

FOURTH AMENDMENT OF THE AGREEMENT FOR VCB TOURISM ADVERTISING,
PROGRAM PLANNING, CREATION, AND IMPLEMENTATION

THIS FOURTH AMENDMENT OF THE AGREEMENT FOR TOURISM ADVERTISING, PROGRAM PLANNING, CREATION, AND IMPLEMENTATION ("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 MMGY Global, LLC, a Missouri limited liability company authorized to conduct business in the state of Florida ("Vendor"), collectively, the "Parties".

WHEREAS, the County entered into an Agreement for Tourism Advertising, Program Planning, Creation and Implementation, through Solicitation RFP210140BAG, with the Vendor on the 9th day of September, 2021 ("Agreement"); and,

WHEREAS, pursuant to the terms of the Agreement, the Parties are obligated to renegotiate the terms of the Agreement's Exhibit B Fee Schedule annually; and,

WHEREAS, the parties have completed their annual renegotiation of the Agreement's Exhibit B Fee Schedule, which is attached hereto and incorporated herein as Attachment A; and,

WHEREAS, the Parties desire to enter into this Fourth Amendment to bind themselves to the agreed upon Fiscal Year 2025-2026 compensation sums contained in the renegotiated Exhibit B Fee Schedule.

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

1. The Parties agree that the Agreement's Fiscal Year 2024-2025 Exhibit B Fee Schedule shall be superseded by the newly renegotiated Fiscal Year 2025-2026 Exhibit B Fee Schedule in Attachment A below.

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IN WITNESS WHEREOF, this Fourth Amendment of the Agreement has been signed and sealed, in duplicate, by the respective parties hereto. Each individual signing this Amendment directly and expressly warrants that he/she has been given and has received and accepted authority to sign and execute the Amendment 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 amendment on behalf of such party with respect to the matters contained herein and as stated herein.

DATED 9/24/2025 | 11:21 AM EDT by the Lee County Board of County Commissioners.

COUNTY: LEE COUNTY, FLORIDA

DocuSigned by:
Tamara Pigott
BY: EA22AADB0D33460...
Tamara Pigott
Director, Visitor and Convention Bureau, on
behalf of the Board of County
Commissioners

APPROVED as to Form for the Reliance of
Lee County Only

Signed by:
Andrea Fraser
BY: D7B0A432435E448...
County Attorney's Office

DATED this 24 day of September, 2025 by MMGY Global, LLC
ss

ATTEST:

Misti Borchers
(Witness)
Misti Borchers

BY: [Signature]
Authorized Signature

Henry McComan
Authorized Signature Printed Name

CFO
Authorized Signature Title

CORPORATE SEAL:

ATTACHMENT A

EXHIBIT B – FEE SCHEDULE

1. COMPENSATION

- 1.1 This Exhibit, including the fees contained herein, shall be renegotiated annually and replaced in its entirety by an amendment executed by both parties.
- 1.2 For all services and work products described in Exhibit A, the County agrees to pay the Vendor as provided below for the first year of the Agreement. Total payments under this Agreement for the first year shall not exceed \$14,059,715 ; however, the fees allocated to each Task below may be adjusted by the County in order to best take advantage of current market conditions.
- 1.3 The Vendor shall invoice the County monthly and each Task shall be invoiced separately.
- 1.4 Any financial or other obligations made by the Vendor on behalf of the County of which the County has or will be compensating or reimbursing the Vendor are required to be paid by the Vendor within a timeframe not to exceed thirty (30) calendar days from receipt of the invoice for the designated services from the County.
- 1.5 Fees provided for within the final Agreement shall be renegotiated annually and shall be replaced in its entirety by an amendment to the Agreement executed by the County and the Vendor.

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FY25-26 Budget***October 1, 2025 - September 30, 2026***

Task #	Description	FY25-26	Basis of Compensation
1.01	Agency Fee	\$1,824,000	LS (MONTHLY)
1.02	Public Relations & Promotions	\$555,000	NTE
1.03	Creative Production	\$516,640	NTE
a.	Content Strategy and Asset Development	\$108,000	LS (MONTHLY)
1.04	Media Plan Implementation	\$8,139,876	NTE
a.	Paid Social	\$750,000	LS (QTRLY)
b.	Paid Search	\$750,000	LS (MONTHLY)
c.	Co-op Reinvestment in Media	(\$200,000)	NTE
1.05	Interactive Services Program Management	\$681,599	NTE
a.	Website support, maintenance	\$160,000	LS (MONTHLY)
b.	eCRM -project management	\$100,800	LS (MONTHLY)
c.	Social Media -channel management and reporting	\$180,000	LS (MONTHLY)
d.	Website -organic optimization	\$20,000	LS
e.	ControlTower - data mapping and management	\$75,000	LS (MONTHLY)
f.	Integrated Digital Promotion	\$30,000	NTE
1.06	Research/Measurement & Reporting	\$311,300	LS (QTRLY)
a.	Zartico Test Measurement	\$27,500	NTE
1.07	Reimbursable Costs: <i>Pre-approved travel, phone, copies, shipping; all at net</i>	\$30,000	NTE
Total:		\$14,059,715	

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2. ADDITIONAL SERVICES

In the event that the County requests additional services from the Vendor as provided in Section V Additional Purchases, and the additional services are mutually agreed upon in writing by both parties, the following personnel rates shall be used as the basis of compensation for such services.

