

SECOND AMENDMENT OF AGREEMENT FOR FERTILIZER
EDUCATION AND OUTREACH PROGRAM

THIS SECOND AMENDMENT OF THE AGREEMENT FOR FERTILIZER EDUCATION AND OUTREACH PROGRAM ("Amendment") made and entered into by and between the Lee County Board of County Commissioners, a political subdivision of the State of Florida ("County") and Dickinson & Associates, Inc., a Florida corporation ("Vendor"), collectively, the "Parties".

WHEREAS, the County entered into an Agreement for Fertilizer Education/Outreach Program Developer, through Solicitation RFP190546AEJ, with the Vendor on the 27th day of April, 2020 ("Agreement"); and,

WHEREAS, after the execution it was determined that it would be in the best interest of the County to reallocate funds within the Exhibit B. Fee Schedule; and,

WHEREAS, pursuant to Article XVI. MISCELLANEOUS of the Agreement, the Parties desire to modify Exhibit B, Fee Schedule to reallocate the funds.

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

1. The Parties agree that Exhibit B Fee Schedule shall be superseded by the following:

[Remainder of page intentionally left blank.]

| DESCRIPTION | NOT TO EXCEED AMOUNT |
|---|----------------------|
| Local broadcast network television (WBBH, WINK, Univision) | \$131,648.50 |
| Digital Desktop/OTT | \$35,000.00 |
| Outdoor/Billboard | \$25,530.00 |
| Google AdWords | \$0.00 |
| 100,000 Oversized Postcards/Every door delivered | \$29,343.32 |
| Two (2) Month/ Twice insert into Lee Utilities Billing | \$3,281.00 |
| Fertilizer/Landscaping BMP Presentations/FSA Application – Project Excellence Award | \$1,980.00 |
| Website Updates | \$1,000.00 |
| Campaign Creative Updates | \$0.00 |
| Guerilla Marketing Fertilizer Spreader Inflatable Pop-Up Activations | \$0.00 |
| Slime Stoppers Children’s Program | \$7,500.00 |
| Additional Related Services | \$19,717.18 |
| Campaign Management Fee | \$15,000.00 |
| TOTAL NOT TO EXCEED AMOUNT | \$270,000.00 |

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF this Second Amendment of the Agreement has been signed and sealed, in duplicate, by the respective parties hereto.

DATED this 19 day of February, 2021 by the Lee County Board of County Commissioners.

COUNTY: LEE COUNTY, FLORIDA

BY: Mary G. Tucker
Mary G. Tucker 2-26-21
Director of Procurement Management, on behalf of the Board of County Commissioners

APPROVED as to Form for the Reliance of Lee County Only
BY: [Signature]
County Attorney's Office

DATED this 19th day of FEBRUARY, 2021 by Dickinson & Associates, Inc.

ATTEST:

[Signature]
(Witness)

BY: [Signature]
Authorized Signature

SALVATORE DICKINSON
Authorized Signature Printed Name

PRESIDENT
Authorized Signature Title

CORPORATE SEAL: