



AGREEMENT SUMMARY

1. Other Contracting Party:

Aqua Marketing & Communications, Inc.

2. Proposed Action:

New Contract  Amendment, Number  Renewal  Extension

3. Document Type (select one):

Agreement

4. Purpose/Description:

Provides advertising agency services for creative brand development and production services, media planning and buying, and design strategic marketing campaigns for the Greater Fort Lauderdale Convention & Visitors Bureau and project-specific advertising services for Port Everglades, Fort Lauderdale-Hollywood Airport, and Parks and Recreation Division.

5. Special Provisions (select if applicable):

Living Wage Program  SBE Sheltered Market Program
 Workforce Investment Pilot Program  M/WBE Program
 Federal DBE/ACDBE program  In-Kind Match Required: \$ \_\_\_\_\_ or \_\_\_\_\_ %
 CBE Program  Cash Match Required: \$ \_\_\_\_\_ or \_\_\_\_\_ %

6.a. Effective Dates (for new agreements only):

Start : April 1, 2020
End: September 30, 2022

6.b. Effective Dates (amendments only):

No Change
 End date has changed from \_\_\_\_\_ to \_\_\_\_\_.
 Term has from \_\_\_\_\_ to \_\_\_\_\_.

7. Contract Administrator:

Name: Stacy Ritter, President,
Greater Fort Lauderdale Convention & Visitors Bureau
Phone: 954-765-8999

8. Contract Type:

Cost reimbursement  Open-end
 Firm fixed price  Time and materials
 Performance-based  Other \_\_\_\_\_

9.a. Contract Value (new contracts)

Table with 2 columns: Description, Amount. Rows include Actual/Estimated, Base amount (\$3,211,896), Reimbursables and Media Buys (\$20,250,000), Optional Services (\$8,397,120), and (Initial 3-Year Term) Total Contract Value (\$31,859,016).

9.b. Contract Value (amendments only)

Table with 2 columns: Description, Amount. Rows include No change/Actual/Estimated, Original approved contract value, Approved previous adjustments, Value of this action, and Amended total contract value.

10. Payment Method

Lump Sum Payment
 Milestone or Progress-Based
 Scheduled or Time-Based
 Other

11. Payment Terms

PER ARTICLE 5 COMPENSATION AND EXHIBIT B – PAYMENT SCHEDULE

12. Cost Adjustment

Not Applicable  Fixed Percentage - \_\_\_%  Actual Cost
 CPI Beginning for Option Years: Six thru Ten  Fixed Amount - \$\_\_\_\_\_  Other:

13. Equity Program Participation Summary

a. County established M/WBE, SBE, CDBE, CBE, DBE or ACDBE participation goal for this action or project: 6% (excluding direct media buys)
b. Contractor-committed M/WBE, SBE, CDBE, CBE, DBE or ACDBE participation goal planned for this action or project: 6%
c. M/WBE, SBE, CDBE, CBE, DBE or ACDBE participation to date: N/A

14. Renewal or Extension Terms:

PER ARTICLE 3

15. Termination and Cancellation Provisions

For Cause: PER ARTICLE 9, COUNTY WITH THIRTY (10) DAYS NOTICE
For Convenience: PER ARTICLE 9, COUNTY WITH THIRTY (30) DAYS NOTICE

16. Deliverables, milestones or scope of this action:

Varies based on scope (see purpose/description above).

17. List terms, considerations or deviations from standard county form.

None