

FIRST AMENDMENT TO THE AGREEMENT

In accordance with the Tourism Photography and Video Agreement entered into on February 18, 2025, and all of its amendments (if any), collectively (the "Agreement") this First Amendment to the Agreement (this "Amendment") is made and entered into by and between **Digital Fury LLC**, whose address is 3440 SE 45th Street, Ocala, FL 34480; possessing FEIN 45-3141493, (hereinafter referred to as "FIRM") and Marion County, a political subdivision of the State of Florida, 601 SE 25th Avenue, Ocala, FL, 34471, (hereinafter referred to as "COUNTY").

WITNESSETH

WHEREAS this Amendment shall remain in full force and effect until completion of all services required of FIRM, and the parties wish to amend the Agreement.

IN CONSIDERATION of the mutual covenants and conditions contained herein, COUNTY and FIRM (singularly referred to as "Party", collectively "Parties") hereto agree as follows:

1. This Amendment shall be deemed to amend and become part of the Agreement in accordance with the project 24Q-295, (the "Project"). All provisions of the Agreement not specifically amended herein shall remain in full force and effect.
2. This Amendment renews the Agreement for an additional one (1) year, effective April 1, 2026 and continuing through March 31, 2027 (the "Term").
3. This Amendment incorporates Exhibit C – Scope of Services and Fee Schedule hereto, into the Agreement and supersedes Exhibit A – Scope of Services and Exhibit B – Fee Schedule, as set forth in the original Master Agreement, in their entirety.

IN WITNESS WHEREOF the Parties have entered into this Amendment, as approved by the Marion County Board of County Commissioners, on the date of the last signature below.

ATTEST:

MARION COUNTY, A POLITICAL SUB-DIVISION OF THE STATE OF FLORIDA

GREGORY C. HARRELL, DATE
MARION COUNTY CLERK OF COURT

CARL ZALAK, III DATE
CHAIRMAN

FOR USE AND RELIANCE OF MARION COUNTY ONLY, APPROVED AS TO FORM AND LEGAL SUFFICIENCY

BCC APPROVED: March 17, 2026
24Q-295-CA-01 Tourism Photography and Video

MATTHEW G. MINTER, DATE
MARION COUNTY ATTORNEY

WITNESS:

DIGITAL FURY LLC

SIGNATURE

PRINTED NAME

BY: DATE

PRINTED:

ITS: (TITLE)

WITNESS:

SIGNATURE

PRINTED NAME

EXHIBIT C

SCOPE OF SERVICES AND FEE SCHEDULE

1. Project Overview & Scope

The Firm shall provide comprehensive creative services including photography, videography, and video production as outlined below:

Photography and Videography

- **Purpose:** Capture high-quality visual content that inspires travel to Marion County and reinforces its reputation as a premier tourism destination.
- **Content Types:** Candid moments of leisure, outdoor activities, business travel, venues, and special events.
- **Delivery Requirements:** High-resolution content must be delivered within 14 days of a shoot, with occasional 5-day turnarounds.
- **Ownership:** All photographs and videos taken become the property of the County.

Video Production

- **Services:** Complete the defined scope for video production including layout, site walk through, script and story board content development and capture and postproduction.'

Task Orders

Each project requires an itemized task order.

Fee Schedule

Payment Terms: Payment is made upon completion of the work described under each approved task order. Unless explicitly stated otherwise on task order, payment only will be made after all services are rendered and final product is delivered.

Photography & Video Packages

Service Item	Description	Rate/Fee
Photo + Video Bundle (Full Day)	8 hours on location, 1 photographer, 1 videographer, edited photos, and 4K footage	\$5,750.00
Photo + Video Bundle (Half Day)	4 hours on location, 25 hours post-processing, 1 photographer, 1 videographer	\$3,000.00

Service Item	Description	Rate/Fee
Photography or Video (Full Day)	8 hours, 100 edited photos + RAW files	\$3,000.00
Photography or Video (Half Day)	4 hours, 4K color graded file + pro audio	\$1,800.00
Drone Photo/Video	1 hour, licensed pilot, 5 photos, 4K video	\$350.00
Social Media Reel Editing	Edit 1 reel from existing footage, 8-15 second vertical format	\$250.00
Commercial Storytelling Post-Production	Full edit of (1) :30 or :60 cinematic video. Includes script/storyboard development, professional music licensing, sound design, voice over, color grading, and up to two rounds of post-production feedback/revisions.	\$2,850.00

Production & Talent Fees

Service Item	Description	Rate/Fee
Local Talent Production	Includes casting, booking, coordination, and styling	\$1,000.00
Local Talent	Per individual based in Ocala/Central Florida	\$400.00
Hair and Makeup	Per person for a 4-hour day	\$450.00
Site Walk-through	With property owners/participants (per hour)	\$150.00
Equipment Rentals/Props	Rental of items like boats, kayaks, bikes, or purchase of food.	Market Price

Specialized Turnkey Packages

Service Item	Description	Rate/Fee
Full Turnkey PKG + Reels	5 min show + up to 5 social reels. Includes production, post-production, and delivery	\$10,900.00
Partial Turnkey PKG + Reels	5 min show. Client provides script; Firm handles production and delivery	\$9,500.00

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