

SECOND AMENDMENT TO THE AGREEMENT BETWEEN THE CITY OF COCONUT CREEK AND REDEMPTION MEDIA HOLDINGS, LLC FOR PUBLIC/PRIVATE PARTNERSHIP TO DESIGN, PRINT, AND MAIL MONTHLY MAGAZINE RFP. NO 11-20-13-10

This Second Amendment to the Agreement between the City of Coconut Creek and Redemption Media Holdings, LLC for public/private partnership to design, print, and mail monthly magazine RFP No. 11-20-13-10 dated January 23, 2014 (“Agreement”) is made this _____ day of _____, 2015 by and between the City of Coconut Creek, Florida, (the “City”), and Redemption Media Holdings, LLC (the “Contractor”) both of whom agree as follows:

WITNESSETH:

WHEREAS, the parties desire to amend the Agreement between the City of Coconut Creek and the Contractor dated January 23, 2014, to provide for magazines to be printed and mailed to additional residents within the City of Coconut Creek.

NOW, THEREFORE, based on the promises and covenants herein contained, the parties agree as follows:

1. The recitations referred to above are hereby incorporated herein.
2. The parties desire to amend the Agreement as follows:
3. Section III of the RFP No. 11-20-13-10 is amended as follows:

DETAILED REQUIREMENTS - SCOPE OF SERVICES

1. Intent

The intent of this proposal is to establish a public/private partnership with a local publishing company to design, print, and mail a monthly magazine that focuses on City news and events in accordance with the specifications contained herein. The magazine will be distributed to every household in the City.

2. Specifications

Language English
Frequency Monthly
Size 8½ X 11
Finishing Two (2) staples, saddle stitch, folded, collated.

Quantity	Single Family	8,288
	Multi-Family	13,548
	Mobile Home Parks	880
	City Facilities (see below)	300
	Total	23,016*
	<u>All Single Family and Multi-Family Residences, Apartment Units and Mobile Homes</u>	
	<u>Approximate Total</u>	<u>30,000*</u>

* This amount is an estimate and may be increased due to future residential development.

Actual quantity produced for delivery per month must be shown by the United States Postal Service "Plant-Verified Drop Shipment (PVDS) Verification and Clearance" Invoice. This Invoice shall be provided to the City on a monthly basis before payment is tendered.

For City Facilities:

A box of 100 magazines shall be delivered to each of the following three (3) locations:

- Community Center, 1100 Lyons Road.
- Recreation Complex, 4455 Sol Press Boulevard.
- City Hall, 4800 West Copans Road.

~~*This amount is not inclusive of new development.~~

City Addresses Vendor shall be responsible for updating City address database every six months.

Minimum Pages 48 pages to include front and back covers. Outside of this range, vendor shall provide price per additional spread (2 pages front and back).

Stock Glossy Color- Vendor shall supply recommendations and costs for paper weight of cover and inside pages, as well as separate cost for recycled paper option.

Editorial Meetings Once per month.

Editorial Approval City has editorial approval of cover design.

Content Review City has one (1) day to review final magazine and recommend corrections to City articles and stories. Only errors in layout or picture selection will be reported.

Branding Vendor shall assist with branding, "Coconut Creek: The Butterfly Capital of the World" within the magazine, and use the City's font branding when possible.

Inside Cover Inside cover full page (with bleed) to be dedicated as City ad space, this cost shall be included in overall full package pricing.

Table of Contents Table of Contents to appear by page 5 of each magazine.

Three (3) Pages Dedicated to City Three (3) "official" full pages will be dedicated to the City (i.e.) Mayor's page, City Department page, one Sustainable/Green page). These pages will include pictures and images. Example: Letter to residents from the Mayor.

Stories Stories will mainly focus on Coconut Creek residents, businesses, government, initiatives, and programs

Events City events shall be highlighted in all calendar/community events listings to distinguish City of Coconut Creek events from other cities

Sections Sections of the magazine to include, but not limited to: Education, Business, Community, Sports.

Pictures Photography only, no clip art and limited use of stock photographs. Only photographs provided by City are to be used with City provided articles.

**Required
Special
Insert**

Vendor is required to print the City's Popular Annual Financial Report (PAFR) each year in the May issue. The 2013 report was 24 pages.

**Highlights &
Special Issues**

Monthly topics include but are not limited to:

- January – 5K Butterfly Run
- February - Butterfly Festival (will include event spread)
- April – Arbor Day/City’s Free Tree Giveaway
- May – Mother’s Day
- June – Father’s Day
- July – Independence Day
- August – Back to School
- October – Breast Cancer Awareness Month
- November & December – Holidays
(Topics subject to change)

4. Exhibit “A” of the Agreement is amended as follows:

	Redemption Media Holdings, LLC
Regular Paper – Unit Price Per Copy	
Design, Print and Mail Monthly Magazine (<u>first 23,000 magazines</u>)	\$.30
<u>Design, Print and Mail Monthly Magazine (23,001 and beyond)</u> ***	\$.83
Recycled Paper – Unit Price Per Copy	
Design, Print and Mail Monthly Magazine	\$.30
Additional Price to Print City’s Annual PAFR Report	\$.353
Advertisements*	
Full-Page	\$ 1,080.00
Half-Page**	\$ 765.00
Quarter-Page	\$ 385.00

*There will be no charge for changes to advertisements.

**Two half-page advertisements on the same page will be priced at the full-page advertisement rate.

***300 magazines provided to City Facilities shall be provided at no charge to the City.

Accepts VISA as a form of payment

5. All other terms and conditions of the Agreement and the First Amendment to the Agreement between the City of Coconut Creek and Redemption Media Holdings, LLC for public/private partnership to design, print, and mail monthly magazine RFP No. 11-20-12-10 dated May 5, 2014 not in conflict with this Second Amendment shall remain in full force and effect and are incorporated herein.

IN WITNESS WHEREOF, the parties hereto have executed this Second Amendment the day and year first above written.

CITY OF COCONUT CREEK, FLORIDA

By: _____
Mary C. Blasi, City Manager

Approved as to Legal Sufficiency
and Form:

ATTEST:

By: _____
Leslie W. May, City Clerk

By: _____
Terrill C. Pyburn, City Attorney

CONTRACTOR ATTEST:

CONTRACTOR

By: _____
(Corporate Secretary)

By: _____
(Signature of President/Owner)

Print Name: _____

Print Name: _____

(SEAL)

CORPORATE ACKNOWLEDGMENT

STATE OF FLORIDA)
:
COUNTY OF BROWARD)

I HEREBY CERTIFY that on this day, before me, an Officer duly authorized in the State aforesaid and in the County aforesaid to take acknowledgments, personally appeared _____, of _____ a _____ Corporation, to me known to be the person(s) described in and who executed the foregoing instrument and acknowledged before me that he/she executed the same.

WITNESS my hand and official seal this _____ day of _____, 2015.

Signature of Notary Public

Print, Type or Stamp Name of Notary Public