

**Amendment No. 1 to Agreement Between The County of Lake and the Lake County
Chamber of Commerce for Marketing and Visitor Information Services**

This Amendment No. 1 to Agreement is made and entered into this 15th day of January, 2019 by and between the COUNTY OF LAKE, a political subdivision of the State of California (hereinafter referred to as "COUNTY") and the Lake County Chamber of Commerce (hereinafter referred to as "CONTRACTOR").

RECITALS

WHEREAS, the parties hereto have entered into an Agreement dated July 1, 2018 under which CONTRACTOR will provide services to the County as per Exhibit A, Scope of Services; and

WHEREAS, the parties desire to amend the compensation of the Agreement.

NOW, THEREFORE, the parties hereby agree as follows:

1. Section 2- TERM is hereby amended to read:

"This Agreement shall commence on July 1, 2018 and shall terminate on June 30, 2019."

2. Section 4 – COMPENSATION is hereby amended to read:

"Contractor has been selected by County to provide the services described in Exhibit "A" (Scope of Services" attached hereto, provided that the Contractor is not in default under any provisions of this agreement. Compensation to Contractor under this agreement shall not exceed Forty-Five Thousand Hundred Dollars inclusive of all Contractor's expenses (\$45,000.00)."

The Parties agree that all other terms and conditions of the original Agreement shall remain in full force and effect.

COUNTY OF LAKE

By: _____
CHAIR, Board of Supervisors

ATTEST:
CAROL J. HUCHINGSON
Clerk to the Board of Supervisors

BY: _____

CONTRACTOR

By: _____
Melissa Fulton
Lake County Chamber of Commerce

APPROVED AS TO FORM:
ANITA L. GRANT

County Counsel: _____

AGREEMENT FOR LAKE COUNTY CHAMBER OF COMMERCE

EXHIBIT “A” – SCOPE OF SERVICES

- 1. CONTRACTOR RESPONSIBILITIES.** In return for the compensation provided by the County through this Agreement, Contractor shall provide the following:
 - 1.1 Contractor shall provide visitor information services to residents and visitors. Contractor shall continue to operate the Visitor Information Center (VIC) at its offices at 875 Lakeport Boulevard, Lakeport. The VIC shall be open during normal business hours Monday through Friday.
 - 1.2 The VIC shall promote tourism and commerce throughout Lake County by providing information and assistance to Lake County visitors about countywide visitor attractions and resources. Businesses shall not be required to be members of any business organization (e.g. Chamber of Commerce) in order to have information available at the VIC.
 - 1.3 The Contractor shall maintain statistics on visitors to ensure most beneficial statistics for data analysis, to include, but not be limited to zip code, email addresses, demand generators, to be determined by the County.
 - 1.4 In acknowledgment of the importance of having a unified online visitor presence, the Contractor will direct visitors to www.LakeCounty.com as a source of online visitor information.
 - A. Contractor will work with County of to create a uniform visitor response checklist to ensure that all VIC's responding with the same format: unified information, data collection, and data reporting format.
 - B. Contractor will maintain an informative, user-friendly website, linking to www.LakeCounty.com. The “Visit” button on the home page of the Chamber's website shall link directly to the official visitor information website located at www.LakeCounty.com.
 - C. Contractor will utilize, engage with and promote Visit Lake County, California social media sites including but not limited to the Facebook, Twitter, and Instagram account.
 - D. Contractor shall work with its members to encourage updated business websites that are linked to the official visitor website, www.LakeCounty.com when appropriate.
 - 1.5 Contractor shall provide staff services to residents and visitors in support of the County's Invasive Species Prevention Program to protect Lake County water bodies from the threat of invasive quagga and zebra mussels.
 - 1.6 Contractor shall support the Lake County Certified Tourism Ambassador TM (CTA) program by helping recruit new CTA members with focus on businesses and employees who are