

SECOND AMENDMENT TO CONTRACT FOR INTERNATIONAL MARKETING SERVICES

THIS SECOND AMENDMENT TO THE CONTRACT FOR INTERNATIONAL MARKETING 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 Cellet Travel Services, LTD., a business having its primary business location at Bloxham Mill Business Centre, Barford Rd. Bloxham Banbury, Oxfordshire OX15 (hereinafter the “Vendor”).

WITNESSETH:

WHEREAS, the Parties previously entered into a Contract for marketing services dated February 27, 2023 (hereinafter “Contract”); and

WHEREAS, the Parties later amended the Contract for marketing services by executing a First Amendment dated June 12, 2023; and

WHEREAS, the Parties now desire to further 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 The 2022-23 Scope of Work and Pricing attached as Exhibit “A” to the original Contract shall be rescinded and replaced with the 2023-24 Scope of Work and Pricing attached as Exhibit “A” hereto.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.

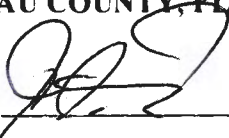
SECTION 3. Article 5 of the Contract is hereby amended to increase the compensation amount by Two Hundred, Fifty Thousand and 00/100 dollars (\$250,000.00). The Vendor’s pricing is included in the 2023-24 Scope of Work and Pricing attached hereto as Exhibit “A” for the goods/services to be provided under the Contract, and the County shall now compensate the Vendor in an amount not to exceed Four Hundred, Ninety-Eight Thousand, Three Hundred and 00/100 dollars (\$498,300.00).

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

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

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

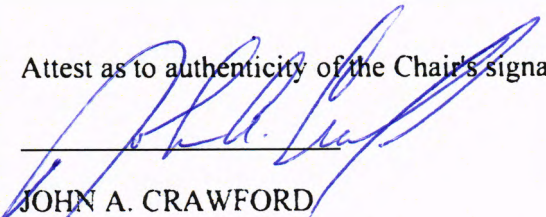
Signature: 

Print Name: Klynt A. 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

Cellet Travel Services, LTD.

Signature: 

By: Yolanda Fletcher

Title: President

Date: 9/11/2023

EXHIBIT A - SCOPE OF WORK AND PRICING

Amelia Island CVB, Florida			
Pan European Budget for 2023 - 2024 Provided by Cellet Marketing & Public Relations Ltd			
<i>The following are general budget projections but the scope of work will assume flexibility for opportunities as they arise, without exceeding the indicated total.</i>			
United Kingdom Activities			
Project	Activity	Timeline	Budget USD
Co-op Marketing	Min of 3 promotions - joint with tour operators 1 x Ireland promotion - Tour America Consumer Show Attendance	TBA Sunday 01 October 2023	\$17,400.00
Consumer Promotional Campaign	1 x Leading Publication for a direct to consumer promotion	TBA	\$13,000.00
Travel Agent Training	Online OTT 12 Month Programme	Ongoing	\$10,000.00
Northern Ireland Agent & Consumer Publication	4 Page spread	TBA	\$3,000.00
Travel Trade VIP Event	Charles Dickens London	Dec-24	\$5,000.00
UK Sales Mission	Brand USA Week Cellet Attendance	Week Commencing 16 October 2023	\$0.00
Visit USA Association	Renew Membership UK	Annual Renew	\$1,000.00
	Renew Membership Ireland	Annual Renew	\$800.00
Consumer Show	Holiday World Dublin	Jan-24	\$4,000.00
UNITE Trade Event	Tour operator meeting event	Mar-24	\$700.00
IMM International Media Marketplace	Meet with over 300 Media Contacts - Dedicated Amelia Island Booth	Mar-24	\$4,500.00
Media Fam Trips	4 x media - individual journalists	TBA	\$0.00
Florida Huddle	1 x Cellet person to attend to carry out appointments on dedicated Amelia Island Booth	Jul-05	\$0.00
		TOTAL	\$59,400.00
France Activities			
Press Releases 6 per year + Newsletter 4 per year	Included in fee	TBA	\$0.00
Answer trade, press and consumer enquiries	Included in fee	Ongoing	\$0.00
Co-op Marketing Projects	Tour Operator Promotions	TBA	\$5,000.00
Product Development	Tour Operators	Ongoing	\$0.00
Destination Training	Virtual and in-house	Ongoing	\$500.00
Elaboration of material in French		Ongoing	\$4,000.00
		TOTAL	\$9,500.00
German Activities			
Visit USA Association Germany	12 Month membership	Annual Renew	\$1,500.00
Shipping Costs/Storage	Storage of brochures for fairs/events	Ongoing	\$0.00
Media Event	Participate in VUSA Germany Hamburg or Munich Event	TBA	\$1,000.00
Media Monitoring	Track from media trips	Ongoing	\$0.00
Product Development	Tour Operators	Ongoing	\$0.00
Virtual Travel Agent Roadshow	Reach 300 travel agents - joint with VUSA Germany	TBA	\$500.00
Co-op Marketing Projects	1 to 2 promotions depending on budgets	TBA	\$5,000.00
		TOTAL	\$8,000.00
Cellet Coordination on Pan European Management Fee Including UK, Ireland, France and Germany media fams, storage, all expenses that are showing on Zero on budget, Florida Huddle, Brand USA Week			
UK & Ireland Activity			\$59,400.00
France Activity			\$9,500.00
Germany Activity			\$8,000.00
TOTAL ACTIVITY			\$76,900.00
TOTAL COORDINATION FEE			173,100.00
GRAND TOTAL			\$250,000.00

Exchange rate: \$1.29 as of 12 July 2023