

## FIRST AMENDMENT TO AGREEMENT FOR MARKETING, BRANDING AND PUBLIC RELATIONS SERVICES

THIS FIRST AMENDMENT to Agreement for Marketing, Branding and Public Relations Services, made and entered into on the 21st day of February, 2017, is by and between the Fort Lauderdale Community Redevelopment Agency, a community redevelopment agency created pursuant to Chapter 163, Part III, Florida Statutes, ("CRA"), whose address is 100 North Andrews Avenue, Fort Lauderdale, FL 33301- 1016, and Upscale Events by Mosaic, LLC, a Florida limited liability company d/b/a The Mosaic Group, ("Contractor").

WHEREAS, the CRA and the Contractor entered into an Agreement for Marketing, Branding and Public Relations Services dated November 4, 2014, (the "Contract"); and

WHEREAS, the Contract was extended through November 3, 2017; and

WHEREAS, the CRA and the Contractor wish to amend the scope of services of the Contract pursuant to Sections 13 and 14 of Part III of Request for Proposals 745-11329, which is incorporated into the Contract,

NOW, THEREFORE, the CRA and the Contractor hereby agree as follows:

1. Exhibit A, which is attached hereto, containing a revised scope of services and revised amounts, replaces the Cost Proposal previously contained in the Contract, for the contract period ending November 3, 2017, and is incorporated into the Contract.
2. The commencement of work on any Activity delineated on Exhibit A must be approved, in writing, by the NW CRA Manager, and such request must include the maximum amount of hours the Contractor will devote to the Activity and the deliverable(s) associated with the Activity.
3. The Executive Director of the CRA ("Executive Director") or the Executive Director's designee retains the flexibility to reallocate hours within the scope of agreed services through written communication.

IN WITNESS WHEREOF, the CRA and the Contractor execute this First Amendment to Agreement for Marketing, Branding and Public Relations Services as follows:

ATTEST:

  
Jeffrey A. Modarelli, Secretary

Fort Lauderdale Community  
Redevelopment Agency

By:   
John P. "Jack" Seiler, Chair

By:   
Lee R. Feldman, Executive Director

Approved as to form:  
Cynthia A. Everett, General Counsel

By: 



ATTEST:

Upscale Events By Mosaic, LLC

\_\_\_\_\_



By:   
Ann Marie Sorrell, Managing Member

(Seal)

STATE OF FLORIDA :  
COUNTY OF PALE BEACH :

The foregoing instrument was acknowledged before me this 2nd day of March, 2017, by Ann Marie Sorrell as Managing Member for Upscale Events By Mosaic, LLC, a Florida limited liability company.

(SEAL)

  
Notary Public, State of Florida  
(Signature of Notary Public)  
 **Charmalin Brown**  
Commission # FF 073668  
Expires: Dec. 08, 2017  
www.aaronnotary.com  
(Print, Type, or Stamp Commissioned Name of Notary Public)

Personally Known ☒ OR Produced Identification \_\_\_\_\_  
Type of Identification Produced \_\_\_\_\_



