

AMENDMENT TO AGREEMENT

This Amendment to Agreement is made and entered into by and between LEVY COUNTY, a political subdivision of the State of Florida, (hereinafter referred to as "County"), and TARSUS CONNECT, LLC, d/b/a CONNECT (hereinafter referred to as "Connect") on this ___ day of _____, 2020.

WITNESSETH:

WHEREAS, the County and Connect entered into an Agreement dated October 16, 2018, whereby Connect provided media marketing services to the County, which Agreement was amended and extended by an Amendment to Agreement dated August 6, 2019 (herein collectively "the Agreement"), the term of which Agreement, as extended, expires September 30, 2020; and

WHEREAS, the parties desire to renew the term of the Agreement in order for Connect to continue to provide media marketing services to County for the 2020-2021 fiscal year;

NOW, THEREFORE, in consideration of the mutual terms and conditions, promises, covenants and payment hereinafter set forth, County and Connect agree as follows:

1. The Statement of Work attached to the Agreement is hereby replaced with the attached Exhibit "A", which is incorporated herein by this reference. Connect will provide the Connect Travel Complete program, including but not limited to the Email Newsletters and Social Media services described in such Exhibit "A."

2. The Agreement is hereby renewed for an additional term beginning October 1, 2020, and ending the later of September 30, 2021, or until Connect provides all of the products and services contained in the Scope of Services attached hereto and required under the Agreement and County accepts such services and products as satisfactory, unless otherwise terminated in accordance herewith (herein "renewal term").

3. County will pay Connect a not to exceed amount of Twenty-Five Thousand Dollars (\$25,000) for the services set forth on the attached Exhibit "A" for the renewal term. The provisions of Article 4 of the Agreement govern the methods of billing and payment of this not to exceed amount for Connect's services.

4. All other provisions of the Agreement not specifically amended by this Amendment to Agreement will continue in full force and effect.

THE REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK

IN WITNESS WHEREOF, the parties hereto have executed this Amendment to Agreement as of the date and year first above written.

ATTEST:

**BOARD OF COUNTY COMMISSIONERS
LEVY COUNTY, FLORIDA**

Danny J. Shipp, Clerk

Matthew Brooks, Chair

APPROVED AS TO FORM:

Anne Bast Brown

Anne Bast Brown, County Attorney

TARSUS CONNECT, LLC, d/b/a
CONNECT

By: _____

Title: _____

ATTEST/WITNESS:

