

## AMENDMENT NO. 1 TO AGREEMENT FOR PROFESSIONAL SERVICES

THIS AMENDMENT NO. 1 TO AGREEMENT FOR PROFESSIONAL SERVICES (the "Amendment No. 1"), is made and entered into this 1st day of January, 2026, by and between Snohomish County, a political subdivision of the State of Washington (the "County"), and DVA Advertising and Public Relations, an Oregon Limited Liability Corporation (the "Contractor") (each a "Party"; collectively the "Parties").

### AGREEMENT

NOW, THEREFORE, for and in consideration of the mutual benefits conferred on both parties, the parties agree as follows:

1. **Section 1.** Section 1. Purpose of Agreement; Scope of Services, paragraph 1, of the Agreement is hereby amended to read as follows:

The purpose of this Agreement is to provide Destination Management & Marketing support to the Snohomish County Tourism division. The scope of services is as defined in Schedule A attached hereto and by this reference made a part hereof. The scope of services for 2026 is as defined in Schedule A-2026 attached hereto and by this reference made a part hereof.

2. **Section 2.** Section 2. Term of Agreement; Time of Performance of the Agreement is hereby amended to read as follows:

This Agreement shall be effective from January 1, 2026 (the "Effective Date") and shall terminate on December 31, 2026. The Contractor shall commence work upon the Effective Date and shall complete the work required by this Agreement no later than December 31, 2026. The County's obligations after December 31, 2025, are contingent upon local legislative appropriation of necessary funds for this specific purpose in accordance with the County Charter and applicable law.

3. **Section 3.** Section 3. a. Compensation; Services of the Agreement is hereby to read as follows:

The County will pay the Contractor for services in 2025 as and when set forth in Schedule B (Compensation 2025), and for services in 2026 as and when set forth in Schedule B-2026 (Compensation 2026), which are attached hereto and by this reference made a part of this Agreement.

4. **Section 4.** Section 3. f. Compensation; Contract Maximum of the Agreement is hereby amended to read as follows:

Total charges under this Agreement, all fees and expenses included, shall not exceed \$3,000,000.00 for the term of this Agreement, with the January 1, 2026, through December 31, 2026, total not to exceed \$1,500,000.00.

5. **Section 5.** All other terms and conditions of the Agreement shall remain in full force and effect except as expressly modified by this Amendment No. 1.

IN WITNESS WHEREOF, the parties hereto have executed this Amendment No. 1 as of the day and year first written above.

SNOHOMISH COUNTY:

DVA Advertising &amp; PR

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County Executive
Date

Mary Angelo 11/24/25

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Mary Angelo Date

Approved as to insurance  
and indemnification provisions:

Approved as to form only:

Risk Management Date

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Legal Counsel to the Contractor
Date

Approved as to form only:

Deputy Prosecuting Attorney Date

Schedule A-2026  
Scope of Services

CONTRACTOR: DVA Advertising and Public Relations

PROJECT: Destination Marketing and Management Organizational (DMO) Services

Contractor shall perform the following tasks and complete deliverables by the dates set forth herein:

**1. Hard Costs**

a. Memberships, Subscriptions and Travel Costs

Contractor shall coordinate the following third-party services:

- i. Booking engine referral service
- ii. User Generated Content (UGC), Digital Asset Management (DAM) System and Media Hub
- iii. Data provider
- iv. Membership subscriptions
- v. Website subscriptions
- vi. Contractor's travel hard costs for meetings with Snohomish County staff
- vii. Contractor shall provide and/or propose production schedules and monthly, quarterly, and annual implementation calendars for projects, tasks and for all third party services for County review and approval prior to execution of work.

Deliverables Completed per County-approved monthly, quarterly and annual implementation calendars by December 31, 2026

**2. Account Administration, Project Coordination and Performance**

a. Account Administration and Project Coordination Services

- i. Conduct structured work-sessions, to occur no less than monthly, for purposes of reviewing suggested vendor scopes of work; production schedules, project plans, performance and status. Work- sessions shall detail any task coordination, required between Contractor, County, and vendors at frequencies, durations, and in locations determined by the County.
- ii. Per County direction, manage the vendor scopes of work required for project implementation, meeting product delivery schedules, and budgets.

