

AMENDMENT NO. 2 TO THE AGREEMENT FOR PROFESSIONAL SERVICES

THIS AMENDMENT NO. 2 TO THE AGREEMENT FOR PROFESSIONAL SERVICES (“Amendment No. 2”) is entered into as of this 5th day of May 2021, by and between Snohomish County, a political subdivision of the State of Washington (the “County”), and HUB Collective, an S-Corp Business (the “Contractor”).

RECITALS

- A. WHEREAS, HUB Collective was selected through an RFP process to provide consultant services in support of vision and branding for the Snohomish County Department of Parks, Recreation & Tourism (the “Project”) and an agreement for the Project was executed on January 22nd, 2020 (the “Agreement”); and
- B. Whereas, a new County Department was formed consisting of the previous Department of Parks, Recreation & Tourism, the Office of Sustainability, the Surface Water Management Division and Agriculture Coordinator; and
- C. Whereas, it was requested that the process utilized for the Project be expanded to develop a mission and vision and branding for the new Department of Conservation and Natural Resources (“DCNR”); and
- D. Whereas, the County and HUB previously completed Amendment No. 1 for mission and vision tasks but waited to negotiate services for branding materials until the preceding process had been completed, to inform the level of effort needed for associated branding needs; and
- E. Whereas, DCNR branding scope and fees have been negotiated for a value not to exceed Twenty Thousand Dollars (\$20,000.00); and
- F. Whereas, the benefits of the Project have been recognized and it was determined that the DCNR Arts Commission would also benefit from working through similar exercises with HUB; and
- G. Whereas, an Arts Commission visioning scope and fees have been negotiated for a value not to exceed Nine Thousand Two Hundred Dollars (\$9,200.00) and these items have been incorporated with DCNR branding scope and fees into Amendment 2 to the Agreement.

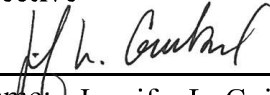
AGREEMENT

NOW, THEREFORE, the County and HUB Collective agree that the Agreement shall be amended as follows:

1. Schedule A, Scope of Work, and Schedule B, Consultant Fee (Including Direct Expenses/Reimbursables) shall be amended as attached to this Amendment No. 2 and by this reference incorporated herein.
2. The contract completion date shall be extended to May 31, 2021.
3. Except as expressly amended in this Amendment No.2, the terms and conditions of the Agreement remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment No. 2 to be duly executed as of the date set forth above.


HUB Collective

By: 
 Printed Name: Jennifer L. Guibord
 Director of Creative Development
 Date: April 8, 2021

SNOHOMISH COUNTY

By: Lacey Harper Digitally signed by Lacey Harper
 Dave Somers Date: 2021.05.05 14:02:23 -07'00'
 Snohomish County Executive
 Date: _____

RECOMMENDED FOR APPROVAL

By: 
 Director, Department of Parks & Recreation
 Date: 4/7/21

APPROVED AS TO FORM ONLY:

By: /s/ Sean Reay DPA
 Deputy Prosecuting Attorney
 Date: 4/6/21 _____

COUNCIL USE ONLY	
Approved	<u>5/5/2021</u>
ECAF #	<u>2021-0164</u>
MOT/ORD	<u>Motion 21-162</u>

SCHEDULE A – SCOPE OF WORK – DCNR BRANDING AND MESSAGING

CLIENT: Snohomish County
PROJECT NAME: Branding and Messaging for Snohomish County
Department of Conservation and Natural Resources
CLIENT CONTACT: Sharon Swan

SCOPE OF SERVICES

Work with the newly formed Snohomish County Department of Conservation and Natural Resources to develop brand messaging and align visuals to be representative of the Department and its divisions.

OVERVIEW

HUB will partner with the Snohomish County Department of Conservation and Natural Resources (DCNR) to create new brand messaging and align the branding and associated media assets for the communications team. HUB will reference work completed for the former Department of Parks, Recreation, and Tourism and incorporate the outcomes of that project into the work for the new DCNR visuals.

