

**THIRD AMENDMENT TO CONTRACT FOR INTERNATIONAL MARKETING SERVICES**

**THIS THIRD 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 which was subsequently amended two additional times (hereinafter “Contract”); 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.** 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 2.** Article 5 of the Contract is hereby amended to increase the compensation amount by Two Hundred Fifty <sup>Thousand</sup> Dollars and XX/100 (\$250,000.00) for the services to be provided under the Contract and the County shall now compensate the Vendor in an amount not to exceed Seven Hundred Forty-Eight Thousand, Three Hundred Dollars and XX/100 (\$748,300.00).

**SECTION 3.** The Contract is hereby further amended to incorporate the services contained in the 2024-25 Program of Work attached hereto and incorporated herein as Exhibit “A”.

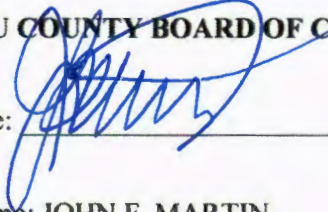
**SECTION 4.** All other terms and conditions of the Contract not inconsistent with the provisions of this Amendment shall remain the same and in full force and effect.

[The remainder of this page left intentionally blank.]

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

THE COUNTY:

NASSAU COUNTY BOARD OF COUNTY COMMISSIONERS

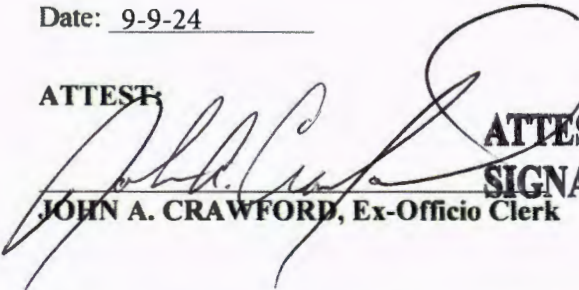
Signature:  \_\_\_\_\_

Print Name: JOHN F. MARTIN

Title: CHAIR

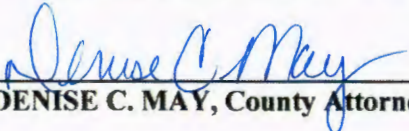
Date: 9-9-24 \_\_\_\_\_

ATTEST:

  
JOHN A. CRAWFORD, Ex-Officio Clerk

ATTEST AS TO CHAIRMAN'S  
SIGNATURE ONLY

REVIEWED FOR LEGAL FORM AND CONTENT:

  
DENISE C. MAY, County Attorney

VENDOR:

CELLET TRAVEL SERVICES, LTD.

Signature: Yolanda Fletcher \_\_\_\_\_

By: Yolanda Fletcher \_\_\_\_\_

Title: President \_\_\_\_\_

Date: 8/9/2024 \_\_\_\_\_

<b>Amelia Island CVB, Florida</b>
<b>2024 2025 Budget Operated by Cellet Marketing &amp; Public Relations Ltd</b>

United Kingdom & Ireland Activities			
Project	Activity	Timeline	Budget USD
Consumer Promotions Campaigns	High Profile Marketing Activity UK & Ireland/Brand USA Consumer Activity	ongoing	\$54,700.00
Travel Trade Promotions	UK & Ireland targeted travel trade promotions including online/offline/events/trainings/UNITE/Florida Huddle/Visit Florida Activity	Ongoing	\$47,500.00
Media Activity	Attendance at several high profile media events in UK & Ireland	TBA	\$10,000.00
<b>TOTAL</b>			<b>\$112,200.00</b>
Cellet Coordination Management Fee includes all expenses.			<b>\$137,800.00</b>
<b>GRAND TOTAL</b>			<b>\$250,000.00</b>

Exchange rate: \$1.27 03 June 2024