

**FIRST AMENDMENT TO CONTRACT FOR WEBSITE DESIGN WITH  
INTEGRATED COMPUTER MANAGEMENT SYSTEM SERVICES**

**THIS FIRST AMENDMENT TO THE CONTRACT FOR WEBSITE DESIGN WITH INTEGRATED COMPUTER MANAGEMENT SYSTEM SERVICES** (hereinafter “Amendment”) is made by and between the Board of County Commissioners of Nassau County, Florida, a political subdivision of the State of Florida (hereinafter the “County”), and Starmark International, Inc., a business having its primary business location at 201 E. Las Olas Blvd. Suite 1040, Fort Lauderdale, FL 33301 (hereinafter the “Vendor”).

**WITNESSETH:**

**WHEREAS**, the Parties previously entered into a Contract for website services dated February 13, 2023 (hereinafter “Contract”); and

**WHEREAS**, the Parties now desire to amend the Contract terms and conditions subject to the provisions contained herein.

**NOW, THEREFORE**, for good and valuable consideration the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, the Parties do agree to amend the Contract as follows:

**SECTION 1.** The 2023 Starmark New Website with Integrated CMS and Maintenance Scope of Work attached as Exhibit “A” to the original Contract is hereby modified to include the additional scope contained in the Starmark New Website with Integrated CMS and Maintenance Scope of Work attached hereto as Exhibit “A”.

**SECTION 2.** Section 1 of the Contract is hereby amended to increase the compensation amount by Five Hundred, Eighty-Three Thousand, Six Hundred, Seventy-Five and 00/100 dollars (\$583,675.00) for the goods/services to be provided under the Contract due to the additional scope of work provided in Starmark New Website with Integrated CMS & Maintenance Scope of Work, attached hereto as Exhibit “A”, and the County shall now compensate the Vendor in an amount not to exceed One Million, Two Hundred, Seventy-Six Thousand, One Hundred, Seventy-Five and 00/100 dollars (\$1,276,175.00).

**SECTION 3.** All other terms and conditions of the Contract not inconsistent with the provisions of this Amendment shall remain the same and in full force and effect.

[The remainder of this page left intentionally blank.]

**IN WITNESS WHEREOF**, the Parties have caused this First Amendment to be executed by its duly authorized representatives, effective as of the last date below.

**BOARD OF COUNTY COMMISSIONERS  
NASSAU COUNTY, FLORIDA**

Signature: \_\_\_\_\_

Print Name: Klynt Farmer

Title: Chairman

Date: \_\_\_\_\_

Attest as to authenticity of the Chair's signature:

\_\_\_\_\_

JOHN A. CRAWFORD

Its: Ex-Officio Clerk

**REVIEWED FOR LEGAL FORM AND CONTENT:**

Denise C. May  
**DENISE C. MAY, County Attorney**

**Starmark International, Inc.**

Signature: Jacqueline Hartnett

By: Jaqueline Hartnett

Title: President

Date: 9/11/2023

## Exhibit A

# Amelia Island | Starmark New Website with Integrated CMS & Maintenance Scope of Work

### Overview

The Amelia Island CVB Digital Marketing Email Program will focus on the four (4) target audiences including Leisure Travelers, Domestic Travel Agents, Meeting Planners and International Tour Operators .

#### Leisure Program:

- Four (4) monthly emails newsletters including design and copywriting support, scheduling optimizations and strategic message management

#### B2B Program:

- Quarterly newsletters that are focused on three target audiences: at a cadence of one (1) newsletter per month
- Includes design and copywriting support, scheduling optimizations and strategic message management based on travel trade media and trade shows.

#### Program Management & Reporting:

- Includes planning and status meetings, project management and monthly results reporting for each email deployment
- Quarterly results reporting for overall digital website and marketing analysis
- Database management of tagging, uploading trade show contacts and personalization as required

### Digit Marketing Email Program 1X Infrastructure & Process

#### Planning & Strategy Success Criteria

- Email Marketing Strategy to define future Segments based on possible customer interest
- Create a workflow to ensure each email is delivered on time
- A cloud based master marketing calendar to track all activity

## EXHIBIT A

### Amelia Island | Starmark New Website with Integrated CMS & Maintenance Scope of Work

#### Email Template & Campaign Set-up Success Criteria

- A new leisure email template to align with the new website design system
- A new B2B email template to align with the new website design system
- Custom graphic that can be embedded in emails to bring marketing campaign to life
- Create email segments based on defined leisure interests
- Develop Email autoresponder for form submission

#### Website Sign-up Forms Success Criteria

- Update leisure signup form on website to align with new interest segments
- Create email signup form on website for B2B
- Partner B2B landing page is needed to allow partners to sign up for emails and learn more

Digital Marketing Email Plan costs are allocated by targets. Program Optimizations may require a shift in funds between targets to provide the highest return for the program. All deliverables approved by the AICVB team in advance.

**Annual Costs for Leisure & B2B Email Program: \$119,700**

**1X Infrastructure & Process: \$30,000** - one time fee.

**Innovation & New Technology for Future Improvements:**

**\$25,000** - one time fee.

**Total Program \$174,700** for 1st year.

**Total Program: \$119,700.00** per year for year 2, 3, and 4.

**Total Program: \$49,875.00** for year 5.

**Total amendment price: \$583,675.00**

#### Notes:

- County will receive a discounted blended rate of \$150 per hour for all agency services.
- The program will be invoiced on a monthly basis for all deliverables completed each month.
- This scope reflects an estimated program of work and budget as a general outline for FY24. The scope of work shall not exceed the total estimated budget, but the work shall be flexible to adjust to evolving market demands to meet the overall intent of the

## EXHIBIT A

*business.*

### **Amelia Island** | Starmark New Website with Integrated CMS & Maintenance Scope of Work