

**FIRST AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT WITH
FRANKEL MEDIA GROUP, NO. (#)13499**

THIS FIRST AMENDMENT (“Amendment”) is made by and between Alachua County, Florida, a political subdivision and charter county of the State of Florida, by and through its Board of County Commissioners (the “County”) and FRANKEL MEDIA GROUP LLC, a Florida limited liability company, which is authorized to do business in the State of Florida (“Professional”), who are collectively referred to as the “Parties”.

WITNESSETH:

WHEREAS, the Parties previously entered into a Professional Services Agreement dated September 20, 2022 for Annual Social Marketing Campaign Development and General Public Education Services, identified by No. 13499 (the “Agreement”); and

WHEREAS, the County has elected its option to renew the term of the original Agreement to allow the Professional to furnish the goods or service to Alachua County; and

WHEREAS, the Parties desires to amend the Agreement to extend the term and to do as otherwise provided herein.

NOW, THEREFORE, the County and Contractor agree to amend the Agreement as follows:

A. Amendment. Section #3, of the Agreement titled “Term” is amended to read as follows:

3. **Term**. This Agreement is effective on October 1, 2022, after the last Party signs it and continues until September 30, 2026, unless earlier terminated as provided herein. This Agreement may be amended at the option of the County for one (1) additional two (2) year term(s).

B. Effective Date. This Amendment shall be effective upon the date of execution of this Amendment by both Parties.

C. Original Agreement. Unless expressly amended herein, all other terms and provisions of the original Agreement between the Parties, including any prior amendments to the Agreement, shall be and remain in full force and effect.

{Remainder of page intentionally left blank}

IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed on the day and year below written.

ALACHUA COUNTY, FLORIDA

By: _____
Mary C. Alford, Chair
Board of County Commissioners
Date: _____

ATTEST

APPROVED AS TO FORM

J.K. "Jess" Irby, Esq., Clerk
(SEAL)

Alachua County Attorney's Office

PROFESSIONAL By: _____
DocuSigned by:
Ryan N. Frankel

Ryan N. Frankel 0B6E01FEFFA64E3...
Print: _____
Title: President
Date: 3/27/2024

IF THE PROFESSIONAL IS NOT A NATURAL PERSON, PLEASE PROVIDE A CERTIFICATE OF INCUMBENCY AND AUTHORITY, OR A CORPORATE RESOLUTION, LISTING THOSE AUTHORIZED TO EXECUTE AGREEMENTS ON BEHALF OF YOUR ORGANIZATION. IF ARE A NATURAL PERSON, THEN YOUR SIGNATURE MUST BE NOTARIZED.