

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

**THIS SECOND AMENDMENT TO THE CONTRACT FOR PROFESSIONAL SERVICES FOR NASSAU COUNTY, FLORIDA** (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 **MY AGENCY SAVANNAH, LLC**, a business having its primary business location at 1 Southern Oaks Court, Suite 100, Savannah, GA 31405 (hereinafter the “Vendor”).

**WITNESSETH:**

**WHEREAS**, the Parties previously entered into a Contract for graphic design services dated February 3, 2023 (hereinafter “Contract”), which was subsequently amended on September 25, 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.** Article 2 of the Contract is hereby amended to include the Amelia Island Scope of Work for FY 2025 a copy of which is 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.

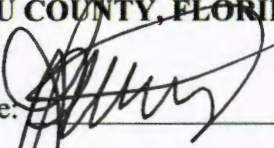
**SECTION 3** Article 5 of the Contract is hereby amended to increase the compensation amount by a not to exceed amount of Forty-Five Thousand Dollars and 00/100 (\$45,000.00 and the County shall now compensate the Vendor in an amount not to exceed One Hundred Thirty-Eight Thousand, Four Hundred Dollars and 00/100 (\$138,400.00).

**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**

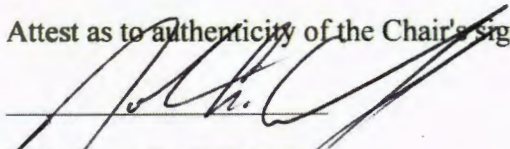
Signature: 

Print Name: John F Martin

Title: Chairman

Date: 10-14-24

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

**DENISE C. MAY, County Attorney**

**MY AGENCY SAVANNAH, LLC**

Signature: Melissa Yao

By: Melissa Yao

Title: Manager

Date: 9/10/2024

## EXHIBIT A



### Amelia Island

### Scope of Work for FY 2025

This scope reflects an estimated program of work and budget as a general outline for FY25.

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.

#### Year-in-Review: \$3,000

Create a Year-In-Review collateral piece to include items such as the following:

- Graphic Design
- Infographics
- Page Layouts
- Chart Designs
- Proofreading
- Document Layout
- Client Services
- Printer Management

#### Marketing Plan: \$4,500

Create a Marketing Plan collateral piece to include items such as the following:

- Graphic Design
- Infographics
- Page Layouts
- Chart Designs
- Proofreading
- Document Layout
- Client Services
- Printer Management
- Creative Design
- Account Management

**Nature Brochure: \$6,500**

Create a new nature brochure for visitors to learn more about the nature offerings around Amelia Island. This brochure will follow the Amelia Island branding and include tasks such as:

- Integrate branding
- Help message copy from AI
- Map coding/design
- Work with printer for quotes - final files to them
- Creative Design
- Account Management

**Dining Guide: \$4,500**

Create an updated Dining Guide brochure for visitors on the island to explore dining options around Amelia Island. This brochure will follow the Amelia Island branding and include tasks such as:

- Integrate branding
- Help message copy from AI
- Map coding/design
- Work with printer for quotes - final files to them
- Creative Design
- Account Management

**Sustainability/Other Market Initiative: \$3,000**

Design and layout of a Sustainability Initiative Brochure

- Follow Amelia Island branding for design
- Copy to be submitted by client with minor proofreading and editing
- Get quotes from printers
- Create print ready files for printers.

**Seasonal Events: \$23,500.00**

Design and create collateral and digital materials for seasonal events to include poster, rack card, ads for print and digital

- |  |         |
|--|---------|
| • Dickens on Centre                    | \$4,500 |
| • Restaurant Week                      | \$4,500 |
| • Shrimp Challenge                     | \$4,500 |
| • Weddings or other Initiative support | \$4,500 |
| • Meetings or other initiative support | \$4,500 |

- National Travel & Tourism Week Ad \$1,000
- Holiday event incremental support:
  - o Collateral \$1,000
  - o Dickens – Event Program \$1,500
  - o Restaurant Week Custom Menus and Menu books \$1,000

#### Other Projects

Additional projects will be priced on a per project basis. Below is a list of project estimates:

- Rack Card - \$1,750
- Event Logo - \$1,200
- Digital Banner Ads - \$1,750
- Event Poster - \$1,250
- Other Project Digital Campaigns - \$5,000
- Miscellaneous projects will be billed @ \$150 an hour

**Total Investment: not to exceed \$45,000.00** (Price does not include "Other Projects")

*Individual project estimates will be billed on actual project scopes and may vary. Any additional work will be billed at \$150 per hour for graphic design and account services.*