Secretary of Corporation

z:\agr\amend.Connect.2020-2021.tdc
LR2014-099
7/30/20

Connect TRAVEL

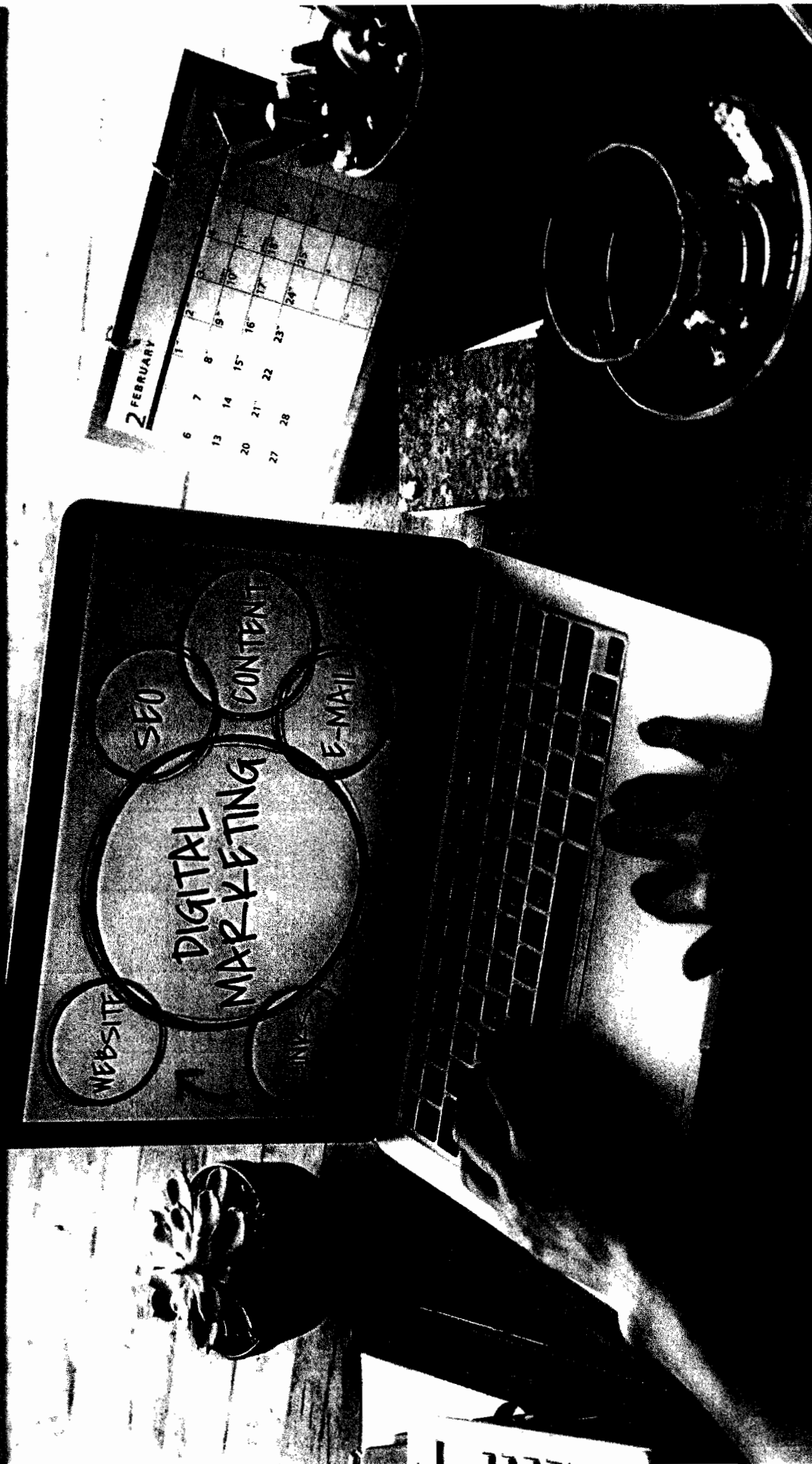


EXHIBIT "A"

CONNECT TRAVEL COMPLETE A DIGITAL MARKETING SOLUTION

Integrity and Leadership

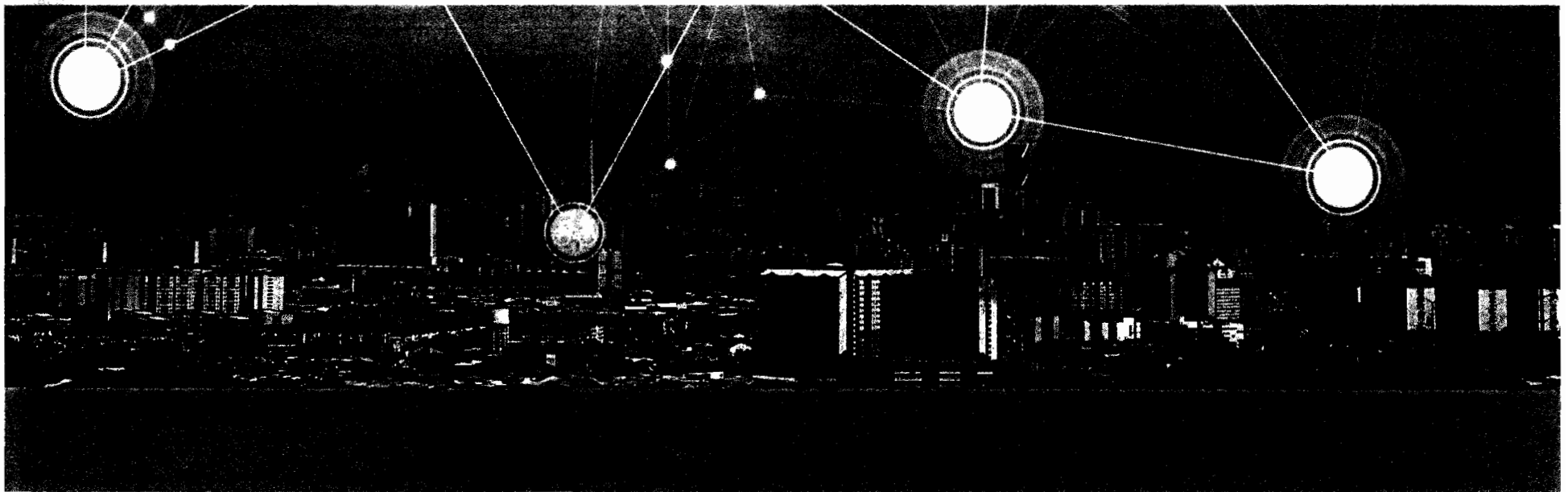
- **Connect has been serving destination marketing organizations, public and private sector tourism partners in leisure meetings, events and sports for more than 40 years.**
- **Connect Travel, a division of Connect, continues to develop award-winning, rich content exclusively for the leisure travel market.**
- **Consider us an extension of your marketing team, providing tools and resources that allow you to get the job done efficiently and effectively.**
- **Our team of travel writers, social media experts and SEO specialists produce evergreen content that influences travel to your destination.**



