

**AMENDMENT NO. 1 TO THE
AGREEMENT FOR SERVICES**

San Luis Obispo County (hereinafter "County"), and TJA Advertising and Public Relations (hereinafter "Marketing Agency" or "TJA") hereby amend the Agreement for Services, dated August 6, 2013 ("Agreement"), as follows:

RECITALS

WHEREAS, on August 6, 2013, the County of San Luis Obispo Board of Supervisors entered into the Agreement wherein Marketing Agency agreed to perform specialized marketing services for Avila Beach Local Area of the San Luis Obispo Business Improvement District ("CBID"); and

WHEREAS, Marketing Agency has satisfactorily performed said services pursuant to the Agreement; and

WHEREAS, on April 16, 2014, the Avila Beach Local Area Advisory Board recommended that the Agreement with Marketing Agency be extended an additional twelve (12) months to April 30, 2015 to provide advertising and public relations services; and

WHEREAS, on April 30, 2014, the CBID approved a recommendation that the Avila Beach local area funds be used for this purpose.

NOW THEREFORE, in consideration of the mutual covenants contained herein, the parties agree to amend the Agreement as follows:

A. **Section 1.1 TJA Advertising and Public Relations Specified Services:**

Exhibit A referred to in Section 1.1 is hereby deleted in its entirety and replaced by new Exhibit A, attached hereto. All other provisions of this Section 1.1 shall remain unchanged.

B. **Section 2 Payment is hereby amended as follows:**

The second sentence is hereby deleted in its entirety and replaced with the following: "Total cost of services outlined in the Exhibit A shall not exceed One Hundred Thirty Thousand Two Hundred Dollars (\$130,200)." All other provisions of this Section 2 shall remain unchanged.

C. **Section 3 Term of Agreement is hereby amended as follows:**

The term of the Agreement is extended twelve (12) months to April 30, 2015. All other provisions of this Section 3 shall remain unchanged.

D. All provisions of the Agreement not affected by this Amendment No. 1 shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment No. 1 to the Agreement as set forth below.

TJA ADVERTISING AND PUBLIC RELATIONS

COUNTY OF SAN LUIS OBISPO

By: [Signature]

By: _____

Title: Owner TJA

AUTHORIZED BY BOARD ACTION

Dated: 5/20/2014

_____, 2014

ATTEST

By: _____
Clerk of the Board of Supervisors

DATED: _____

APPROVED AS TO FORM AND LEGAL EFFECT:
RITA L. NEAL
County Counsel

By: [Signature]
Chief Deputy County Counsel

DATED: 5/22/14