

FIRST AMENDMENT

THIS AMENDMENT is made and entered into this 27 day of August, 2020, 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 Old Salt Fishing Foundation, 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 29, 2020 (hereinafter "Agreement"), pursuant to which Event Organizer agreed to promote and market Pinellas County tourism in connection with the 27th Annual Spring King of the Beach fishing tournament ("Event") and County agreed to pay Event Organizer a Sponsorship Fee; and

WHEREAS, the Event Organizer cancelled the Event due to the widespread pandemic known as Coronavirus; 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

WHEREAS, County and Event Organizer now wish to modify the Agreement;

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 pay the Event Organizer the total sum of Seventeen Thousand, One Hundred Nine Dollars and 37/100 Cents (\$17,109.37) ("Sponsorship Fee") 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 November 2, 2020.
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

OLD SALT FISHING FOUNDATION, INC.

By: Joe Lauro Dir Admin Svs
Joe Lauro, Director of Administrative Services

By: Amy Verdensky
Amy Verdensky, Marketing 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: 27th Annual Spring King of the Beach (“KOTB”)
Event Dates: April 30 – May 2, 2020
Funding Amount: \$17,109.37
VIK Contribution: \$3,125.00
Total Contribution: \$20,234.37

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. Exclusive Presenting Sponsor: The Event shall be referenced as “Old Salt King of the Beach Tournament & Festival Presented by Visit St. Pete/Clearwater.”
- ii. VSPC is granted first right of refusal to be the Exclusive Presenting Sponsor for the 2021 Event.

B. Marketing & Advertising Benefits

- i. VSPC logo (with hyperlink to VSPC homepage) included on all event and marketing collateral including, but not limited to the following:
 - a. 260 pieces of tournament apparel (logo on backs and one sleeve on all short sleeve t-shirts)
 - b. 2,000 posters
 - c. 10,000 flyers
 - d. 5,000 post cards
 - e. Ads in Florida Sportsman and Coastal Angler Magazine

C. Digital & Media Benefits

- i. Website:
 - a. VSPC banner ad on tournament homepage for four (4) weeks with link
 - b. VSPC logo on sponsor page as presenting sponsor with link
 - c. VSPC logo on the footer of website (all pages) year round with link
- ii. Digital Campaigns:
 - a. VSPC banner ad on three (3) full sends of email campaign (project to be 749,000 impressions each); two (2) Tri-county (project to be 35,000 impressions each); two (2) Team/Angler (project to be 5,000 impressions each)
- iii. Social Media:
 - a. At least four (4) VSPC tagged Facebook mentions with VSPC logo and name to read Visit St. Pete/Clearwater
 - b. At least four (4) VSPC tagged Instagram mentions either in hashtags or logo on image
 - c. Facebook background header for four (4) weeks

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

A. Digital & Media:

- i. VSPC will provide a website pixel for KOTB to implement on its website. 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.