

**82043
PY'20-22
PROFESSIONAL SERVICES AGREEMENT**

AMENDMENT #1

THIS AMENDMENT #1, hereinafter referred to as the "AMENDMENT", entered into between **Circle of One Marketing, Inc.**, hereinafter referred to as the "CONTRACTOR", and the South Florida Workforce Investment Board, hereinafter referred to as the "SFWIB", amends the Professional Services Agreement entered between the parties on **July 1, 2020**. The Professional Services Agreement and this Amendment are hereinafter collectively referred to as the "AGREEMENT", between the SFWIB and the CONTRACTOR dated July 1, 2020 and expiring June 30, 2021 to provide Outreach services.

Article 1, Effective Term, is deleted in its entirety and replaced with the following language:

This Agreement shall commence upon **July 1, 2020**, irrespective of the date of execution, and terminate at the close of business on **June 30, 2022**, unless earlier terminated as provided below.

The SFWIB may, in the SFWIB's sole discretion, renew this Agreement for up to one (1) additional one (1) year period contingent upon satisfactory performance and availability of funding to the SFWIB and upon such terms and conditions as both Parties agree to in writing.

Article 2, Statement of Work, is deleted in its entirety and replaced with the following language:

The Contractor shall perform all of the work set forth in **Exhibit A, Statement of Work** and in **Exhibit A-1, PY'21-22 Statement of Work**, attached hereto and incorporated herein. No changes in the Statement of Work shall be made unless such changes are mutually agreed upon by the Parties in writing.

Article 3, Compensation, is deleted in its entirety and replaced with the following language:

The SFWIB agrees to compensate the Contractor for the costs associated with the provision of the services related to this Agreement and provided in accordance with **Exhibit A, Statement of Work**, and **Exhibit A-1, PY'21-22 Statement of Work**. Maximum payment for PY'20-21 shall not exceed **\$10,000.00** and maximum payment for PY'21-22 shall not exceed **\$10,000.00**, in accordance with **Exhibit B, Payment Provisions** and **Exhibit B-1, PY'21-22 Payment Provisions**, attached hereto and incorporated herein by reference.

Article 4, Prior Agreements, is amended to include:

<u>Type</u>	<u>Number/Letter</u>	<u>Description</u>
Exhibit	A-1	PY'21-22 Statement of Work
Exhibit	B-1	PY'21-22 Payment Provisions

All provisions in the AGREEMENT and any attachments thereto in conflict with this AMENDMENT shall be and hereby are changed to conform with this AMENDMENT.


All other terms and conditions not in conflict with this AMENDMENT remain unchanged as agreed to in the original AGREEMENT.

SIGNATURES APPEAR ON THE FOLLOWING PAGE

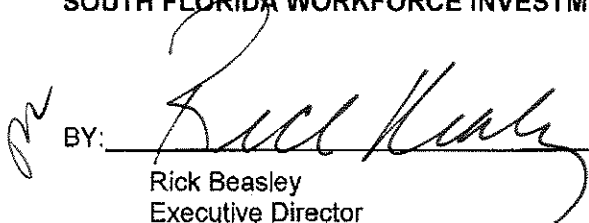
SIGNATORY FORM

THE PARTIES HERETO ARE DULY AUTHORIZED TO EXECUTE THIS AGREEMENT ON BEHALF OF THE RESPECTIVE PARTIES:

AUTHORIZED SIGNATURE FOR: **Circle of One Marketing, Inc.**
PROGRAM ENTITLED: **Outreach Services**
INDEX CODE: **82043**
CFDA: **WIOA AD 17.258; WIOA DW 17.278; WIOA RR:17.278;
TANF 93.558; FSET: 10.561; UC/REA/RESEA 17.225; RET
93.584, 93.566; VET DVOP 17.801; VET LVER 17.801;
TAA 17.245; Wagner Peyser 17.207; Wagner Peyser
Incentives 17.207; Military Family Employment Program
17.207; WIOA Incentives 17.258, 17.259, 17.278**

BY:  _____ 12/14/21
Date
Susan McDowell
President
Circle of One Marketing, Inc.