HUB will build messaging and modify visuals based on the findings of the visioning process. As the vision comes together, HUB will review past branding efforts (Parks and SWM) and develop a comprehensive brand to represent DCNR.

PROJECT PHASES

Part I – Brand Messaging Development

Target Audience

Identify target audiences for groups pertinent to Parks, Agriculture, Surface Water Management, and Sustainability, as well as the DCNR as a whole.

Messaging

Provide taglines for the new department. Develop attract-engage-connect statements that are inclusive of the new department's divisions. Develop additional messaging that is division-specific.

DELIVERABLES: Target audience synopsis, refined messaging strategy. Each deliverable will be presented with a round of revisions to reflect feedback and refinement.

ASSUMPTIONS: Client to review and provide consolidated feedback and suitable direction to finalize guidelines in subsequent round and associated deliverables.

Part II – Visual Brand Refinement

Based on the new vision, mission, and messaging, HUB and DCNR stakeholders will review the recently developed new visual brand to determine if it sufficiently represents the new DCNR, or if changes to the logo are necessary.

If changes need to occur, HUB and DCNR will discuss exactly what is missing in the current representation and brainstorm possible updates and alterations that better align with the new department. HUB will then provide a revised version of the logo for review. An additional round will respond to feedback and present the new logo. Additional brand elements and collateral will be updated as appropriate.

DELIVERABLES: Brand elements, and final logo designs.

ASSUMPTIONS: Client to provide consolidated feedback.

Part III – Delivery

Brand Guidelines & Media Assets

HUB will develop comprehensive brand guidelines to encapsulate the work done for DCNR.

- Brand Guidelines will be delivered as a .pdf document to easily share with stakeholders and include mission, vision, messaging, and breakdown of the visual brand and how to apply it.
- Art files will be packaged and organized as outlined in the brand guidelines. These will include Adobe Creative Suite files (Illustrator, InDesign) as well as production-ready .eps, .jpg, and/or .png files.

DELIVERABLES: brand guidelines and design files (including brand images and collateral templates)

ASSUMPTIONS: Client to provide consolidated feedback on initial and revised brand guidelines for incorporation into final brand book.

PRESENTING THE VISION & BRAND

HUB will prepare a presentation that presents the work done on both the visioning and the brand. Our team will present to staff and include an opportunity for staff feedback on the presentation. Following the staff presentation, a second presentation will be given to the Transition Team, including a summary of feedback received during the staff presentation. The initial presentation will be delivered so that DCNR can use it to present the work to other groups/stakeholders/partners. In tandem with the presentation format, we will prepare a written summary report of the overall findings.

DELIVERABLES: Presentation files and one (video conference) presentation for staff, along with a summary of any comments collected from staff. Video presentations will be recorded to be shared as webinar – link to webinar can be shared as part of posting on project outcomes.

ASSUMPTIONS: Client to provide consolidated feedback on presentation and co-present to stakeholder groups with HUB.


TEAM: HUB Director of Creative Development, Strategic Project Manager

As part of the kick-off meeting, the project manager will work with the client to finalize deliverables and dates. As the project progresses and evolves, HUB reserves the right to modify this schedule and the delivery date of certain aspects of the scope as appropriate.

PART I – Messaging	PART II - Visuals	PART III - Delivery	TIMELINE
Audience development	Visual assessment – what adjustments need to be made?		1-2 weeks
Initial tagline and attract-engage-connect model development	Brand updates/options		1-2 weeks
Refined taglines and messaging	Refined brand update; initial collateral changes		1-2 weeks
		Revised collateral, brand guidelines Revised presentation	2 weeks
		Presentation to DCNR staff Presentation to Stakeholders Presentation 3 (these presentations may occur at the beginning of this timeline to present work done on the mission and vision only, if desired)	1-2 weeks
Total Time Estimated to Completion (phases can run concurrently)			6-10 weeks

SCHEDULE A SCOPE OF WORK – ARTS COMMISSION VISIONING

CLIENT: Snohomish County
PROJECT NAME: Vision, Mission, Values, and Goals for Snohomish County Arts Commission
CLIENT CONTACT: Jeremy Husby



SCOPE OF SERVICES

Work with the Snohomish County Arts Commission to create a compelling, clear, and action-oriented mission, vision, values, and goals to guide how the commission fulfills its duties and uses its time and resources.

