

**AGREEMENT FOR CONSULTANT SERVICES**

**AMENDMENT NO. 1**

This First Amendment ("First Amendment") to Agreement for Consultant Services ("Agreement") by and between the **CITY OF ARROYO GRANDE** and **COMMUNE COMMUNICATION** ("Consultant") is made and entered into this 13<sup>th</sup> day of May, 2025.

**WHEREAS**, the parties entered into an Agreement dated November 1st, 2024, for professional services for the marketing services for the Arroyo Grande Tourism Business Improvement District (AGTBID) project through June 30, 2025; and

**WHEREAS**, pursuant to Section 1 ("Term") of the Agreement, the parties have exercised the option for the one (1) year period extension under the same terms and conditions of the Agreement, beginning on July 1, 2025 with a new expiration date of June 30, 2026; and

**WHEREAS**, the parties desire to further modify the Agreement as set forth herein.

**NOW THEREFORE**, for valuable consideration the receipt and sufficiency of which is acknowledged, the parties agree as follows:

1. For the additional one (1) year period extension of this Agreement, the City agrees to pay the Consultant in accordance with the updated payment rates and terms set forth in Exhibit "A" attached hereto and incorporated herein by this reference.
2. The total compensation payable to the Consultant for Fiscal Year 2025–26 shall not exceed \$250,000, an increase from the previous year's not-to-exceed amount of \$225,000. This adjustment reflects the expanded scope of work outlined in Exhibit "A", which includes added responsibilities such as internal website management and updates, photo shoots, and development of visual assets. Except as amended pursuant to this First Amendment, all other terms and conditions set forth in the Agreement for Consultant Services shall remain unchanged.

**IN WITNESS WHEREOF**, **CITY** and **CONSULTANT** have executed this First Amendment the day and year first above written.

**COMMUNE COMMUNICATION**

By: \_\_\_\_\_  
Name, Title

**CITY OF ARROYO GRANDE**

By: \_\_\_\_\_  
Matthew Downing, City Manager

EXHIBIT A  
PAYMENT RATES AND TERMS

**OPTION B | All Activities within the TBID Budget**

**Total TBID Budget \$250,000**

**Paid Media Budget \$100,000**

**Remaining Agency Budget \$150,000**

<b>Video Production \$10,000</b>	<b>Web \$15,000</b>
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Web Maintenance	Social Media Content Development	Blogs	Paid Media Management	Media Reporting
Creative Asset Optimizations	Account Management	Agency Travel	Board Meetings	City Council Meetings
Strategic Partnership Recommendations	Pitch Decks	Co-Op Ad Placements	Content Capture	Social Media Monitoring and Engagement
Sponsorship Recommendations	Campaign Development	Influencer Outreach	Event Recommendations	Co-op Recommendations
Community Toolkit Assets	Strategic Media Planning	Community Partnerships	Visitor Wayfinding Map [Print + Digital]	Co-op Workshops

Agency production hours will be tracked across activities. Some activities may need to be adjusted or rescheduled throughout the FY to prioritize initiatives based on strategic value and available resources.