b. Marketing Performance Reports

- i. Contractor shall provide no less than quarterly--at frequencies and in formats set forth by the County--comprehensive marketing performance reports of work produced directly and/or managed by the Contractor on behalf of the County.
- ii. Report content shall include expert analyses and recommendations for further optimizations and changes in tactical service approaches and budget allocations. Report and analysis shall adhere to County-approved Key Performance Indicators (KPIs) and benchmarks, including but not limited to:

Schedule A-2026  
Scope of Services

- iii. Month over month, year over year increases and lodging conversions and performance resulting specifically from:
  - 1. Campaign programmatic placements, channel selections, frequency and budgets
  - 2. Paid and boosted organic Social Media content and audience engagement
  - 3. Beneficial and optimized tactics to reach key markets, and targeted audience selections
  - 4. Website optimizations, click to books, and traffic to partner sites
  - 5. Booking engine referral code integrations
  - 6. Destination brand awareness growth
  - 7. Results of Public Relations media outreach and engagement including earned media coverage
- iv. Provide as requested marketing presentations to key County stakeholder audiences, such as the Tourism Promotion Area (TPA) Board, Lodging Tax Advisory Committee (LTAC), and area leaders.

Deliverables Completed per County-approved monthly, quarterly and annual implementation calendars by December 31, 2026

**3. Production and Placement**

a. Asset Production

Contractor shall execute full-service creative direction, management, and supervision of content acquisition and production to implement the DMO Strategy for Destination Marketing per the County-approved Strategic Management Plan, as well as the Go To Market plan, including but not limited to:

- 1. Creative content, advertising, and organic integration services to include:
  - a. Creative direction and management of the Discover Snohomish County brand and messages.
- 2. Oversight of asset acquisition, production of content and third party services for digital and traditional placements, campaigns, social media channels, and DiscoverSnohomishCounty.com Website and owned platforms:
  - a. Digital photography, videography, acquisition and production
  - b. Music studio time and licensing
  - c. Studio production and editing
  - d. Contracted Talent
  - e. Copy writing, content, and photography to supplement blogs and related posts for paid, organic and DiscoverSnohomishCounty.com website

b. Digital and Traditional Paid Placement

- i. Contractor shall provide full-service digital marketing oversight, direction, and traffic management in third party distribution channels for digital and traditional paid placements, per the County-approved media plan,

Schedule A-2026  
Scope of Services

including but not limited to:

- ii. Directing paid digital placement of campaign executions in upper funnel, retargeting, paid social, programmatic, and search
  - iii. Traffic and account oversight and coordination of paid placements in third party distribution networks, channels, and platforms including:
    - 1. Instagram
    - 2. Facebook Network (Facebook, Instagram, Facebook Audience Network)
    - 3. Programmatic
    - 4. Digital display banner advertisements/programmatic
    - 5. Search Engine Marketing (SEM)
  - iv. Management of budget allocations called “boosts” for high-performing organic social media content
  - v. Management of advertising placements in print, outdoor and digital broadcast.
- c. Group and International Sales
- i. Contractor shall assist in identifying, coordinating and providing materials for contracted third-party assistance for international marketing co-op programs with the State of Washington Tourism, City of Seattle, Port of Seattle, Tulalip Tribes, and other local partners in efforts to target Asia, Europe, and Canada, including participation in up to three trade shows/sales events in 2026. Budget includes entry fees and materials production, but not travel or travel-related expenses for County staff to attend the events. Potential events for 2026 include:
    - 1. Go West
    - 2. Connect
    - 3. IPW

Deliverables Completed per County-approved 2026 creative content production plan by December 31, 2026

#### **4. Digital Programs and Platforms**

a. Social Media

Contractor shall assist in the following social media services:

- i. Coordinate with Discover Snohomish County in-house staff on social media posting schedules, related content calendars, posting cadence and posting distributions.
- ii. Coordinate and manage all seasonal go-to-market campaign content.
- iii. Assist in gathering and coordination of visual assets for the DMO Digital Asset Management System and Media Hub.
- iv. Solicit story ideas, content, and concepts from destination partners for featured articles, monthly content columns and seasonal campaigns, and other related social media and blog editorial content.
- v. Maintain destination social media “voice” to protect the brand of Discover Snohomish County.
- vi. Work with in-house staff to educate partners about the methods, uses, and

