

FIRST AMENDMENT

THIS AMENDMENT is made and entered into this 6 day of April, 2021, by and between Pinellas County, a political subdivision of the State of Florida, hereinafter the ("County"), for and on behalf of Visit St. Petersburg/Clearwater ("VSPC"), and Sunsets at Pier 60 Society, Inc., a Florida not for profit corporation ("Event Organizer") (collectively, the "Parties," or individually, a "Party").

WITNESSETH:

WHEREAS, the County and Event Organizer entered into a Tourism Promotion Agreement on January 28, 2020 (hereinafter "Agreement"), pursuant to which Event Organizer agreed to promote and market Pinellas County tourism in connection with the Pier 60 Sugar Sand Festival ("Event") and County agreed to pay Event Organizer a Sponsorship Fee; and

WHEREAS, the Event Organizer did promote and market the destination in support of Pinellas County tourism; and

WHEREAS, through no fault of the Event Organizer the event was cancelled due to the widespread pandemic known as Coronavirus; and

WHEREAS, the County now wishes to modify the Agreement and the Event Organizer agrees to same in order to reimburse the actual dollars spent in promoting the destination prior to the event cancellation; and

WHEREAS, Section 2C of the Agreement provides for modification and payment of the Sponsorship Fee on revised terms by mutual written agreement of the parties; and

NOW THEREFORE, the Parties agree that as provided in Section 2 of the Agreement, the terms therein are revised and amended as follows:

1. The County agrees to reimburse the Event Organizer the total sum of Thirty-Five Thousand Dollars (\$35,000.00) as an Event sponsor, for benefits received by the County for the promotion and marketing of Pinellas County tourism by Event Organizer in connection with the Event as defined in the revised promotion program described in Exhibit A attached hereto and made a part hereof.
2. Modifications above shall be effective as of the date of this Amendment and continue through July 31, 2021.
3. Except as changed or modified herein, all provisions and conditions of the original Agreement shall remain in full force and effect.

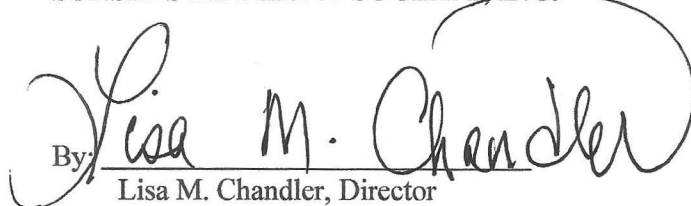
IN WITNESS WHEREOF the parties herein have executed this First Amendment as of the day and year first written above.

PINELLAS COUNTY, FLORIDA
by and through its County Administrator



By: _____
Barry A. Burton

SUNSETS AT PIER 60 SOCIETY, INC.



By: _____
Lisa M. Chandler, Director

APPROVED AS TO FORM

By: Michael A. Zas
Office of the County Attorney

**Pinellas County TDC Elite Event Funding FY 20
Benefits & Deliverables
Exhibit A**

Event Name: Pier 60 Sugar Sand Festival ("Event")

Event Dates: April 10-26, 2020

Funding Amount: \$35,000.00

VIK Contribution: \$3,125.00

Total Contribution: \$38,125.00

I. VSPC will receive, in exchange for its financial support, the following benefits at no additional charge, except as noted:

A. Official Designation Status:

- i. VSPC to be designated as exclusive Presenting Sponsor of the Event: "Pier 60 Sugar Sand Festival Presented by Visit St. Pete Clearwater."

B. Marketing & Advertising Benefits:

- i. Use of VSPC Logo (Logo provided by VSPC) to be placed directly beneath or adjacent to the Event logo, in all marketing and advertising, including but not limited to the following:
 - a. AAA Living
 - b. On Top of the World News
 - c. Field trip curriculum
 - d. Posters
 - e. Brochures
 - f. Flyers
 - g. Postcards
 - h. ID verification wristbands
 - i. Event tickets

C. Digital & Media Benefits:

- i. Official Event Website
 - a. VSPC Logo placement on header of website.
 - b. VSPC Logo featured on sponsor area with hyperlink to VSPC website.
 - c. Up to three (3) sponsored blog posts provided by VSPC.
- ii. Social Media (VSPC logo to be placed directly beneath or adjacent to Event logo)
 - a. VSPC tagged in all organic or paid media advertising programs/posts.
- iii. Other
 - a. VSPC Logo included in all email campaigns with hyperlink to VSPC website.

II. VSPC will provide the following marketing and digital spends on behalf of Event:

A. Digital & Media:

- i. VSPC will provide a website pixel for Event to implement onto its website (sugarsandfestival.com). The pixel will allow for improved digital retargeting and

provide the event and VSPC robust visitor data, including bookings, visitor demographics and other pertinent booking information. Estimated \$3,125.00 value.


Initials