

**AMENDMENT NO. 6 TO COUNTY OF VENTURA CONTRACT NO. 8038 WITH
MOORE, LACOFANO, GOLTSMAN INC., INC. FOR 3C-REN BRANDING AND
MARKETING SERVICES**

This "Amendment No. 6" is made and entered into by and between the County of Ventura ("County") and Moore, Iacofano, Goltsman Inc. ("Contractor"), as of the last date written below, to amend that certain contract between County and Contractor, entered into August 1, 2019, for Tri-County Regional Energy Network's ("3C-REN") branding and marketing services (collectively, the "Contract").

NOW, THEREFORE, the parties hereby agree as follows:

1. The "not to exceed" amount of the Contract shall be \$369,814. County expressly reserves the right to deny any payment or reimbursement requested by Contractor for services or work performed that is in excess of this "not to exceed" amount. All Contractor services and work shall be performed according to the fee schedule attached hereto as Exhibit A.
2. Except for the modifications expressly described herein, all other terms and conditions of the Contract shall remain in effect.
3. This Amendment No. 6 may be executed in counterparts, each of which shall constitute an original, and all of which taken together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have duly executed this Amendment No. 6 on the last date written below.

COUNTY OF VENTURA

**MOORE, LACOFANO, GOLTSMAN,
INC.**

By: _____

By: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Exhibit A

cost proposal

3C-REN MARKETING 2024			Direct Costs	MIG Labor
Phase 1:	Marketing Strategy Alignment			\$18,995
Task 1.1	Review Marketing Strategy			\$4,645
Task 1.2	Branding for New Programs			\$4,975
Task 1.3	Add to Brand Templates			\$3,010
Task 1.4	Briefer's Book/Talking Points			\$2,280
Task 1.5	5 Year Celebration Strategy			\$4,085
Phase 2:	Quarterly E-newsletter (4 issues)			\$13,910
Task 2.1	Newsletter Management			\$1,640
Task 2.2	Newsletter Writing and Editing			\$4,710
Task 2.3	Newsletter Production			\$7,560
Phase 3:	As-needed Website Support			\$108,410
Task 3.1	Web Development: REN Wide	\$959		\$88,170
Task 3.2	Homepage/Site Refresh			\$17,780
Task 3.3	Analytics and Reporting			\$2,460
Phase 4:	As-needed Graphic Design			\$84,090
Task 4.1	Graphic Design: REN Wide			\$60,140
Task 4.2	Identity Video			\$19,670
Task 4.3	Swag Purchasing	\$10,000		\$4,280
Phase 5:	Earned Media			\$10,200
Task 5.1	Develop Stories			\$3,840
Task 5.2	Pitch and Place Stories (est. 4 stories)	\$1,200		\$4,440
Task 5.3	Reporting			\$1,920
Phase 6:	Direct Mail			\$4,235
Task 6.1	Direct Mail Campaigns (est. 4 mailings)	\$12,000		\$4,235
Phase 7:	Photo-Video			\$12,430
Task 7.1	Photo Shoots (4 day-rates)	\$4,500		\$5,860
Task 7.2	Videography (4 day-rates)	\$16,000		\$6,570
Phase 8:	Advertising			\$8,145
Task 8.1	Monthly Media Planning, ECC	\$11,000		\$1,345
Task 8.2	Monthly Reporting, ECC			\$1,590
Task 8.3	Monthly Media Planning, HES	\$11,000		\$1,345
Task 8.4	Monthly Reporting, HES			\$1,410
Task 8.5	Radio Advertising	\$14,000		\$2,455
Phase 9:	Project Management			\$28,740
Task 9.1	Project Management (12 months)			\$28,740
Totals			\$ 80,659	\$ 289,155
Grand Total				\$369,814

Rates

Principal in Charge	\$265 hr
Director of Social Marketing	\$195 hr
Project Manager	\$175 hr
Art Director	\$200 hr
Designer	\$115 hr
Associate	\$115 hr
UX Developer	\$155 hr