Schedule A-2026  
Scope of Services

- localized integration of the visitor brands of Discover Snohomish County to ensure integrity and use of the brands.
- vii.** Develop collaborative social media marketing campaign concepts for destination partners by sharing content calendars, digital marketing, and performance insights.
- viii.** Develop internal and external informational, promotion, and communication materials, including media releases, e-newsletters and blogs, and its social media sites.
- b. Destination Marketing DiscoverSnohomishCounty.com Website Platform
- c. Contractor shall manage, maintain, develop, and optimize the DiscoverSnohomishCounty.com Website and its associated microsite platforms on daily, weekly, quarterly, and annual schedule, including but not limited to:
  - i.** Management of the Tempest website third party service and hosting, production, programming, and development
  - ii.** Oversight planning, development of layouts, design, and implementation of necessary optimization and integrations
  - iii.** Maintaining, testing, and optimizing DiscoverSnohomishCounty.com user experience (UX)
  - iv.** Monitoring landing page, content, links, and text functionality
  - v.** Publishing blogs and related content from eNewsletters
  - vi.** Performing Search Engine Optimization (SEO) projects
  - vii.** Creation of landing pages and microsities as required
  - viii.** Maintenance of communication platforms and industry resource tools:
    - 1.** Craft Content Management System (CMS) platform
    - 2.** MailChimp email platform

Deliverables Completed per County-approved implementation schedule and calendar by December 31, 2026

**5. Public Relations**

- a. Contractor shall execute the County-approved comprehensive DMO Public Relations Strategy and calendar within earned media plans, budgets, work plans, tactics, and timelines that target leisure travel, sports events, and include efforts to increase awareness of the destination. Contractor's tasks include but are not limited to:
  - i.** Research of topical content with the highest potential of ROI for targeted media and influencers about Discover Snohomish County.
  - ii.** Response to inquiries and requests for additional or more detailed information about specific topics and interests.
  - iii.** Implementation of the PR editorial calendar (including but not limited to press releases and media alerts).
    - 1.** Fifteen (15) media releases or themed pitches over the course of 12 months.
  - iv.** Content identification including regular solicitation of news, events, packages, and other media-friendly assets from co-managers (form submission) to inform and provide content for other public relations tactics.

Schedule A-2026  
Scope of Services

1. Quarterly outreach to industry partners (separate from industry newsletter) to solicit information.
- v. Production of twice annual media invitations.
  1. Distributed twice per year to approximately 100 media each time.
- vi. Coordination and facilitation of seasonal media, travel writer, and influencer visits, and familiarization (FAM) tours.
  1. Targeting 20 individual visits in 2026
- vii. Conducting desk-side or virtual appointments in key markets
  1. Two (2) targeted market visits (in person or virtual) in 2026.
  2. Target between six (6) to eight (8) appointments.
- viii. Development of key market outreach initiatives (i.e. drive and PAE direct flight markets for leisure and sports segments).
- ix. Ongoing outreach to media and influencers interested in Discover Snohomish County destination offerings.
  1. Proactive outreach to 15 individuals per month.
- x. Promotion of the new DMO approach and successes to industry platforms, media, and influencers.
- xi. Operate as DMO Public Relations point of contact for visitor media and influencers.
- xii. Pursue targeted third-party influencer endorsements of visitor experiences in the destination for leisure, lodging, conventions, sports, and international audiences.
- xiii. Manage and coordinate media monitoring tools and editorial database services.
- xiv. Produce quarterly Public Relations Strategy Reports that detail Strategy progress and outcomes suitable for a variety of industry audiences.
- xv. Provide monthly, quarterly, and annual reports to the County that demonstrate Public Relations Strategy outcomes.
- xvi. Provide a public relations summary demonstrating:
  1. Key public relations activities performed over the month
  2. Unique visitors, readership, and value of the editorial coverage (value calculated by multiplying the paid cost of space utilized for the story by two) compared month-over-month and year-over-year
  3. Links to stories resulting directly from public relations work performed within this Agreement
  4. Familiarization tours (FAMs) and influencer visits and activities

Deliverables: Execution of County-approved DMO Public Relations Strategy, production of monthly, quarterly, and annual reports and presentations.

