

AMENDMENT #1
to
PROFESSIONAL SERVICES AGREEMENT BETWEEN
THE CITY OF BISBEE AND DOG CAT MOUSE MEDIA, LLC,
FOR MARKETING AND DESIGN SERVICES

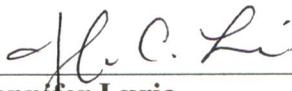
The City of Bisbee ("City") and Dog Cat Mouse LLC, hereby agree to extend the Original Agreement dated August 6, 2019 for one year so that the expiration date is August 6, 2021.

All other terms and conditions remain the same.

IN WITNESS WHEREOF, the Parties have authorized the designated officials indicated below to execute this agreement indicating their respective approval.



David Smith Date
Mayor

 5/14/2020

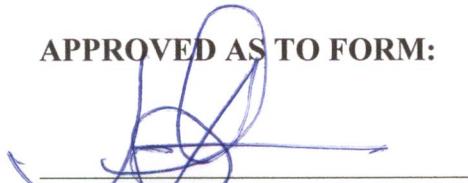
Jennifer Luria Date
Dog Cat Mouse Media LLC

ATTEST:



Ashlee Coronado
Clerk, City of Bisbee

APPROVED AS TO FORM:



James Ledbetter
City Attorney, City of Bisbee



date

April 22, 2020

client

City of Bisbee

Discover Bisbee Tourism Marketing Campaign 2020 - 2021 contract

design + media services

Develop Art & Content for the following:

- Arizona Office of Tourism Rural Marketing Cooperative Advertising Selections (to be submitted July 2020)
- Work directly with advertising vendors to meet ad deadlines
- Social Media Weekly Management & Content Creation for Facebook, Instagram & Twitter
- Monthly Newsletter & Blog sent to current subscribers (currently 6,144+)
- Secure additional advertising opportunities throughout the year if budget allows

Garnering Relationships with Travel Writers & Media Contacts

- Generate press releases and share with media contacts to garner written articles in both print and digital platforms
- Continue building upon already established relationships with the media and travel writers
- Organize FAM (familiarization) tours with travel writers and media
- Work with bloggers and social media influencers

Outreach

- Attend at least one conference, tradeshow and/or festival to promote Bisbee (utilizing the business travel budget line item)
- Attend and participate in Arizona Office of Tourism roundtables

DiscoverBisbee.com Website Refresh & Maintenance

- Maintain and update the searchable databases for lodgings, restaurants and shops
- Clean up all the listings - add new, delete old
- Maintain Relocation page
- Maintain Film in Bisbee Resource page

Analytics Reporting

- Monthly statistics reported on social media and website data
- Quarterly analytics reporting presentation to the City Council

fee summary and terms

One year contract - to begin August 6, 2020

\$35,000.00

FEE SCHEDULE

\$2916.66 billed monthly