CONNECT TRAVEL COMPLETE

Connect Travel Complete is a comprehensive digital content marketing program that uses rich content to increase engagement on your website, on social media and through email marketing in order to drive more traffic to your site and increase brand awareness.

The program has three main stages: insights and planning, program execution, and evaluation and analysis.



Complete Content Marketing

When we first started with Levy County in June 2015, Connect Travel mapped out a content strategy for all elements of the campaign, which included native content creation, email marketing and social media marketing.

One of the key benefits of Connect Travel Complete is that it's a cost-saving program, built to complement your marketing staff by giving you added expertise in content marketing without having to add additional team members.

Our standard annual program includes:

- Research, competitive analysis, and SEO insights to build a content strategy plan
- Deployment of 12 email newsletters to your database featuring content stories and upcoming events
- Social media planning and execution to promote your 7 custom content campaigns, as well as other content across multiple social platforms

Connect Travel Complete replaces the costs of:

- Your average entry level social media manager: \$42,000 a year*
- Your average entry level email marketing manager: \$44,400 a year*
- Subscription to IBM Acoustic for emails: \$2,625 a month
- Subscription to Hootsuite for monthly social media scheduling: \$1,900 a month
- Boosting social media posts on Facebook: 4x a month at \$50 = \$200 a month
- That doesn't include top editing/copyediting/assigning/etc. by our expert staff.

TOTAL: \$143,020

**Average salaries from [payscale.com](https://www.payscale.com)*

Email Newsletters

Email continues to play a key role in the digital marketing landscape.

But, who has time to create a custom e-newsletter with original content and strong imagery each month? That's where Connect Travel comes in. We will work with you to develop one mail newsletter per month, focusing on your six content articles as well as upcoming events.

Email Features and Benefits:

- Compelling email templates
- Increased deliverability - 97% or greater
- Professionally written copy with compelling subject lines
- A/B testing for better results
- Database management includes re-engagement campaigns, list purging, list maintenance
- Monthly reporting and analytics

[I Can't see this email? View on](#)



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July 2020

Scallop Season Is a Week Away

As part of Phase 1 of the governor's exGet your nets ready because scallop season is washing ashore in Levy County July 1! This thrilling adventure is something you can only experience along the Gulf Coast. It's a great way to practice social distancing with family and friends as you embrace nature.



Grab Your Net

Cedar Key Lighthouse Tour

This July Fourth, do something a little different. Take a tour of the pre-Civil War Cedar Lighthouse when you visit Seahorse Key island. The open house gives you the opportunity to experience the peacefulness and history of this natural environment.
(Instagram: summermcneill)



Take the Tour

Social Media

Connect Travel works with you to create a content strategy to coincide with social media—focused on driving traffic to your website and increasing engagement on up to 3 of your social platforms. Our content managers then help with execution by scheduling and managing a campaign through boosted posts, but also original posts for other relevant content.

