

AMENDMENT TO AGREEMENT

This AMENDMENT TO AGREEMENT amends that certain agreement titled Agreement for Services with the Los Gatos Chamber of Commerce dated July 1, 2026, made by and between the Town of Los Gatos, ("Town,") and the Los Gatos Chamber of Commerce, Corporation ("Contractor"), and whose address is 10 Station Way, Los Gatos, CA 95030

- A. Town and Contractor entered into an Agreement for Services on July 1, 2026 ("Agreement").
- B. The parties wish to amend the Agreement in order to increase the funding as a one-time increase from a not to exceed amount of \$88,000 to a not to exceed amount of \$108,000 for the services outlined in Exhibit A.

AMENDMENT

- A. Section II AGREEMENT, F is amended to read: Compensation: Compensation for services at the rates set forth in Exhibit A and in the **amount not to exceed \$108,000**, inclusive of all costs subject to appropriation of funds, notwithstanding any other provisions in this agreement. Payment shall be based on Town approval of each task.
- B. Exhibit A has been Amended to reflect the amended to reflect the change in the funding. No other amendments were made to the Scope of Services contained within Exhibit A.
- C. All other terms and conditions of the Agreement remain in full force and effect.

TOWN OF LOS GATOS

CONTRACTOR: Enter name of contractor

SIGNATURE

Chris Constantin

FULL NAME

Town Manager

TITLE

DATE SIGNED

Approved as to form:

SIGNATURE

Gabrielle Whelan

FULL NAME

Town Attorney

TITLE

DATE SIGNED

SIGNATURE

Jennifer Lin

CONTRACTOR SIGNATORY'S FULL NAME

CEO, Los Gatos Chamber of Commerce

CONTRACTOR SIGNATORY'S TITLE

DATE SIGNED

The execution date is the date on which the last party has signed.

**LOS GATOS VISITOR INFORMATION CENTER, VISIT LOS GATOS WEBSITE,
SOCIAL MEDIA AND DESTINATION MARKETING SERVICES FOR \$108,000**

All services rendered as a part of this scope of services under the function of the Los Gatos Visitor Information Center shall be to the benefit and promotion of Town-wide stakeholders including businesses, residents, and visitors.

The following services and information will be coordinated and provided by the Chamber of Commerce as a part of the operations of the Los Gatos Visitor Information Center, Visit Los Gatos Website, and Visit Los Gatos Social Media and Destination Marketing Services:

1. Provide services to manage and maintain Visit Los Gatos as follows:
 - a. Maintain branded website, <https://visitlosgatosca.com>, that is easily accessible, simple to navigate, and appears within the top online keyword searches; and
 - b. Ensure the services, promotions, content, etc. under the umbrella of Visit Los Gatos is open to and inclusive of all Los Gatos businesses regardless of their membership status at the Los Gatos Chamber of Commerce; and
 - c. Ensure the branding and messaging of content related to Visit Los Gatos is reflective of the Town's goals and objectives; and
 - d. Include language on the website that clearly reflects the partnership of the Town of Los Gatos and Chamber of Commerce as partners/sponsors of the website (the Town continues to provide a direct link from its website to Visit Los Gatos); and
 - e. Provide marketing such as digital and printed materials to visitors at the hotels, restaurants, shops, Chamber of Commerce Office, Town Hall, Library, etc. that identifies and promotes the Visit Los Gatos website, social media, and related activities; and
 - f. Maintain and update the information on the website in a timely manner to ensure the information provided is accurate and up to date, with a minimum of once monthly updates; and
 - g. Provide dedicated staffing to support the social media and destination marketing efforts of Visit Los Gatos, including Visit Los Gatos focused posts published regularly across social media and similar platforms.
 - h. When feasible, engage with cross-promotional opportunities, mobile applications/widgets, social media tags, or influencer engagement to increase the visibility of the Visit Los Gatos brand and destination marketing efforts on a variety of platforms.
2. Continue to support the Town's business outreach efforts for events, meetings, and programs through social media, email, etc.
 - a. Promote Town events in Chamber of Commerce marketing materials including email notifications and newsletters. Content will be provided by Town staff for distribution.

Exhibit A
Scope of Services FY 26/27

3. Offer in-person Los Gatos Visitor Information Center services at the Chamber of Commerce offices.
 - a. Respond to walk-in and call-in inquiries, and encourage engagement with the Visit Los Gatos website and social media platforms; and
 - b. Allow Town meetings with the business community to be conducted at the Chamber of Commerce offices during mutually agreed upon times and days.
4. Provide Annual Written Reports and Monthly Invoicing.
 - a. The annual written reports shall be provided to the Economic Vitality Manager of the Town no later than May 1, 2027 by the Chamber of Commerce that quantifies services rendered and accounts for all funds expended to meet this Scope of Services, and the attached Agreement. The report shall include data points for three different time periods, at least three months apart and within the time frame of the attached agreement that quantifies the services provided and specifies the various marketing collateral, applications, social media channels, staffing, and any other channels utilized to provide destination marketing and Visitor Information Center services; and
 - b. Invoice the Town for payment of services monthly, as described in the attached Agreement.