Deliverables Completed: December 31, 2026

Schedule B-2026  
Compensation and Expenses

As outlined in Section 3 of this Agreement, Contractor shall submit to Snohomish County a properly executed invoice indicating the work performed and the amount due from the county at the completion of work for each line-item in this Schedule B. Subject to Section 8 of this Agreement, the County will pay such invoices within thirty (30) calendar days of receipt

The Contractor may shift funds within Key Tasks as identified in Schedule A, subject to the following conditions:

- 1) No funds may be shifted without prior authorization from the County's contract set forth in Section 7 of the Agreement. Authorization to shift funds must be sought and approved prior to anticipated need.
- 2) Funds may only be shifted within Key Tasks.

1. Destination Management - Hard Costs		Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
a. Memberships, Subscriptions and Travel Costs	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
USTA					\$1,500.00		\$1,500.00	
SWT					\$2,500.00		\$2,500.00	
Cascade Loop					\$500.00		\$500.00	
Destination International					\$1,600.00		\$1,600.00	
GSBA					\$643.00		\$643.00	
WSDMO					\$1,650.00		\$1,650.00	
Key Data					\$4,500.00		\$4,500.00	
Smith Travel Report					\$6,800.00		\$6,800.00	
Mountain Loop App					\$1,800.00		\$1,800.00	
BookDirect subscription					\$15,000.00		\$15,000.00	
Datafy					\$36,465.00		\$36,465.00	
CrowdRiff/UGC					\$16,000.00		\$16,000.00	
Travel					\$15,000.00		\$15,000.89	



Schedule B-2026  
Compensation and Expenses

WA State Digital Tax	9.10%						\$6,303.12	
<b>SUBTOTAL</b>		<b>0</b>			<b>\$103,958.00</b>		<b>\$103,958.89</b>	<b>\$103,958.89</b>
<b>2. Destination Management - Account Administration, Project Coordination, and Performance Reporting</b>		<b>Hours</b>	<b>Hours per Month</b>	<b>Hourly Rate</b>	<b>Third Party Service Costs</b>	<b>Monthly Estimated Third Party Service Costs</b>	<b>Total Estimated Cost</b>	<b>Not to Exceed</b>
<b>a. Account Administration and Project Coordination Services</b>	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
25SNO001 - Work Sessions (all types)								
-Accounts and Planning -Projects and Budgets -Reviews and Approvals -Tourism Plan Development - Marketing Portion	Director of Account Services - Mary Angelo; or if delegated:	360	30	\$195			\$70,200.00	
	- Account Supervisor - Katryna Vecella/Ashley Brinkman			\$195			\$0.00	
	- Digital Director - Christian Folk			\$195			\$0.00	
	- Traffic Manager/Account Coordinator - Julie Krooswyk			\$160				
<b>Subtotal</b>		<b>360</b>	<b>30</b>			<b>\$0</b>	<b>\$70,200.00</b>	
<b>b. Marketing Performance Reports</b>	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed

Schedule B-2026  
Compensation and Expenses

Analysis of performance against KPIs Indicators (KPI's) and benchmarks	Digital Director - Christian Folk; or if delegated:	120	10	\$195			\$23,400.00	
	- Account Supervisor - Katryna Vecella/Ashley Brinkman			\$195			\$0.00	
	- Director Client Services - Mary Angelo			\$195			\$0.00	
	- Account Management/Digital Coordination - Rochelle Gibson-Pool		0	\$160			\$0.00	
	- Traffic Manager/Account Coordinator - Julie Krooswyk		0	\$160			\$0.00	
<b>Subtotal</b>		<b>120</b>	<b>10</b>		<b>\$0</b>	<b>\$0</b>	<b>\$23,400.00</b>	
<b>SUBTOTAL</b>		<b>480</b>	<b>40</b>		<b>\$0</b>		<b>\$93,600.00</b>	<b>\$93,600</b>
<b>3. Destination Marketing - Production and Placement</b>		<b>Hours</b>	<b>Hours per Month</b>	<b>Hourly Rate</b>	<b>Third Party Service Costs</b>	<b>Monthly Estimated Third Party Service Costs</b>	<b>Total Estimated Cost</b>	<b>Not to Exceed</b>
<b>a. Creative Asset Acquisition and Production</b>	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
Full-service creative direction, production and execution and management of all campaign and content	Creative Director - Ryan Crotty; or if delegated:	600	50	\$195			\$117,000.00	
	- Senior Art Director - Peter McCullough/Travis Smith			\$195			\$0.00	
	- Account Supervisor - Katryna Vecella/Ashley Brinkman			\$195			\$0.00	
	- Director Client Services - Mary Angelo			\$195			\$0.00	