Benefits of Social Media:

- Reach an audience that is interested in your destination
- Reach a broader audience through boosted posts
- Drive traffic back to your website
- Increase followers and expand your audience

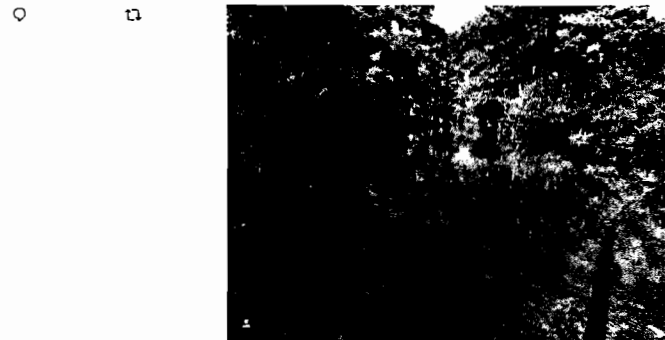


Ranger Alex is at Lower Suwannee Natl Wildlife.
July 8 at 1:54 AM · Chiefland, FL

The Lower Suwannee National Wildlife Refuge covers a large natural area within Florida's Nature Coast. Many great recreational opportunities are available in...
See More

219 People Reached 37 Engagements Boost Unavailable

Visit Levy County FL @VisitLevyCounty · 4h
Who loves hitting the water with their fur baby in #LevyCounty @lucythechessie) [instagram.com/p/CBuADW5Ax6C/](https://www.instagram.com/p/CBuADW5Ax6C/)

