

AMENDMENT #1 TO CONTRACT NO. PESP4367 WITH THE LEW EDWARDS GROUP

THIS AMENDMENT is executed this 14 day of March, 2022 by and between The Lew Edwards Group and COUNTY OF NEVADA. Said Amendment will amend the prior agreement between the parties entitled Strategic Planning Services for Revenue Measure executed on 9/22/2021.

WHEREAS, the parties desire to amend their agreement to allow or provide for Lew Edwards to develop a communications plan and toolkit and to provide ongoing strategic Preparation.

NOW, THEREFORE, the parties hereto agree as follows:

1. That this amendment shall be effective as of March 1, 2022.
2. That Section 3 Term is hereby amended by extending the termination date from December 31, 2021 through July 31, 2022.
3. That the Schedule of Services, Exhibit "A" is amended by adding the following:
Task Two: Develop Communications Plan and Toolkit, Provide Ongoing Strategic Preparation (March 1- July 31st 2022)
 - Lew Edwards Group will create a "Working Project Schedule" within 15 days of contract to be approved by the County Project Manager outlining specific deliverable and timeline.
 - Recommend Public Engagement deployment needs.
 - Recommend Branding and Messaging Platform for community engagement.
 - Develop draft content for Public Engagement Messaging Suite, such as website copy, FAQs, engagement tools, and PowerPoint/Speakers' Presentation
 - Recommend strategies to engage the public and stakeholders.
 - Provide Draft copy for the Internet, traditional Digital, Earned Media and/or Social Media.
 - Draft/recommend word copy content for online, mailed, or other informational outreach vehicles

All services will be performed via email, teleconference, or videoconference --no on-site meetings will be requested of Consultant. Professional fees do not include other project costs such as polling, graphics, printing, mailing or digital advertising. Legal services/advice are not within Consultant's scope of work.

4. That the Schedule of Charges and Payments, Exhibit "B" is amended by adding the following:
Compensation for Task 2: \$7,500 per month, due and payable on the last business day of each month for the term of the Task 2 project first payment commencing March 31st and ending July 31st, 2022.
5. That the Maximum Contract Price set forth at section 2 is increased by \$37,500 to \$47,500.
6. That in all other respects the prior agreement of the parties shall remain in full force and effect except as amended herein.

COUNTY OF NEVADA

By:  3/22/2022
Steve Monaghan
Director/Purchasing Agent

CONTRACTOR: The Lew Edwards Group

By: *Catherine Lew* 03/19/2022
Catherine Lew (Mar 19, 2022 10:38 PDT) Date:

Name: Catherine Lew

* Title: President

By: *Lloyd A Edwards* 03/19/2022
Lloyd A Edwards (Mar 19, 2022 09:28 PDT) Date:

Name: Lloyd A. Edwards

* Title: Secretary-Treasurer