

**AMENDMENT NO. 3 TO AGREEMENT NO. 18-R069802MG FOR SOCIAL MEDIA MANAGEMENT**

This Amendment No. 3 to Agreement No. 18-R069802MG (hereinafter Amendment) is made as of this 28<sup>th</sup> day of November, 2021 (hereinafter Effective Date) between Manatee County, a political subdivision of the State of Florida, with its principal place of business located at 1112 Manatee Avenue West, Bradenton, FL 34205 (hereinafter County) and Netweave Social Networking, LLC, a Florida limited liability company, whose address is 7222 49<sup>th</sup> Place East, Palmetto, FL 34221, (hereinafter Consultant).

**WHEREAS**, on November 28, 2018, the County entered into Agreement No. 18-R069802MG with Consultant for social media management services (Agreement); and

**WHEREAS**, on November 20, 2019, the parties entered into Amendment No. 1 to extend the agreement beginning November 28, 2019 and ending November 27, 2020 and incorporated a revised Exhibit B – Fee Rate Schedule; and

**WHEREAS**, on September 7, 2021, the parties entered into Amendment No. 2 to extend the agreement beginning November 28, 2020 and ending November 27, 2021 and incorporated a revised Exhibit B – Fee Rate Schedule; and

**WHEREAS**, the County has determined a need to extend the agreement and incorporate a new Exhibit B – Fee Rate Schedule; and

**WHEREAS**, Consultant agrees to continue to provide the social media management services to the County in accordance with the terms and conditions of the Agreement.

**NOW, THEREFORE**, in consideration of the promises and mutual covenants contained herein and for other good and valuable considerations, the receipt and sufficiency of which are hereby mutually acknowledged, the parties hereto agree as follows:

**1. Recitals**

The above recitals are true and correct and are incorporated herein by reference.

**2. Term**

The duration of the Agreement shall be extended for one (1) year beginning November 28, 2021 and ending November 27, 2022. There is one (1) renewal option remaining.

**3. Exhibit B**

Exhibit B – Fee Rate Schedule is hereby incorporated into the Agreement for the period of November 28, 2021 and ending November 27, 2022.

**4. Agreement**

The Agreement, Amendment No. 1, Amendment No. 2 and this Amendment No. 3 represent the entire understanding between the parties hereto.

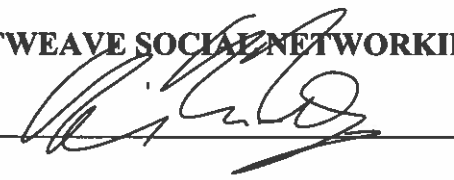
**5. Terms and Conditions**

Except as otherwise stated herein, the terms and conditions of the Agreement shall constitute the terms and conditions of this Amendment. A true and correct copy of the Agreement is hereby incorporated by this reference.

*[balance of page intentionally left blank]*

**IN WITNESS WHEREOF**, the parties hereto have caused this Amendment to be duly executed effective as of the date set forth above.

**NETWEAVE SOCIAL NETWORKING, LLC**

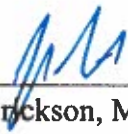
By:  \_\_\_\_\_

Printed Name: Kevin McNulty

Title: President & CEO

Date: 11/20/2021

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

  
\_\_\_\_\_  
Jacob Erickson, MBA, CPPO, NIGP-CPP  
Procurement Official

Date: 12/14/2021

**AMENDMENT NO. 3**

**EXHIBIT B – 2021-2022 FEE RATE SCHEDULE**

<b>Annual Items – Planning and Metrics</b>		<b>One-Time Initial Fee</b>
Social Media Advance Strategy Plan		\$2,400.00
Sprout CMS License (1200/year x 2)		\$2,400.00
<b>Sub-Total of Annual</b>		<b>\$4,800.00</b>
<b>Monthly Items – Social Media Management</b>	<b>Monthly Cost</b>	<b>2021-22 Total</b>
Enhanced Reporting Platinum Level Service Plan	\$920.00	\$11,040.00
Manage Visit Bradenton Gulf Islands – Facebook	Included	Included
Manage Visit Bradenton Gulf Islands – Twitter	\$205.00	\$2,460.00
Manage Visit Bradenton Gulf Islands – Pinterest	\$205.00	\$2,460.00
Manage Visit Bradenton Gulf Islands – Instagram	\$205.00	\$2,460.00
Manage Dine Bradenton – Instagram	\$205.00	\$2,460.00
Manage Powel Crosley Estate – Facebook	\$205.00	\$2,460.00
Manage Powel Crosley Estate – Pinterest	\$205.00	\$2,460.00
Manage Powel Crosley Estate – Instagram	\$205.00	\$2,460.00
Manage Convention Center – Facebook	\$205.00	\$2,460.00
Manage Convention Center - LinkedIn	\$205.00	\$2,460.00
Manage Premier Sports – Facebook	\$205.00	\$2,460.00
Manage Premier Sports – Instagram	\$205.00	\$2,460.00
Manage Premier Sports – LinkedIn	\$205.00	\$2,460.00
Manage Arts & Culture – Facebook	\$205.00	\$2,460.00
ADA Alt-Text Service on all above platforms	\$50*14=\$700.00	\$8,400.00
<b>Sub-Total of Social Media Management</b>		<b>\$4,285.00</b>
		<b>\$51,420.00</b>

