

**FIRST AMENDMENT
TO PROFESSIONAL SERVICES AGREEMENT NUMBER F002334
WITH BELINDA M. FERNANDEZ, DBA STUDIO B**

This First Amendment to Agreement number F002334 dated June 30, 2021 ("Agreement") is made as of this _____ day of _____, 2022, by and between the City of Santa Rosa, a municipal corporation ("City"), and Belinda M. Fernandez, DBA Studio B ("Consultant").

RECITALS

- A. City and Consultant entered into the Agreement for Consultant to provide multi-platform brand management services for the Economic Development Division.
- B. City and Consultant now desire to amend the Agreement for the purpose of increasing Compensation.

AMENDMENT

NOW, THEREFORE, the parties agree to amend the Agreement as follows:

1. Section 1. Scope of Services

Exhibit A to the Agreement is supplemented by Exhibit A-1 to this Amendment.

2. Section 2. Compensation

Section 2(c) is amended to increase the compensation payable to Consultant under the Agreement by \$65,000 to read as follows:

"Notwithstanding any other provision in this Agreement to the contrary, the total maximum compensation to be paid for the satisfactory accomplishment and completion of all tasks set forth above shall in no event exceed the sum one-hundred fifty-two thousand dollars and no cents (\$152,000.00). The City's Chief Financial Officer is authorized to pay all proper claims from Charge Numbers: JL Keys 42118 and 09704 and GL Key 080501.

3. Section 12. Time of Performance

The last sentence of Section 12 is amended to read as follows:

"Consultant shall complete all the required services and tasks and complete and tender all deliverables to the reasonable satisfaction of City, not later than June 30, 2023."

All other terms of the Agreement shall remain in full force and effect.

Executed as of the day and year first above stated.

CONSULTANT:

Name of Firm: Belinda M. Fernandez, dba
Studio B

TYPE OF BUSINESS ENTITY (*check one*):

- Individual/Sole Proprietor
- Partnership
- Corporation
- Limited Liability Company
- Other (please specify: _____)

Signatures of Authorized Persons:

By: _____

Print Name: _____

Title: _____

City of Santa Rosa Business Tax Cert. No.

06524800

Attachment: Exhibit A-1 - Scope of Services

CITY OF SANTA ROSA
a Municipal Corporation

By: _____

Print Name: _____

Title: _____

APPROVED AS TO FORM:

Office of the City Attorney

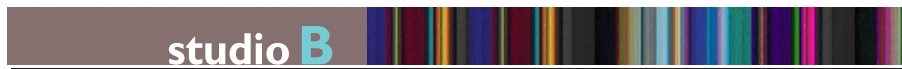
ATTEST:

City Clerk

EXHIBIT A-1 SCOPE OF SERVICES & COMPENSATION

Belinda M. Fernandez, dba Studio B will provide multi-platform brand management services for the City of Santa Rosa Economic Development Division. City shall pay Consultant up to one-hundred fifty-two thousand dollars and no cents (\$152,000.00). Payments to Consultant will be made at the rate of \$150.00 per hour within thirty (30) days after receipt of Consultant's invoices.

The payments prescribed herein shall constitute all compensation to Consultant for all costs of services, including, but not limited to, direct costs of labor of employees engaged by Consultant, travel expenses, telephone charges, copying and reproduction, computer time, and any and all other costs, expenses and charges of Consultant, its agents and employees. In no event shall City be obligated to pay late fees or interest, whether or not such requirements are contained in Consultant's invoice.



www.studioB-creative.com b@studiob-creative.com 415-279-3013

Out There SR

Studio B understands that Out There SR is ramping up to create more public awareness and clarify how it aligns with the full public art programs. Studio B looks forward to partnering with you to revise the brands and outreach. The emphasis will include greater accessibility and embrace Santa Rosa as a thriving urban center of activity, curiosity and inclusion. To do this, we will frame "public art" in a more expansive way, inclusive of literature, performance, and experimental works in addition to visual arts. All branding will underscore a non-government vibe and all messages will be "non-jargon".

Phase 1 Transfer of assets to Santa Rosa based design firm Studio B

BY FEBRUARY 2022 Website Updates / Initial Brand and Messaging Revisions

Studio B will partner with your staff to both streamline your web maintenance — and give your brand a re-fresh to create a new buzz leading into the full public awareness marketing campaign. **2 audiences with different needs: The Public** needs "public art" demystified... and have them feel excited about how art can actually entertain them and touch their lives. **Artists** need to feel supported, honored and have the engagement process streamlined and easy for them to access and promote.

Phase 2 Out There SR / Public Art Program Campaign

THROUGH JUNE 2023 Brand refresh/graphics/website/social media

All work will be done on a client-priority basis.

Based on Phase 1 - Studio B will partner with your staff to align hours with priorities. All budget allocations are estimates only. The work will include (but not be limited to): Website/Calendar, Public and Artist Portals and Outreach Design, Social media.

Ongoing/As Needed Assignments

All work will be done on a client-priority basis.

Other assignments as needed to include (but not be limited to): brand development/management, creative and graphic design services.

Studio B bills all agency work at \$150 per hour

TOTAL NOT TO EXCEED: \$152,000