

THIRD AMENDMENT

This Amendment made and entered into this 25th day of October, 2022, by and between Pinellas County, a political subdivision of the State of Florida, hereinafter referred to as "County," and HCP Associates, Inc., 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 5, 2019, pursuant to Pinellas County Contract No. 178-0356-P (hereinafter "Agreement") pursuant to which the Contractor agreed to provide planning support services for County; and

WHEREAS, Section 21 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 additional services and an increase in funds to the contract, at the same prices, terms, and conditions;

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

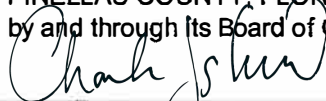
1. The Agreement is amended to include the additional services as described in Exhibit 2 to this Amendment, and the total not-to-exceed amount provided in the Agreement is increased by \$149,004.00 compensable as provided in Exhibit 1, according the terms of the Agreement.

2. 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 Third Amendment as of the day and year first written above.

PINELLAS COUNTY, FLORIDA
by and through its Board of County Commissioners

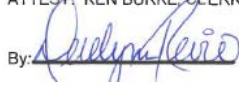

Chairman, Charlie Justice

CONTRACTOR, HCP Associates, Inc.


Authorized Signature

Sean Coniglio
Printed Authorized Signature

ATTEST: KEN BURKE, CLERK

By: 



Managing Partner HCP
Title Authorized Signature Associates,
Inc.

APPROVED AS TO FORM

By: Keiah Townsend
Office of the County Attorney

HCP Research Strategy Marketing
 Phase 1 - Strategic Planning Scope for Visit St. Petersburg/Clearwater

| 05/10 – 05/11 Agency Partners Workshop | | Compare to |
|---|-------------|--|
| One All-day workshop (2 consultants) (32 hours @ \$150/hr) | \$ 4,800.00 | Strategic Planning Workshop: Consultant |
| One All-day workshop (1 scribe) (16 hours @ \$125/hr) | \$ 2,000.00 | Strategic Planning Workshop: Scribe |
| 07/22 KPI Assignment Workshop | | |
| One All-day workshop (2 consultants) (16 hours @ \$150/hr) | \$ 2,400.00 | Strategic Planning Workshop: Consultant |
| One All-day workshop (1 scribe) (8 hours @ \$125/hr) | \$ 1,000.00 | Strategic Planning Workshop: Scribe |
| Plan Creation | | |
| Plan drafting and edits (revisions, additional crosstabulations and reporting included) (42 hours @ \$125/hr) | \$ 5,250.00 | Plan Creation: Plan Drafting and Edits |



Subject: VSPC - Phase 2 Strategic Planning Agenda & Budget Date:

VPSC: Steve Hayes

HCP: Sean Coniglio, Robert Allen

**PHASE 2 – STRATEGIC PLAN ADOPTION AND IMPLEMENTATION
NEW WORK ORDER - STRATEGIC CONSULTING & SUPPORT (AUGUST – DECEMBER 2022)**

INTERNAL ORGANIZATIONAL PLANNING & CONSULTING

TIMELINE: AUGUST – DECEMBER

STAFF MEETINGS

VSPC/HCP conduct and moderate a series of monthly meetings with VSPC staff by department based on the new organizational structure to set tactical activities, prioritizing the order of importance and KPI structure. Departments are defined as follows:

1. Finance and Administration
2. Marketing
3. Business Development
4. Community Engagement

Services of departmental meetings to define tactics and KPIs, which will then be reviewed by the VSPC CEO and approved.

ALL STAFF TACTICS SURVEY INSTRUMENT

Creation of an online survey instrument to distribute to staff to answer key tactical suggestions, strategic outcomes, and cross-departmental leadership roles of ownership and support relationships. Important topics raised by staff include cross-department engagement, staff meetings, stakeholder collaboration, technology upgrades, staff incentives, upward career mobility, staff training, job titles, benefits, and travel in-market and outside of the market.