Schedule B-2026  
Compensation and Expenses

	Digital Director - Christian Folk		0	\$195			\$0.00	
	- Production Manager - Allison Wanichak			\$160			\$0.00	
	- Traffic Manager/Account Coordinator - Julie Krooswyk			\$160			\$0.00	
Digital Photography and Videography (third party service)	Creative Director - Ryan Crotty				\$50,000	\$4,167	\$50,000.00	
Music Studio Time & Licensing (third party service)	Creative Director - Ryan Crotty				\$0	\$0	\$0.00	
Studio Production and Editing (third party service)	Creative Director - Ryan Crotty				\$0	\$0	\$0.00	
Contracted Talent (third party service)	Creative Director - Ryan Crotty				\$10,000	\$833	\$10,000.00	
Copywriting, content and photography to supplement blog and related posts for organic social media and SeattleNorthCountry.com (third party service)	Creative Director - Ryan Crotty				\$10,000	\$833	\$10,000.00	
Social Media Photography and/or videography (third party service)	Creative Director - Ryan Crotty				\$5,000	\$417	\$5,000.00	
Social Media Copywriting (third party service)	Creative Director - Ryan Crotty				\$5,000	\$417	\$5,000.00	
<b>Subtotal</b>		<b>600</b>	<b>50</b>		<b>\$80,000</b>	<b>\$6,667</b>	<b>\$197,000.00</b>	
<b>b. Digital and Traditional Paid Placement</b>		Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
Digital Paid Placements per Digital Plan (third party service costs)	Digital Director - Christian Folk				\$518,930	\$43,244	\$518,930.00	
Out-of-home/airport advertising	Media Director - Lisa Canady				\$100,000	\$8,333	\$100,000.00	
Print advertising	Media Director - Lisa Canady				\$60,000	\$5,000	\$60,000.00	
WA State Digital Tax	9.10%						\$47,222.63	
Media traffic management and account coordination with third party vendor placement rates and costs:	Media Director - Lisa Canady; or if delegated:	50	4	\$195			\$9,750.00	

Schedule B-2026  
Compensation and Expenses

	Digital Director - Christian Folk; or if delegated:	127	11	\$195			\$24,765.00	
	- Account Supervisor - Katryna Vecella/Ashley Brinkman			\$195			\$0.00	
	- Director Client Services - Mary Angelo			\$195			\$0.00	
	- Traffic Manager/Account Coordinator - Julie Krooswyk			\$160			\$0.00	
	- Digital Media Manager - Rochelle Gibson-Poole			\$160			\$0.00	
	- Media Buying - Desi Bresler			\$160			\$0.00	
<b>Subtotal</b>		<b>177</b>	<b>15</b>		<b>\$678,930</b>	<b>\$56,578</b>	<b>\$760,667.63</b>	
<b>c. Group and International Sales</b>		Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
Program management, creative development, website development								
	Director of Client Services - Mary Angelo; or if delegated:	75	6	\$195			\$14,625.00	
	- Account Supervisor - Katryna Vecella/Ashley Brinkman			\$195				
	- Creative Director - Ryan Crotty			\$195				
	- Production Manager - Allison Wanichak			\$160				
	- Traffic Manager - Julie Krooswyk			\$160				
Website work	Account Supervisor - Katryna Vecella/Ashley Brinkman				\$10,000	\$833.33	\$10,000.00	
CWW representation					\$45,000	\$3,750.00	\$45,000.00	
Trade shows	Entry fees							
	Go West - \$3,295 per attendee				\$6,590.00	\$549.17	\$6,590.00	
	IPW - 6.5'x6.5' express booth (ideally SnoCo would share with another exhibitor) is \$6,300 for a non-member				\$6,300.00	\$525.00	\$6,300.00	

