

Countywide Gap & Competitive Destination Study: Contract Amendment

To: Marion County Board of County Commissioners
Attn: Loretta Shaffer, Director, Tourist Development
109 W Silver Springs Blvd.
Ocala, FL 34475

From: Rob Hunden, CEO, Hunden Partners
213 W Institute Place, Suite 707
Chicago, IL 60610
rob@hunden.com

Date: August 6, 2024

Additional Trips, Presentations and Virtual Meetings

Marion County (Client) has requested additional trips and presentations, virtual meetings, and one-on-one sessions by Hunden Partners (Hunden) as part of their existing contract with Hunden to conduct a Countywide Gap and Competitive Destination Analysis Study. The trips will be attended by a member or up to two members of the Hunden team and will include one (1) day in the market. Additionally, Hunden will participate in up to eight 30-minute virtual meetings with the Tourism Development Council (TDC).

An outline of all additional trips, presentations and meetings included within this amendment is follows:

- In-person trip for BCC one-on-ones that are to be held between the hours of 8AM-5PM ET on 8/14/2024 to be attended in person by Hunden's Project Manager, Lexi Cuff, and virtually by CEO Rob Hunden and support analyst Emily O'Connor
- Eight (8) virtual one-on-ones to be scheduled on a rolling basis in September or October
- In-person joint-workshop between the TDC and BCC on 11/20/2024 at 1:30PM (attended by up to two team members)
- In-person presentation of the final report to the TDC on 11/21/2024 at 9AM (attended by up to two team members)

Timing

Hunden will attend in-person one-on-one sessions with the BCC on August 14, 2024. The final in-person presentation(s) will be held on November 20 and 21, 2024. The virtual meetings will be scheduled on a rolling basis and will take place in September, and/or October 2024 at mutually determined dates and times.

Compensation

Hunden will complete the additional travel and in-person presentations, along with up to eight (8) 30-minute virtual meetings, for a lump sum fee of **\$12,400**. Hunden will bill the Client immediately upon completion of the agreed-upon travel. The fee will be billed according to the following milestones:

- Completion of 8/14/24 travel/meetings: \$7,400
- Completion of 11/20-11/21 travel and final presentations: \$5,000 (as identified in the original contract agreement)

The fee amounts included in this amendment are inclusive of one day and one night in the market for in-person events, and as such all presentations must be completed within a 24-hour period. Delays which cause the need for an additional night at a hotel will be billed to the Client at an additional cost of \$3,000.

Authorization

The Contractual Conditions and Terms of the original agreement between the Client and Hunden apply to this amendment.

Accepted By:

Signature _____

Printed Name _____

Title _____

Company _____

Date: _____