PARTNERSHIP AND ADVOCACY OUTCOME PLANNING

During this period of time, meetings with the VSPC team will determine relationships with partnership and advocacy activities with other organizations in the community. Pinellas County has a significant number of municipalities, chambers, economic development agencies, and other ancillary groups serving the community. A closer look at how best to engage with these groups is paramount to the success of



several strategic outcomes identified in the strategic planning process. We will determine which departments own the relationship with partners and advocate organizations. This will include:

1. Public Private Partnership Engagement (Events/Boards/Committee involvement)
2. Municipalities Engagement (Events/Boards/Committee involvement)
3. Residential Community Outreach (Ambassadors)
4. Local Media Relations (Speaking Engagements, Morning Shows, Print Editorial)

DESTINATION ASSET IMPROVEMENT PLANNING

Of the highest priority will be what improvements are being made to the destination. Downtown St. Pete, Toy Town, new hotels and meeting space, transportation, and workforce development were important that VSPC plays an important role in helping to partner and advocate. Continued work and planning with Crossroads and the SFA sports/event facility study will be reviewed and aligned with the strategic outcomes related to the work being conducted currently.

FOLLOW-UP REPORTS

Follow-up reports will be provided for each of the defined work on the above-mentioned items. It is the intent to identify and align staff assignments, staffing recommendations, tactics, KPIs assigned to each tactic and targeted partner organizations.

STRATEGIC CONSULTING – FALL PUBLIC INDUSTRY EVENT

VSPC & PARTNERS

A series of meetings in Q3 – Q4 with key staff and agency partners to align organizational strategic outcomes, tactics, and KPIs with agency partners. HCP will coordinate with VSPC and its agency partners in the production of public-facing materials for the public unveiling of the new VSPC. Date TBD.



ANNUAL RESIDENT TOURISM RESEARCH STUDY

JANUARY – MAY 2023

HCP to conduct the resident sentiment study and segment the data collected by regions in order to trend and track progress. An important modification to the study deployed for the strategic plan is the inclusion of questions asking about residents' brand awareness of VSPC and its activities within Pinellas County.

1. Survey Design
2. Survey Setup & Deployment
3. Tabulation and Analysis
4. Trending to 2021 Findings
5. Reporting
6. Presentation(s) to TDC, Internal Leadership

FOLLOW-UP REPORT

Follow-up report of residential study of public sentiment regarding tourism and VSPC. Compare results from prior years study and continue with trending data and reporting.

PO2 SCOPE PRICING

| Strategic Consulting - Organizational (Q3 - Q4 2022) | Consultant Time (\$150/hour) | Staff Time (\$125/hour) | Total Hours | Cost |
|--|-------------------------------------|--------------------------------|--------------------|-------------------|
| Organizational planning - Aug/Sept - 2022 - Multiple Planning Mtgs (full, by dept. agency partners) | 70 | 50 | 120 | \$ 16,750 |
| Staff KPI prioritization survey | 20 | 28 | 48 | \$ 6,500 |
| Tactic and KPI assignment to strategic outcomes - Aug/Sept/Oct - 2022 - KPI specific outcomes | 30 | 66 | 96 | \$ 12,750 |
| Follow-up organizational planning report - Nov-Dec 2022 | 34 | 75 | 109 | \$ 14,475 |
| Consulting & Support - VSPC/Media Partners (Industry Event Presentation Planning & Support Aug - Nov 2022) | 60 | 30 | 90 | \$ 12,750 |
| TDC Presentation Support/Leadership (qty. 2) | 8 | 32 | 40 | \$ 5,200 |
| Strategic Consulting - Reporting Support (Q1 - Q2 2023) | | | | |
| Consulting & Support - Strategic Plan Reporting Support - BOCC, TDC, Media Partner Support (Jan 2023 - May 2023) | 60 | 26 | 86 | \$ 12,250 |
| Research - Annual Resident Tourism Study (Q1 - Q2 2023) | | | | |
| Questionnaire Design | 15 | 5 | 20 | \$ 2,875 |
| Telephonic Completed Calls (1300) | | | | \$ 26,000 |
| Tabulation and Analysis | 0 | 75 | 75 | \$ 9,375 |
| Trending to 2021 findings | 0 | 20 | 20 | \$ 2,500 |
| Reporting | 0 | 90 | 90 | \$ 11,250 |
| Presentations to TDC and Internal Leadership (2) | 8 | 32 | 40 | \$ 5,200 |
| Work Order Total | | | | \$ 137,875 |