

**SECOND AMENDMENT TO CONTRACT FOR PROFESSIONAL SERVICES FOR
NASSAU COUNTY, FLORIDA**

THIS SECOND AMENDMENT TO THE CONTRACT FOR PROFESSIONAL SERVICES FOR NASSAU COUNTY (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’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 Professional Services for Nassau County, Florida 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. Article 2 of the Contract is hereby amended to include the 2024-25 Statement of Work and Pricing attached hereto and incorporated herein as Exhibit “A”.

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, 2025.

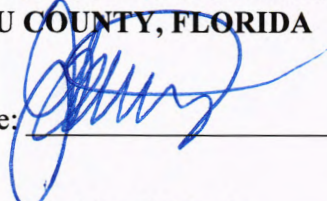
SECTION 3. Article 5 of the Contract is hereby amended to increase the compensation amount by Forty Thousand and 00/100 dollars (\$40,000) and the County shall now compensate the Vendor in an amount not to exceed One Hundred and Ten Thousand and 00/100 dollars (\$110,000.00).

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 Second Amendment to be executed by its duly authorized representatives, effective as of the last date below.

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

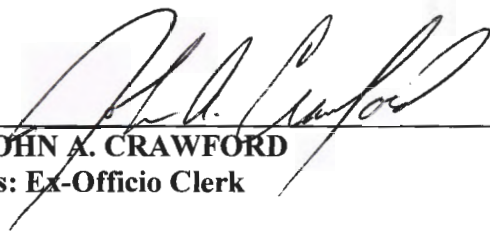
Signature:  _____

Print Name: John F. Martin

Title: Chairman

Date: 9-9-24

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, Esq., BLS

DENISE C. MAY, County Attorney

ELLEN'S MARKETPLACE

Signature: Ellen Jenkins _____

By: Ellen Jenkins _____

Title: owner _____

Date: 8/12/2024 _____

EXHIBIT "A"



ellen's
marketplace

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.

The point of contact for this SOW is Ellen Jenkins - ejenkins@ameliaisland.com or 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. Silvertech) 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 Days of Summer
- Amelia Island Jazz Festival
- Amelia Island Chamber Music Festival
- Shrimp Festival
- TaxSlayer Gator Bowl
- 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

Annual: \$40,000.00