(1) Project Position or Classification (Function to be Performed)	(2) Hourly Rate To Be Charged
EXECUTIVE	\$350.00
CEO	\$325.00
President	\$325.00
COO	
STRATEGY, DATA STRATEGY & MEASUREMENT	\$250.00
SVP, Data Strategy	\$175.00
Director, Data Management	\$175.00
Senior Brand Strategist	\$150.00
Supervisor, Performance Analyst	\$135.00
Performance Analyst	\$125.00
Associate Performance Analyst	
RESEARCH	\$300.00
EVP, Global Strategy	\$250.00
SVP, Research & Insights	\$200.00
Director, Market Research	\$175.00
Senior Market Research Analyst	\$150.00
Market Research	
ACCOUNT MANAGEMENT	\$250.00
SVP, Account Management	\$200.00
VP, Group Account Director	\$175.00
Group Account Director	\$150.00
Account Director	\$135.00
Account Supervisor	\$125.00
Senior Account Executive	\$100.00
Account Executive	\$85.00
Account Coordinator	
CREATIVE	\$300.00
EVP, Global Brand Strategy	\$250.00
VP, Executive Creative Director	\$225.00
Group Creative Director	\$175.00
Director, Engagement Planning	\$200.00
Associate Creative Director	\$200.00
Creative Director	\$175.00
Senior Art Director	\$175.00
Senior Interactive Art Director	\$175.00
Senior Copywriter	\$150.00
Art Director	\$150.00
Copywriter	\$125.00
Junior Art Director	\$125.00
Junior Copywriter	\$200.00
VP, Production Services	\$175.00
Director of Video Production	\$150.00

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Videographer/Editor	\$150.00
Studio Manager	\$125.00
Producer	\$125.00
Senior Production Artist	\$100.00
Graphic Designer	\$85.00
Production Artist	\$150.00
Director, Editorial Services	\$125.00
Copy Editor	\$125.00
Narrative Specialist	\$85.00
Proofreader	
TECHNOLOGY SOLUTIONS	\$200.00
VP, Marketing Technology	\$200.00
VP, Web Design & Content Strategy	\$175.00
User Experience Designer	\$100.00
Quality Assurance Analyst	\$150.00
Business Analyst	\$125.00
Interactive Art Designer	\$175.00
Solutions Architect	\$165.00
Lead Developer	\$125.00
Lead Interactive Developer	\$150.00
Developer	\$165.00
Manager, PMO	\$150.00
Senior Project Manager	\$125.00
Project Manager	\$150.00
Interactive Web Developer	\$85.00
Content Coordinator	\$60.00
Content Specialist	\$150.00
Email Marketing Supervisor	\$125.00
Email Marketing Program Manager	\$85.00
Email Marketing Coordinator	
MEDIA	\$250.00
SVP, Media Strategy	\$200.00
VP, Group Media Director	\$175.00
Group Media Director	\$175.00
Media Director	\$175.00
Associate Media Director	\$165.00
Media Supervisor	\$150.00
Senior Media Planner	\$135.00
Media Planner	\$135.00
Senior Media Manager	\$125.00
Media Buyer	\$100.00
Associate Media Manager	\$85.00
Media AdOps Coordinator	\$150.00
Manager of Search	\$123.00
Search Specialist	
PUBLIC RELATIONS & EXPERIMENTAL MARKETING	\$300.00
EVP, Managing Director	\$275.00
SVP, Public Relations	\$250.00
VP, Public Relations	\$225.00
Senior Account Director	\$200.00
VP, Experimental Marketing & Production	\$200.00
Account Director	\$175.00
Account Supervisor	\$165.00
Senior Account Executive	\$150.00

Account Executive	\$125.00
Account Coordinator	
SOCIAL MEDIA	\$250.00
VP, Social Media and Content Strategy	\$200.00
Director, Social Media	\$175.00
Social Media Specialist	\$150.00
Social Media Creative	\$165.00
Social Media Senior Social Manager	\$150.00
Social Media Manager	\$125.00
Social Community Manager	

When the Vendor's compensation is based on an hourly rate for professional and/or technical personnel, the Vendor shall, in addition to such hourly rates as are set forth herein, be entitled to reimbursement of out-of-pocket, non-personnel expenses and costs for travel, networking, entertainment familiarization tours, and promotional expenses.

All approved expenses will be reimbursed at actual cost except for meals and incidentals associated with travel expenses. Meals and incidental expenses shall be reimbursed at the per diem rates established by the General Services Administration.

Lodging

Accommodation reservations will be made by the Vendor in a timely manner in order to obtain the best rates possible.

Transportation

- Air travel requires prior authorization by the County and a travel approval form must be submitted with the reimbursement request for such expenses. The County will reimburse approved air travel for economy class only. Air travel must be booked by the Vendor within five (5) business days of receiving travel approval from the County.
- Actual receipts for all ground transportation are required. This includes vehicle rental (rental, insurance and fuel charges), taxi service, train tickets, rail passes, busses, etc.
- Man-hours spent in travel time to and from work or the job site(s), are not compensable.

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