

B250290SML
LeeTran Advertising Graphics
Bladorn Investments, Inc. dba Monarch Direct - Amendment No. 1

FIRST AMENDMENT OF THE AGREEMENT FOR LEETRAN ADVERTISING GRAPHICS

THIS FIRST AMENDMENT OF THE AGREEMENT FOR LEETRAN ADVERTISING GRAPHICS, is made by and between the Lee County Board of County Commissioners, a political subdivision of the State of Florida ("County") and Bladorn Investments, Inc. dba Monarch Direct ("Vendor"), collectively, the "Parties."

WHEREAS, the County entered into an Agreement for the purchase of bus advertising graphics and installation through Solicitation B250290SML with Vendor on the 22nd day of October 2025 ("Agreement"); and,

WHEREAS, after the execution of the Agreement, it was determined that it would be in the best interest of the County to revise the term of the Agreement in Article II. TERM AND DELIVERY from three (3) years with an optional renewal of up to three (3), additional, one (1) year periods to three (3) years with an optional renewal of up to two (2), additional, one (1) year periods; and,

WHEREAS, after the execution of the Agreement, it was also determined that it would be in the best interest of the County to add two additional advertising products that had been inadvertently left off of the original solicitation, a half wrap and a tail wrap; and,

WHEREAS, the Parties desire to modify the Agreement pursuant to Article XVI. MISCELLANEOUS to reduce the term of the Agreement in Article II. TERM AND DELIVERY to three (3) years with an optional renewal of up to two (2), additional, one (1) year periods and add the new advertising products, to the Exhibit B. Fee Schedule of the Agreement as items 1.9 – 'Half Wrap' and item 1.10 – 'Tail Wrap.'

NOW, THEREFORE, IN CONSIDERATION OF THE FOREGOING AND THE MUTUAL COVENANTS CONTAINED HEREIN, IT IS AGREED AS FOLLOWS:

1. The Parties agree that, contemporaneous with the approval of the Agreement, Paragraph A. in Article II. TERM AND DELIVERY of the Agreement shall be superseded by:

"This Agreement shall commence immediately upon the effective date and shall continue on an "as needed basis" for a three (3) year period. There may be an option to extend this agreement upon mutual written agreement of both parties for up to two (2) additional one (1) year periods. The effective date shall be November 19, 2025."



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2. The Parties agree that, contemporaneous with the approval of the Agreement, the following Exhibit B. Fee Schedule shall supersede the entire existing Fee Schedule in Exhibit B of the Agreement:

Monarch Direct			
Line #	Description	UOM	Unit Price
FULL BUS WRAP INCLUDING WINDOWS - INSTALLATION REQUIRED			
1.1	29' Gillig	EA	\$5,008.50
1.2	30' Gillig	EA	\$5,087.25
1.3	35' Gillig	EA	\$5,449.50
1.4	40' Gillig	EA	\$5,827.50
1.5	35' Hybrid Diesel	EA	\$5,449.50
1.6	40' Hybrid Diesel	EA	\$5,827.50
1.7	Chrysler Minivan	EA	\$2,094.75
1.8	Ford F350XL	EA	\$2,157.75
1.9	Half Wrap	EA	\$2,500.00
1.10	Tail Wrap	EA	\$650.00
FULL BUS WRAP - INSTALLATION REQUIRED			
2.1	29' Gillig	EA	\$4,693.50
2.2	30' Gillig	EA	\$4,756.50
2.3	35' Gillig	EA	\$5,071.50
2.4	40' Gillig	EA	\$5,386.50
2.5	35' Hybrid Diesel	EA	\$5,071.50
2.6	40' Hybrid Diesel	EA	\$5,386.50
SUPER KING AD - INSTALLATION REQUIRED			
3.1	29' Gillig	EA	\$1,072.58
3.2	30' Gillig	EA	\$1,179.68
3.3	35' Gillig	EA	\$1,283.63
3.4	40' Gillig	EA	\$1,425.38
3.5	35' Hybrid Diesel	EA	\$1,283.63
3.6	40' Hybrid Diesel	EA	\$1,425.38
MISCELLANEOUS VEHICLES - INSTALLATION REQUIRED			
4.1	Ford F350 Bed Cover	EA	\$500.63
4.2	Beach Tram Trailer	EA	\$419.17



