

**FIRST AMENDMENT TO CONTRACT FOR MAINTENANCE AND CONTENT  
CREATION FOR WEBSITE AND DISTRIBUTION SERVICES**

**THIS FIRST AMENDMENT TO THE CONTRACT FOR MAINTENANCE AND CONTENT CREATION FOR WEBSITE AND DISTRIBUTION SERVICES** (hereinafter “Amendment”) is made by and between the Board of County Commissioners of Nassau County, Florida, a political subdivision of the State of Florida (hereinafter the “County”), and Ellen W. Jenkins, d/b/a Ellen’s Marketplace, a business having its primary business location at 85268 Amagansett Drive, Fernandina Beach, FL 32034, (hereinafter the “Vendor”).

**WITNESSETH:**

**WHEREAS**, the Parties previously entered into a Contract for maintenance and content creation for website and distribution services dated November 16, 2022 (hereinafter “Contract”); and

**WHEREAS**, the Parties now desire to amend the Contract terms and conditions subject to the provisions contained herein.

**NOW, THEREFORE**, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Parties do agree to amend the Contract as follows:

**SECTION 1.** The 2022-23 Statement of Work and Pricing attached as Exhibit “A” to the original Contract shall be rescinded and replaced with the 2023-24 Statement of Work and Pricing attached as Exhibit “A” hereto.

**SECTION 2.** Article 4 of the Contract is hereby amended to extend the term of the Contract for an additional one (1) year and the Contract shall now terminate on September 30, 2024.

**SECTION 3.** Article 5 of the Contract is hereby amended to increase the compensation amount by Thirty-Five Thousand and 00/100 dollars (\$35,000). The Vendor’s pricing is included in the 2023-24 Statement of Work and Pricing attached hereto as “Exhibit “A” for the goods/services to be provided under the Contract, and the County shall now compensate the Vendor in an amount not to exceed Seventy Thousand and 00/100 dollars (\$70,000.00).

**SECTION 4.** All other terms and conditions of the Contract not inconsistent with the provisions of this Amendment shall remain the same and in full force and effect.

[The remainder of this page left intentionally blank.]

IN WITNESS WHEREOF, the Parties have caused this First Amendment to be executed by its duly authorized representatives, effective as of the last date below.

**BOARD OF COUNTY COMMISSIONERS  
NASSAU COUNTY, FLORIDA**

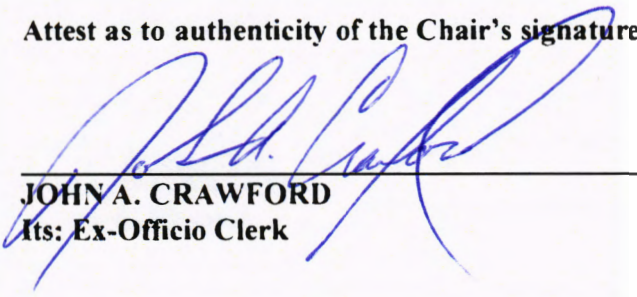
Signature: 

Print Name: Klynt Farmer

Title: Chairman

Date: 9-25-23 

Attest as to authenticity of the Chair's signature:

  
\_\_\_\_\_  
**JOHN A. CRAWFORD**  
Its: Ex-Officio Clerk

**REVIEWED FOR LEGAL FORM AND CONTENT:**

Denise C. May  
\_\_\_\_\_  
**DENISE C. MAY, County Attorney**

**Ellen W. Jenkins, d/b/a  
Ellen's Marketplace**

Signature: Ellen Jenkins

By: Ellen Jenkins

Title: Owner

Date: 9/12/2023

## EXHIBIT A



### Statement of Work

**Ellen's Marketplace  
85268 Amagansett Drive  
Fernandina Beach, Florida 32034**

### Summary

The purpose of this Scope of Work (SOW) involves website maintenance for AMELIAISLAND.COM and general marketing efforts across digital platforms. This scope reflects an estimated program of work and budget as a general outline for FY24. The scope of work shall not exceed the total estimated budget, but the work shall be flexible to adjust to evolving market demands to meet the overall intent of the business.

The point of contact for this SOW is Ellen Jenkins - [ejenkins@ameliaisland.com](mailto:ejenkins@ameliaisland.com) or [ellenjnk@gmail.com](mailto:ellenjnk@gmail.com)  
Cell phone - 904-583-0523

### Project Scope

#### **Contractor shall provide the Services and Deliverable(s) as follows:**

- Continuous work with vendors (i.e. Starmark) on website optimization, program management, design, and website issues
- Continuous work with vendors i.e. Crowdriff and Sprout) on User Generated Content to enhance website and digital marketing efforts
- Continuous work with vendors (i.e. TripAdvisor) on Site Management including hosting and maintaining AICVB presence including brand posts, photos, videos, etc.
- On-going work on website to include but not limited to:
  - Write Monthly Blogs
    - Distribute through emails and push on social media

- Calendar of Events
  - Manually add events and publish or review and publish events added in by stakeholders
- Update Homepage Hero as needed
- Promote Events on website, homepage with links to event URL including but not limited to:
  - Dickens on Centre
  - Dickens Dining & Drinks
  - Restaurant Week
  - Shrimp Challenge
  - Art Passport
  - Amelia Island Jazz Festival
  - Amelia Island Chamber Music Festival
  - Shrimp Festival
  - TaxSlayer Gator Bowl
  - Sports
  - Sustainability
  - County Bicentennial
- Partner Listings
  - Add listings for new industry partners
  - On-going revision and editing of current pages or listings
- Monthly website maintenance to check for missing URL links, photos, etc.

## Price

The price of this project as agreed upon is \$30 per hour, at approximately four days per week (no more than 35 hours/week) unless otherwise needed and agreed to by all parties. All invoices will be based on actual hours worked per project/week.

Max annual estimate: \$35,000.00