# EXHIBIT A

	A	B	C	D	E	F	G	H
1	<b>Upscale Events by Mosaic</b>							
2	Scope of Work/Deliverables - REVISED		Revised Billable Hours 1399					
3	RFP #745-11329		Revised Projected Costs \$ 174,875					
4								
5								
6	DELIVERABLE	ACTIVITY	TASK ORDER BILLABLE HOURS	ESTIMATED FEES ( PER MOSAIC)	ORIGINAL SOS PROJECTED BILLABLE HOURS	ORIGINAL SOS PROJECTED COSTS	REVISED CRA PROJECTED BILLABLE HOURS	REVISED CRA PROJECTED COSTS
7		Project Administration & Client Relations. Emails, Phone Calls, team Management, on-call (24/7) availability for entire term of contract) = Avg of 20 hrs./mth @ 12 months	448	\$ 56,000	300	\$ 37,500	300	\$ 37,500
8	Project Management	Staff/Mosaic Meetings ( Outgoing)	240					
9		CRA Advisory Board Meetings/Updates ( Ongoing)	100					
10		CRA Board Updates ( Ongoing)	36					
11			72					
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31		Designs for CRA collateral materials, event promotions, ad campaigns and economic development materials/marketing and promotional initiatives ( Ongoing)	224	\$ 28,000	200	\$ 25,000	200	\$ 25,000
32	Creative	CRA Signage, Flyers, Street Pole Banners, Social Media Page Imagery ( Ongoing)	61					
33		E-mail monthly & Print (Quarterly Newsletters ( Ongoing)	31					
34			132					
35								
36			436	\$ 54,500	275	\$ 34,375	163	\$ 20,375
37		Develop CRA Communications Guidelines ( Brand Usage, Press Release Guidelines, Crisis Mgmt. Plan)	20					
38		Message Development for Various Programs, Initiatives and Target Audiences ( Ongoing)	12					
39		Press Release generation and distribution ( Ongoing)	120					
40		Story/Editorial/Feature Article Pitches ( Local, National, International) (Ongoing)	40					
41	Public Relations	CRA Awards Nominations (Ongoing)	22					
42		Crisis Communication ( As Needed )	40					
43		Media Training ( As Needed )	10					
44		Educate CRA Target Audience of CRA Projects, Programs, Initiatives ( Ongoing)	40					
45		Professional Photography & Videography ( Ongoing)	142					
46								
47			157	\$ 19,625	150	\$ 18,750	0	\$ -
48	Content Development	Collateral/Promotional Material Content Development ( Ongoing)	12					
49		Electronic ( Monthly ) & Print ( Quarterly ) Newsletter Content Development ( Ongoing)	132					
50		Digital Media/Ad Campaign Content Development ( Ongoing)	8					
51		Video Production Content Development ( Ongoing)	5					
52								
53								
54			162	\$ 20,250	150	\$ 18,750	20	\$ 2,500
55	Interactive Web	CRA Website Programming ( Phase III ) - Interactive Application for incentives	30					
56		Website Management & Maintenance ( Ongoing)	100					
57		SEO Management ( Ongoing )	12					
58		Video Library for Website and Social Media Channels ( Youtube, Vimeo, IG) ( Ongoing)	20					
59								
60			200	\$ 25,000	150	\$ 18,750	150	\$ 18,750
61	Social Media Management ( Specify)	Daily and Weekly Social Media Updates/Audience Building & Engagement/Social Media Response Management ( Ongoing)	200					
62								
63								
64			182	\$ 22,750	125	\$ 15,625	50	\$ 6,250
65	Community Outreach & Engagement	Attend Neighborhood Meetings and Events to stay informed of community initiatives ( Ongoing)	36					
66		Attend & Activate CRA Booth at Neighborhood Initiatives & Events ( Ongoing)	72					
67		Coordinate with Economic Development Partners ( Ongoing)	24					
68		Historic Sistrunk Brand Launch Event ( Feb. 10, 2017)	50					
69								
70								
71			491	\$ 61,375	250	\$ 31,250	136	\$ 17,000
72	Consulting	Marketing to Support Economic Development Initiatives ( Ongoing)	50					
73		Marketing for Development Projects, CRA Properties, Available Spaces for Lease/Sale etc	20					
74		Coordinate with Economic Development Partners ( Ongoing)	75					
75		Brand Ambassador/Representative at Regional/National/International Conference	24					
76		Small Business Week Fort Lauderdale Coordination ( May 4-7, 2017)	96					
77		Village Dine Coordination & Marketing ( September/October 2017)	50					
78		FTL Village District Start Weekend ( November 10-12, 2017)	96					
79		ArtWalk Event Marketing ( Ongoing)	40					
80		Shop Local & Your Event, Our Venue Marketing Initiatives	40					
81								
82	Team Strategic Marketing Development	Team Strategy Production	300	\$ 37,500	300	\$ 37,500	300	\$ 37,500
83								
84								
85	Administrative/Indirect	Travel and Office Administration	80	\$ 10,000	80	\$ 10,000	80	\$ 10,000
86								
87			2680	\$ 335,000	1980	\$ 247,500	1399	\$ 174,875
88								
89								





COMMISSION AGENDA ITEM  
DOCUMENT ROUTING FORM

② ✓ 3/21/17

Today's Date: 03/7/2017

DOCUMENT TITLE: UPSCALE EVENTS BY MOSAIC, LLC DBA THE MOSAIC GROUP – FIRST AMENDMENT TO AGREEMENT FOR MARKETING, BRANDING AND PUBLIC RELATIONS GROUP

COMM. MTG. DATE: 02/21/2017 CAM #: 17-0268 ITEM #: M-2 (CRA) CAM attached: ☒ YES ☐ NO

Routing Origin: CAO Router Name/Ext: J. Larregui/5106 Action Summary attached: ☒ YES ☐ NO

CIP FUNDED: ☐ YES ☒ NO

Capital Investment / Community Improvement Projects defined as having a life of at least 10 years and a cost of at least \$50,000 and shall mean improvements to real property (land, buildings, or fixtures) that add value and/or extend useful life, including major repairs such as roof replacement, etc. Term "Real Property" include: land, real estate, realty, or real.

1) Dept: CRA Router Name/Ext: J. Brown/4548 # of originals routed: 3 Date to CAO: 3/6/2017

2) City Attorney's Office: Documents to be signed/routed? ☒ YES ☐ NO # of originals attached: 3

Is attached Granicus document Final? ☒ YES ☐ NO

Approved as to Form: ☒ YES ☐ NO

Date to CCO: 3/10/17

Paul G. Bangel  
Attorney's Name

PGB/JL  
Initials

3) City Clerk's Office: # of originals: 2 Routed to: Gina Ri/CMO/X5013 Date: 3/10/17

4) City Manager's Office: CMO LOG #: March Document received from: CCO

Assigned to: L. FELDMAN ☒ S. HAWTHORNE ☐ C. LAGERBLOOM ☒  
L. FELDMAN as CRA Executive Director ☐

☐ APPROVED FOR LEE FELDMAN'S SIGNATURE ☐ N/A FOR L. FELDMAN TO SIGN

PER ACM: S. HAWTHORNE (Initial/Date) C. LAGERBLOOM  
(Initial/Date) ☐ PENDING APPROVAL (See comments below)

Comments/Questions: \_\_\_\_\_

Forward \_\_\_ originals to ☒ Mayor ☐ CCO Date: 3/15/17

5) Mayor/CRA Chairman: Please sign as indicated. Forward \_\_\_ originals to CCO for attestation/City seal (as applicable) Date: \_\_\_\_\_

6) City Clerk's Office: Retains 1 Original and forwards 2 originals to: J. Brown/CRA/4548

Attach \_\_\_ certified Reso # 17-\_\_\_ ☐ YES ☒ NO

Original Route form to CAO/J. Larregui

Rev. 12/22/16