OVERVIEW

HUB will partner with the Snohomish County Arts Commission to create a new vision, mission, values, and goals for the Commission. Through a series of collaborative working sessions and engagement methods, HUB will guide the Commission through a definition process that results in pride, excitement, and clarity about what the Commission does, why it matters, and if/how it fits into the Department of Conservation and Natural Resources.

PROCESS

Stakeholder Definition & Kickoff

In an initial working session, HUB and County staff will put together a list of 2-4 arts commission members willing and able to help guide the process at each step. This will also include preparing for an initial all-member workshop to gauge the opinions, desires, and needs of all commission members.

All-Member Workshop

HUB will lead a virtual all-member workshop to gain initial insights from the commission about its past successes, challenges, and vision for the future. Exercises will be designed to be hands-on and engaging to encourage participation and the gathering of useful information.

Core Group Working Sessions

01. HUB will then work with our core team to review our findings and how they do or do not align with duties and powers of the arts commission as defined in County code. HUB will synthesize the results of an initial work session into preliminary goals and values.

02. HUB will present preliminary goals and values to discuss. We'll focus the conversation on how these goals and values do or don't align with the goals and values of the DCNR as a whole.

03. HUB will then present an initial series of mission and vision options to the core team to discuss and evaluate.

All-Member Review

Once the core team has aligned on a series of goals, values, mission, and vision that makes them excited, HUB will recap the work done to-date and share the proposed mission and vision with the entire commission.

HUB will work with the core group to solidify messaging on the role of the commission within the Department of Conservation and National Resources.

DELIVERABLES:

Findings Report including input from all commission members

Final document summarizing the Art's Commission's purpose, including goals, values, mission, vision and alignment within the DCNR

ASSUMPTIONS: Workshops will be held virtually.

TEAM: HUB Director of Creative Development, Strategic Project Manager

SCHEDULE

As part of the kick-off meeting, the project manager will work with the client to finalize deliverables and dates. As the project progresses and evolves, HUB reserves the right to modify this schedule and the delivery date of certain aspects of the scope as appropriate.

Kickoff	Define core group, plan for all-member workshop	Mid March
All-member workshop	Activities and exercises over a 90-minute virtual workshop	Late March/early April
Core Group Meeting 1	Findings report from previous workshop & core group working session	2 weeks after previous workshop
Core Group Meeting 2	Draft goals and values working session	1-2 weeks after previous work session
Core Group Meeting 3	Revised mission and vision, working session on goals and values	1-2 weeks after previous work session
All-member review	Review proposed goals, values, mission, vision	1-2 weeks after vision work session
Final deliverables	Final document including values, goals, mission, vision	1-2 weeks after vision work session
Estimated Timeline: about 6-8 weeks		

SCHEDULE B CONSULTANT FEE – DCNR BRANDING AND MESSAGING
FEE

Phase 1 Brand Messaging	\$10,000
Phase 2: Visual Brand Revisions	\$3,000
Phase 3: Guidelines & Media Assets Revisions	\$1,000
Phase 3: Presentation	\$0**
Total:	\$14,000*

*If additional work is required to satisfactorily complete the scope of work, or if the scope shifts based on the needs of the client, additional work will be billed at the hourly rate of \$135 per hour, with a total additional amount billed not to exceed \$6,000.

** Presentation fee included in original scope.

SCHEDULE B CONSULTANT FEE – ARTS COMMISSION VISIONING

FEE

Total:	\$9,200
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