

**AMENDMENT NO. 1 TO AGREEMENT NO. C2024-648**

Services Agreement (General) for Marketing, Advertising, Public Relations, Event Planning & Related Services for Tourism Promotion

City Budget Code: 43040200-53530

This Amendment No. 1 ("**Amendment**") to City Agreement No. C2024-648, entitled General Services Agreement for Marketing, Advertising, Public Relations, Event Planning & Related Services for Tourism Promotion ("**Agreement**"), by and between the City of Napa, a California charter city ("**City**"), and D. Augustine & Associates, Inc. ("**Consultant**"), is effective on the date last signed by the City, which is identified on the signature page as the "Effective Date."

**RECITALS**

A. City and Consultant entered into the Agreement, effective July 8, 2024, for an amount not to exceed \$716,458.00, pursuant to which Consultant agreed to perform certain services described in the Agreement ("**Services**"), generally including Account Management and Planning; Public Relations Strategy, Planning & Management; Social Media Strategy, Planning & Management; Digital Strategy, Management & Optimization; Search Engine Optimization; and Website Management to increase overnight visitation for City of Napa lodging properties.

B. City has determined that additional Services ("**Additional Services**") are required to continue, modify, or expand the Services performed under the Agreement, as set forth in the *Scope of Additional Services and Schedule of Performance*, attached hereto as **Exhibit "A"** and incorporated herein by reference.

NOW, THEREFORE, the City and the Consultant, for the mutual consideration described herein, agree as follows:

1. INCORPORATION BY REFERENCE. Unless otherwise specified, all subsequent references to the Agreement are deemed to mean the original Agreement as modified by any amendments preceding this Amendment, if any. This Amendment incorporates the Agreement by reference, except and only to the extent that any terms or conditions of the Agreement are specifically modified by this Amendment. All terms and conditions in the Agreement that are not specifically modified by this Amendment remain in full force and effect.

2. SCOPE OF ADDITIONAL SERVICES. Consultant will perform the Additional Services described in Exhibit "A" in accordance with the terms and conditions of this Amendment.

3. PAYMENT. City will compensate Consultant for satisfactory performance of the Additional Services in an amount not to exceed \$50,000. The cumulative total compensation payable to the Consultant will not exceed \$766,458 without prior written authorization from the City (based on \$716,458 for the original Agreement and any prior amendments thereto, plus \$50,000 for this Amendment).

4. ENTIRE AGREEMENT. The Agreement, as modified by this Amendment, constitutes the entire integrated understanding between the parties concerning the Additional Services. This Amendment supersedes all prior negotiations, agreements and understandings regarding the Additional Services, whether written or oral. The documents incorporated by reference into this Amendment are complementary; what is called for in one is binding as if called for in all, except and only to the extent otherwise specified. If any provision in an exhibit to this Amendment conflicts with or is inconsistent with a provision in the body of this Amendment, the provisions in the body of this Amendment will control over any such conflicting or inconsistent provisions.

5. SIGNATURES: ELECTRONIC SIGNATURES. The individuals executing this Amendment represent and warrant that they have the right, power, legal capacity, and authority to enter into and to execute this

## ATTACHMENT 1

Amendment on behalf of the respective legal entities of Consultant and City. The parties agree that this Amendment may be executed and transmitted electronically and that electronic signatures shall have the same force and effect as original signatures in accordance with the Electronic Signatures in Global and National Commerce Act, 15 U.S.C. 7001 et seq.; the California Uniform Electronic Transactions Act, Civil Code Section 1633.1 et seq. and California Government Code Section 16.5. This Amendment shall inure to the benefit of and be binding upon the parties hereto and their respective successors and authorized assigns.

IN WITNESS WHEREOF, the Parties have executed this Amendment to be effective on the Effective Date set forth below.

**CITY:**  
**CITY OF NAPA, a California charter city**

By: \_\_\_\_\_  
Steve Potter, City Manager

**CONSULTANT:**  
D. Augustine & Associates, Inc. a CA Corporation

By: \_\_\_\_\_  
Debbie Augustine, President

By: \_\_\_\_\_  
Robert Nelson, Chief Operating Officer

Date: \_\_\_\_\_  
("Effective Date")

**COUNTERSIGNED:**

\_\_\_\_\_  
Erika Leahy, City Auditor

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Chris Diaz, Interim City Attorney

**EXHIBIT "A"**

**SCOPE OF ADDITIONAL SERVICES AND SCHEDULE OF PERFORMANCE**

The Consultant will perform the Additional Services described below, within the specified times:

Augustine Agency will develop and execute a short-term campaign to promote overnight visitation to the City of Napa during summer months. Total project budget is \$50,000 with \$20,000 allocated to the Content and Creative Development and \$30,000 added to the Paid Media budget, specifically being allocated to a variety of digital tactics.

**Creative Development: \$20,000**

Pending direction from the City of Napa Tourism Improvement District's Local Governing Committee (LGC), develop messaging and associated visual content designed to drive overnight visitation by promoting key events and attractions in the City of Napa during summer.

Developed campaign to be delivered to Napa Tourism Improvement District (TID) by June 30, 2025.

**Paid Media: \$30,000**

Distribute creative content across the following platforms at the following spend levels:

- Meta - \$15,000
- Pmax/YT - \$7,500
- TikTok - \$7,500
  - Consultant to monitor TikTok and reallocate funds to Pinterest if there is a ban.

Paid media ads to run June-August 2025.