

FIRST AMENDMENT

This Amendment is made and entered into on the date last executed below (“Effective Date”), by and between Pinellas County, a political subdivision of the State of Florida (“County”), for and on behalf of the St. Petersburg/Clearwater Convention & Visitors Bureau d/b/a Visit St. Petersburg/Clearwater (“VSPC”), and Birdsall, Voss & Associates, Inc., a Wisconsin Corporation hereinafter referred to as “Contractor,” (individually referred to as “Party”, collectively “Parties”).

WITNESSETH:

WHEREAS, the County and the Contractor entered into an agreement on February 11, 2020, pursuant to Pinellas County Contract No. 189-0284-P (hereinafter “Agreement”) pursuant to which the Contractor agreed to provide Advertising and Promotional services for the County; and

WHEREAS, Section 21 (“Amendment”) of the Agreement permits modification by mutual written agreement of the parties; and

WHEREAS, the County and the Contractor now wish to modify the Agreement in order to provide for an increase to the contract value and an extension, at the same prices, terms, and conditions;

NOW THEREFORE, the Parties agree that the Agreement is amended as follows:

1. The term of the Agreement is extended for an additional two hundred thirty-one (231) days from February 11, 2025, to September 30, 2025.
2. Section 5 (“Compensation and Method of Payment”), subsection B, is revised to reflect an increase in the amount of \$14,300,000.00 to the contract total, for a new total not to exceed expenditure of \$86,625,000.00.
3. Except as changed or modified herein, all provisions and conditions of the original Agreement and any amendments thereto shall remain in full force and effect.

Each Party to this Amendment represents and warrants that: (i) it has the full right and authority and has obtained all necessary approvals to enter into this Amendment; (ii) each person executing this Amendment on behalf of the Party is authorized to do so; (iii) this Amendment constitutes a valid and legally binding obligation of the Party, enforceable in accordance with its terms.

IN WITNESS WHEREOF the Parties herein have executed this First Amendment as of the day and year first written above.

Pinellas County, a political subdivision of the State of Florida:

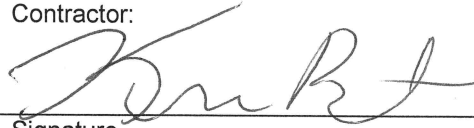
Signature

Printed Name

Printed Title

Date

Contractor:



Signature

Kris Best

Printed Name

CFO

Printed Title

8-1-2024

Date

APPROVED AS TO FORM

By: Keiah Townsend
Office of the County Attorney