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BUS GRAPHICS - INSTALLATION NOT REQUIRED			
5.1	90" x 42"	EA	\$85.05
5.2	137" x 32"	EA	\$97.65
5.3	140" x 37"	EA	\$113.40
5.4	90" x 38"	EA	\$75.60
5.5	71" x 37"	EA	\$59.85
5.6	71" x 32"	EA	\$50.40
5.7	90" x 32"	EA	\$63.00
5.8	140" x 32"	EA	\$100.80
SHELTER GRAPHICS - INSTALLATION NOT REQUIRED			
6.1	48" x 68.55"	EA	\$75.60
INFORMATION PANELS - INSTALLATION NOT REQUIRED			
7.1	23.25" x 35"	EA	\$20.70
7.2	23.625" x 35"	EA	\$20.70
7.3	24" x 36"	EA	\$20.70
7.4	23.25" x 28.25"	EA	\$13.80
BUS INTERIOR CARDS- INSTALLATION NOT REQUIRED			
8.1	28" x 11" (Quantities 1-10)	EA	\$10.50
8.2	28" x 11" (Quantities 11-30)	EA	\$10.00
8.3	28" x 11" (Quantities 31-60)	EA	\$9.50
8.4	28" x 11" (Quantities 61-100)	EA	\$9.00
BUS WRAP REMOVAL & REPAIR			
9.1	29' Gillig - Full Wrap Removal	EA	\$350.00
9.2	30' Gillig - Full Wrap Removal	EA	\$350.00
9.3	35' Gillig - Full Wrap Removal	EA	\$350.00
9.4	40' Gillig - Full Wrap Removal	EA	\$350.00
9.5	35' Hybrid Diesel - Full Wrap Removal	EA	\$350.00
9.6	40' Hybrid Diesel - Full Wrap Removal	EA	\$350.00
9.7	29' Gillig - Super King Ad Removal	EA	\$175.00
9.8	30' Gillig - Super King Ad Removal	EA	\$175.00
9.9	35' Gillig - Super King Ad Removal	EA	\$175.00
9.10	40' Gillig - Super King Ad Removal	EA	\$175.00
9.11	35' Hybrid Diesel - Super King Ad Removal	EA	\$175.00
9.12	40' Hybrid Diesel - Super King Ad Removal	EA	\$175.00
9.13	Chrysler Minivan Full Wrap with Windows Removal	EA	\$175.00
9.14	Ford F350 XL Full Wrap with Windows Removal	EA	\$175.00
9.15	Ford F350 Bed Cover Removal	EA	\$175.00
9.16	Bus Wrap Repair per hour	Hour	\$120.00



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IN WITNESS WHEREOF, this First Amendment of the Agreement has been signed and sealed, in duplicate, by the respective parties hereto. Each individual signing this Agreement directly and expressly warrants that he/she has been given and has received and accepted authority to sign and execute the Agreement on behalf of the party for whom it is indicated he/she has signed, and further has been expressly given and received and accepted authority to enter into a binding agreement on behalf of such party with respect to the matters contained herein and as stated herein.

DATED 11/24/2025 | 4:02 PM EST by the Lee County Board of County Commissioners.

COUNTY: LEE COUNTY, FLORIDA

Signed by:



BY: 5D8EE38021A9464...

Dominic Gemelli

Director of Transit, on behalf of the Board of
County Commissioners

APPROVED as to Form for the Reliance of
Lee County Only

DocuSigned by:




BY: 0709AF6D28494C8...

County Attorney's Office

DATED this 11 day of 24, 2025 by Bladorn Investments, Inc. dba Monarch
Direct

ATTEST:

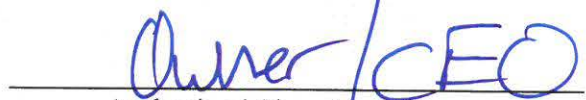

(Witness)

BY: 

Authorized Signature



Authorized Signature Printed Name



Authorized Signature Title

CORPORATE SEAL: