment 8 to Agreement 11-1020FL for Professional Consulting Advertising Agency Services to incorporate standard funding with Aqua Marketing and Communications, Inc., St. Petersburg, Florida in the amount of \$82,503.00 to reimburse the firm for Pay-Per-Click and Website Retargeting (digital media buys in the marketplace) for the period of July 1, 2017, through September 30, 2017, for a revised total contract amount of \$2,682,502.22.

Enabling/Regulating Authority

Manatee County Code of Laws

Background Discussion

The objective of the Agreement 11-1020FL for Professional Consulting Advertising Agency Services is to increase and sustain visitor market share.

The purpose of Amendment #8 is to incorporate standard funding in the form of reimbursement into the Agreement. These services were identified in the extension of the agreement in Amendment #7 but funding amounts were not included. This action corrects that omission.

The scope of the Professional Consulting Advertising Agency Services Agreement includes the following ongoing services:

- General Services brand management that includes all creative work, campaigns, and promotions for advertising.
- Production/collateral services including promotional items, television, radio, and trade show initiatives.
- North American public relations representative which includes travel expenses.
- Pay-Per-Click website retargeting and digital media buys.

Procurement History

- First Amendment - Changes to Exhibit A: Scope of Services and Exhibit B: Fee Schedule.

- Second Amendment - Annual renewal July 1, 2013, through June 30, 2014.
- Third Amendment - Annual renewal July 1, 2014, through June 30, 2015.
- Fourth Amendment - Added funding to fiscal year 2015.
- Fifth Amendment - Annual renewal July 1, 2015, through June 30, 2016.
- Sixth Amendment - Annual renewal July 1, 2016, through June 30, 2017.
- Seventh Amendment - Extended Agreement for three (3) months July 1, 2017, through September 30, 2017.

County Attorney Review

Not Reviewed (No apparent legal issues)

Explanation of Other

Reviewing Attorney

N/A

Instructions to Board Records

Original to Board Records.

Copy to: Aqua Marketing and Communications, Inc., David Di Maggio, [DaveD@welcometoaqua.com](mailto:DaveD@welcometoaqua.com)

Copy to: Eva Galler, [eva.galler@mymanatee.org](mailto:eva.galler@mymanatee.org)

Copy to: Monica Sell, [monica.sell@mymanatee.org](mailto:monica.sell@mymanatee.org)

**Distributed 10/12/17, RT**

Cost and Funds Source Account Number and Name

Tourist Tax; 1030002200CVB Direct Marketing

Amount and Frequency of Recurring Costs

N/A

Attachment: [11-1020FL Advertising Amendment 8 .pdf](#)

Manatee County Government Administrative Center  
Commission Chambers, First Floor  
9:00 a.m. - October 10, 2017

October 10, 2017 - Regular Meeting  
Agenda Item #25

Subject

Amendment 8 to Agreement 11-1020FL, Professional Consulting Advertising Agency Services

Briefings

None

Contact and/or Presenter Information

Presenter: Elliott Falcione, Director, Convention and Visitors Bureau, x3940

Contact: Monica Sell, Contracts Negotiator, Procurement Division, Financial Management, x3042

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Enabling/Regulating Authority

Manatee County Code of Laws

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Reviewing Attorney

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Cost and Funds Source Account Number and Name

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Amount and Frequency of Recurring Costs

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