SOUTH FLORIDA WORKFORCE INVESTMENT BOARD

BY:  _____ 6/17/2021
Date
Rick Beasley
Executive Director
South Florida Workforce Investment Board

STATEMENT OF WORK
Fiscal Year 2021-2022

I. Introduction

The Contractor does hereby agree to provide services as described herein in compliance with the conditions herein stated. The Contractor shall perform Public Information and Outreach Services for SFWIB. The Contractor shall develop, coordinate and execute an Outreach Program design to support the organization's short and long-term demands and priorities by responding to the needs of employers, jobseekers and workers with strategic and proactive outreach in targeted communities.

The Contractor shall deliver Public Information and Outreach Services through the various services listed below:

A. Public Relations: Messaging & Background Materials Development

- a. Develop the messaging for branding and positioning to ensure consistency and effectiveness in all press releases, pitches and media outreach.
- b. Consistently use verbiage in all announcements, releases, and media inter action to reinforce the CSSF brand in the public eye.
- c. Formulate all of the necessary prep materials (bios, photos, product profiles, press kit, press releases, news) to be provided on behalf of CSSF to the media

B. Develop: Press Releases/Media Advisories

- a. Distribute timely and newsworthy press releases about CSSF and its programs/events to magazines, newspapers, radio, online and television media (among other outlets) to secure editorial coverage and interview opportunities.
- b. Write and issue press releases regarding based upon an approved public relations, social media and branding plan.

C. Deploy: Media Outreach

- a. Distribute aforementioned materials regarding CSSF and its programs/events and conduct media outreach to key local and regional
- b. Secure feature profile stories for leadership in local lifestyle media outlets (print, radio, online and TV)
- c. Secure feature profile stories in leading local (and national where appropriate) magazines and newspapers (Miami Herald, South Florida Business Journal, Miami Times, etc.)
- d. Pitch local, national (in conjunction with national job numbers) TV
- e. Track upcoming targeted feature article opportunities that may be fitting for CSSF
- f. Monitor the special reports calendars of key press titles at media outlets and ensure the CSSF executive director is included in any appropriate features.

D. Advertising: Manage media buys for CSSF. Includes research, planning, negotiation, placement, trafficking, negotiation of added/earned media and monitoring in the following (when necessary):

- a. TV
- b. Cable
- c. Radio
- d. Outdoor
- e. Newspaper
- f. Magazine
- g. Bus Benches
- h. Digital
- i. National Advertising

E. Strategic Partnerships and Event Sponsorships

- a. Ensure that CSSF is at the table for the most important conversations concerning workforce utilization.
- b. Set up key in person meetings, identify speaking opportunities for the CSSF executive director and/or CSSF spokespersons
- c. Identify and negotiate useful events sponsorships that bulls eye the multiple target demographics

PAYMENT SCHEDULE
Fiscal Year 2021-2022

I. METHOD OF PAYMENT

The SFWIB will pay for all services upon receipt of invoice after the conditions are met as set forth in **Section II, Item B** below. The maximum payment of **\$10,000.00** represents an all inclusive fee. No other payments by the SFWIB to Contractor for any goods or services of any kind whatsoever, including, but not limited to, charges or expenses for travel, copying, courier, postage, or personal expenses, shall be made and Contractor shall be solely responsible for any such goods or services, charges or expenses, incurred by Contractor.

PAYMENT SCHEDULE

Blended Hourly Rate	\$205.00
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II. INVOICES

- A.** The Contractor shall forward to the SFWIB an itemized invoice for the payment being requested upon the completion of each campaign. All invoices shall be originals. Upon receipt of an invoice the SFWIB shall make payment.
- B.** If the quality of work is unsatisfactory for a particular service or period of time by the Contractor, a holdback of payment for said service or period shall occur until the quality of the work is deemed satisfactory by the SFWIB.
- C.** Any additional services must have the prior approval of the SFWIB.

III. REPORTING REQUIREMENTS

The Contractor shall provide oral and written presentations to the SFWIB and the South Florida Workforce Investment Board as determined by the SFWIB.