<b>Monthly Items – Advertising</b>	<b>Monthly Cost</b>	<b>2020-21 Total</b>
Domestic FB/IG Advertising (audience build)	\$3,910.00	\$46,920.00
Discretionary Domestic Advertising	-	\$29,180.00
Domestic YouTube Advertising (audience build)	\$100.00	\$1,200.00
Dine Bradenton FB/IG Advertising	\$100.00	\$1,200.00
Powel Crosley Wedding FB/IG Advertising	\$100.00	\$1,200.00
Powel Crosley Wedding IG Story Ads	\$100.00	\$1,200.00
Premier Sports FB/IG Ads (audience build)	\$100.00	\$1,200.00
Convention Center FB/IG Ads (audience build)	\$100.00	\$1,200.00
Arts & Culture Fb/IG Ads (audience build)	\$300.00	\$3,600.00
Ad Monitoring & Comment Responding on FB	\$225.00	\$2,700.00
<b>Sub-Total of Monthly Advertising</b>	<b>\$5,035.00</b>	<b>\$89,600.00</b>
<b>Totals by Category</b>		<b>2021-22 Total</b>
Total cost of One-Time Expenditures for 2021-22		\$4,800.00
Total Cost of Monthly Management for 2021-22		\$51,420.00
Total Cost of Monthly Advertising for 2021-22		\$89,600.00
<b>Total Cost for 2021-22</b>		<b>\$145,820.00</b>



## Board of County Commissioners December 14, 2021 - Regular Meeting

### **SUBJECT**

EXECUTION OF AMENDMENT NO. 3 TO AGREEMENT NO. 18-R069802MG FOR SOCIAL MEDIA MANAGEMENT

### **Category**

CONSENT AGENDA

### **Briefings**

None

### **Contact and/or Presenter Information**

Presenter: Elliott Falcione - Director, Bradenton Area Convention and Visitors Bureau, Ext. 3940

Contact: Bonnie Sietman - Team Leader/Services, Financial Management Department, Procurement Division, Ext. 3046

### **Action Requested**

Authorization for the Procurement Official, or designee, to execute Amendment No. 3 to Agreement No. 18-R069802MG for Social Media Management.

### **Enabling/Regulating Authority**

Manatee County Code of Laws

### **Background Discussion**

On November 28, 2018, the County entered into Agreement No. 18-R069802MG with Netweave Social Networking, LLC.

On November 20, 2019, the County entered into Amendment No. 1 extending the Agreement from November 28, 2019 and ending November 27, 2020 and incorporated a revised Exhibit B - Fee Rate Schedule.

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Given the variable nature of social media management, the Bradenton Area Convention and Visitors Bureau (BACVB) estimates the annual expenditure for these services to be \$146,000.00. Approximately \$89,600.00 in this agreement is for yearly advertising buys, and the County reimburses Netweave Social Networking, LLC. for these expenses essentially defining them as "pass through" costs. In order for the BACVB to realize greater efficiencies and have the autonomy to leverage Netweave Social Networking, LLC's key relationships in the professional social media management environment, the BACVB is requesting funding for Agreement No. 18-R069802MG be directly associated with the Board of County Commissioners (BCC)-approved departmental budget.

These costs are in line with other destination CVBs. The Bradenton Area CVB is fully accredited and follows industry Best Practices.

Any deviation in funding will require a Budget Amendment be brought before the Board of County Commissioners for approval prior to the authorization of any additional services.

This Amendment No. 3 extends the Agreement for one (1) year beginning November 28, 2021 and ending November 27, 2022 and incorporates a revised Exhibit B - Fee Rate Schedule.

#### **Attorney Review**

Not Reviewed (No apparent legal issues)

#### **Instructions to Board Records**

Original to Board Records.

Copies to:

- Bradenton Area Convention and Visitors Bureau: Elliott Falcione (elliott.falcione@BACVB.com)
- Procurement Division: Bonnie Sietman (bonnie.sietman@mymanatee.org) / (approvedeagendas@mymanatee.org) **Distributed 12/17/21, RT**

#### **Cost and Funds Source Account Number and Name**

Estimated Annual Expenditure \$146,000.00 / 1030002200-534000; CVB Direct Marketing - other contractual services

#### **Amount and Frequency of Recurring Costs**

N/A