Schedule B-2026  
Compensation and Expenses

	Connect PNW in October, one entry fee				\$5,250.00	\$437.50	\$5,250.00	
<b>Subtotal</b>		<b>75</b>	<b>6</b>		<b>\$73,140</b>	<b>\$6,095</b>	<b>\$87,765.00</b>	
<b>SUBTOTAL</b>		<b>777</b>	<b>65</b>		<b>\$832,070.00</b>		<b>\$1,045,432.63</b>	<b>\$1,045,432.63</b>
<b>4. Destination Marketing - Digital Programs and Platforms</b>		<b>Hours</b>	<b>Hours per Month</b>	<b>Hourly Rate</b>	<b>Third Party Service Costs</b>	<b>Monthly Estimated Third Party Service Costs</b>	<b>Total Estimated Cost</b>	<b>Not to Exceed</b>
<b>a. Social Media Program</b>	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed
Account management, review, traffic	Director of Client Services - Mary Angelo; or if delegated:	55	5	\$195			\$10,656.75	
	- Account Supervisor - Katryna Vecella/Ashley Brinkman			\$195			\$0.00	
Assist with content planning, management and implementation of social media and communications on all Seattle NorthCountry owned channels, and platforms and engagement with destination partners to foster participation in promotions. This includes enewsletters.	Digital Director - Christian Folk; or if delegated:	55	5	\$195			\$10,627.50	
	- Content Manager - Derick Hamm			\$195				
Mail Chimp subscription			0		\$1,623.75		\$1,623.75	
WA State Digital Tax	9.10%					\$0.00	\$2,084.63	
<b>Subtotal</b>		<b>109</b>	<b>10</b>		<b>\$1,623.75</b>	<b>\$0.00</b>	<b>\$24,992.63</b>	<b>\$0.00</b>
<b>b. SeattleNorthCountry.com Website Platform</b>	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed

Schedule B-2026  
Compensation and Expenses

Account management, review, traffic	Director of Client Services - Mary Angelo; or if delegated:	50	4	\$195			\$9,750.00	
	- Account Supervisor - Katryna Vecella/Ashley Brinkman		0	\$195			\$0.00	
Management, of third party services, maintenance and optimization of site and microsites and platforms, including and Craft Content Management System (CMS) platforms	Digital Director - Christian Folk; or if delegated:	200	17	\$195			\$39,000.00	
	- Content & Production Manager - Katryna Vecella/Ashley Brinkman			\$195		\$0.00	\$0.00	
	- Creative Director - Ryan Crotty			\$195			\$0.00	
	- Content Manager - Derick Hamm			\$195			\$0.00	
	- Digital Media Manager - Rochelle Gibson-Poole			\$160			\$0.00	
New platform subscription or upgrades to existing platforms					\$12,000.00		\$12,000.00	
Tempest production, programming and development (third party service) including upgrade to Craft 4 platform	Digital Director - Christian Folk				\$35,000.00	\$2,916.67	\$35,000.00	
Website maintenance, hosting (2400+1200)					\$3,600.00	\$300.00	\$3,600.00	
WA State Digital Tax	9.10%						\$9,040.85	
<b>Subtotal</b>		<b>250</b>	<b>21</b>		<b>\$50,600.00</b>	<b>\$3,216.67</b>	<b>\$108,390.85</b>	
<b>SUBTOTAL</b>		<b>359</b>	<b>30</b>		<b>\$52,223.75</b>		<b>\$133,383.48</b>	<b>\$133,383.48</b>
<b>5. Destination Marketing - Public Relations</b>	Responsible Party	Hours	Hours per Month	Hourly Rate	Third Party Service Costs	Monthly Estimated Third Party Service Costs	Total Estimated Cost	Not to Exceed

Schedule B-2026  
Compensation and Expenses

Execution of County-approved DMO Public Relations Strategy, media releases, FAMs, desk-side media visits, and media invitations	Public Relations Director - Justin Yax; or if delegated:	475	40	\$195			\$92,625.00	
	Public Relations Account Manager - Nina Braga/Zack Hall/Ashley Huckaby			\$195			\$0.00	
Influencer/media hard costs					\$25,000.00	\$2,083.33	\$25,000.00	
Media Database					\$6,000.00	\$500.00	\$6,000.00	
<b>SUBTOTAL</b>		<b>475</b>	<b>40</b>		<b>\$31,000.00</b>	<b>\$2,583.33</b>	<b>\$123,625.00</b>	<b>\$123,625.00</b>
<b>TOTAL FOR 2026</b>		<b>2,091</b>	<b>175</b>					<b>\$1,500,000.00</b>