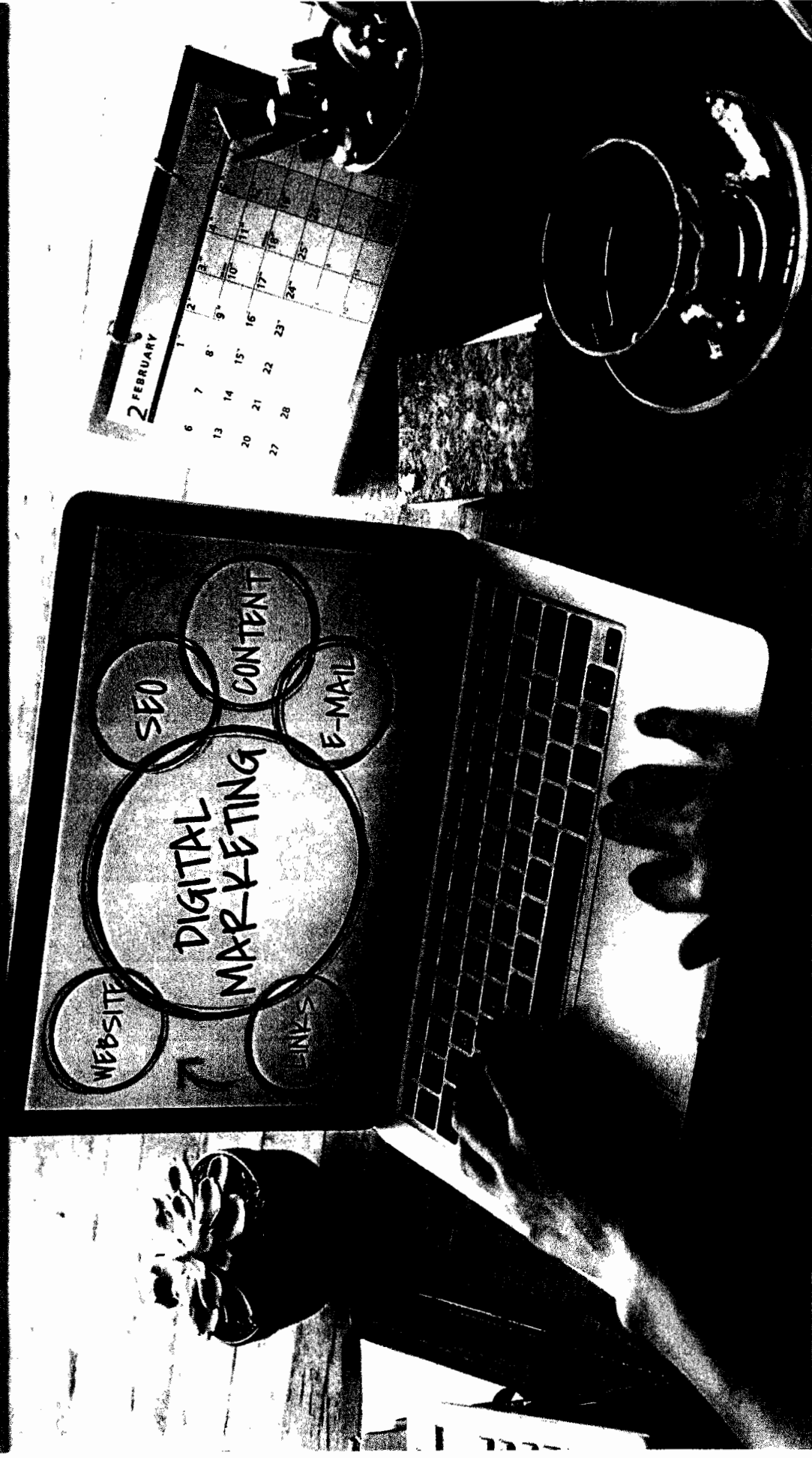


visitlevycounty · Follow
Levy County, Florida

visitlevycounty #Summer is in full swing, and the best way to beat the heat in #LevyCounty is taking a dip in the natural springs at Manatee Springs State Park, Fenning Springs, Beck County Park and Blue Springs Park. After cooling off, explore more of the area's beauty by cycling, horseback riding or visiting an archeological site. (instagram: @flowing_through_natures_wonder)

17 likes
2 DAYS AGO
Add a comment...

Connect TRAVEL



CONNECT TRAVEL COMPLETE: A DIGITAL MARKETING SOLUTION

Integrity and Leadership

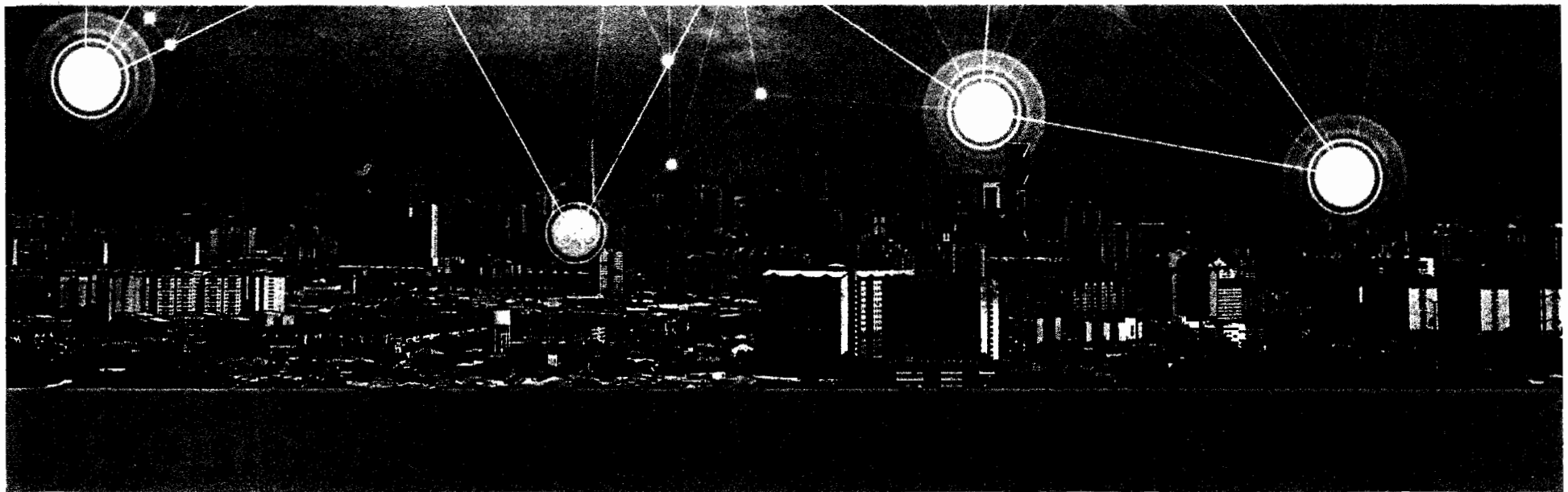
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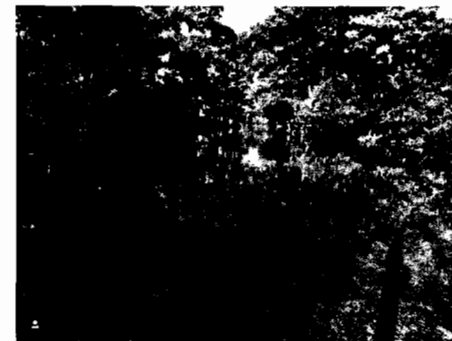
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