

SIXTH AMENDMENT OF AGREEMENT FOR TOURISM ADVERTISING,
PROGRAM PLANNING, CREATION AND IMPLEMENTATION

THIS SIXTH 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 RFP160255, with the Vendor on the 23rd day of November, 2016 ("Agreement"); and,

WHEREAS, the County has received a Residual Promotional Fund Grant from BP Exploration & Production, Inc. in the amount of \$102,868.82 for promotion of the Fort Myers area as a visitor destination; and,

WHEREAS, the County has prepared a Media Strategy attached hereto and incorporated herein as Exhibit A, and it is the County's desire to purchase from the Vendor the additional promotional work described therein; and,

WHEREAS, the Parties desire to enter into this Sixth Amendment to add the additional work to the Agreement.

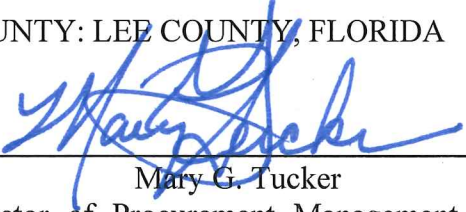
NOW, THEREFORE, IN CONSIDERATION OF THE FOREGOING AND THE MUTUAL COVENANTS CONTAINED HEREIN, IT IS AGREED AS FOLLOWS:

1. As described in **Exhibit A - Media Strategy** to this Amendment, the Vendor shall provide promotional services to the County associated with the County's Residual Promotional Fund Grant from BP Exploration & Production, Inc., including ad placement. The total compensation is hereby increased in an amount not to exceed \$102,868.82 for these additional services for Fiscal Year 2019-2020 only.

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

DATED this 20 day of September, 2019 by the Lee County Board of County
Commissioners.

COUNTY: LEE COUNTY, FLORIDA

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

APPROVED as to Form for the Reliance of
Lee County Only

BY: 
County Attorney's Office

DATED this 8th day of July, 2019 by MMGY Global, LLC.

ATTEST:


(Witness)

BY: 
Authorized Signature


Authorized Signature Printed Name


Authorized Signature Title

CORPORATE SEAL:

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Exhibit A - Media Strategy

Media Strategy: Messaging for Lee County, Florida, aka The Beaches of Ft. Myers & Sanibel in the following mixed-media environments will promote the area to active, outdoor enthusiasts and seafood aficionados as a prime Gulf vacation destination. Targeting audiences in key markets with strategic media messages during the inspirational summer planning months for fall travel.

The Daily

- Platform: *The Daily is the New York Times's podcast platform. Episodes are based on the day's reporting, run approximately 20-30 minutes in length and air every weekday. The Daily reaches a highly engaged audience primarily based in the US. Advertiser spots are recorded by a voice actor and mixed by T Brand Studio to blend with the podcast's general style and tone.*

- Strategy: The Daily offers strong alignments with existing prospecting tactics intended to generate consumer awareness. A two-week campaign will be synced with release of the fall issue of Voyages to maximize impact and ongoing digital placements.
- Campaign details: 30 spots will run in late September. This is a prospecting tactic.
- Cost: \$50,000.00

Travelzoo

- Platform: *Travelzoo is a global commerce company with more than 28 million members in North America, Europe, and Asia Pacific. Travelzoo offers and publishes travel content and deals and offers expert reviews of the best deals and values. The Travelzoo platform is uniquely positioned to generate both awareness and conversion. Promote fall travel to the.*

- Strategy: Travelzoo will refresh existing content and promote fall travel to the Beaches of Fort Myers and Sanibel. The campaign will have a tactical focus to assist with driving visitation in the fall need period.
- Campaign details: Native and social traffic drivers will generate guaranteed brand engagement. Past initiatives have exceeded all publisher performance benchmarks for interaction and time spent.
- Cost: \$52,868.82

MEDIA TACTIC	BUDGET
National Geographic Traveler	\$50,000.00
Outdoor Photographer	\$52,868.82
TOTAL	\$102,868.82