

**FIRST AMENDMENT TO AGREEMENT FOR BRANDING AND ADVERTISING  
SERVICES WITH COLLE MCVOY**

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This First Amendment to Agreement for Branding and Advertising Services with Colle McVoy (hereinafter "First Amendment to Agreement") is made and entered into to be effective as of this \_\_\_\_ day of June, 2018, by and between the Jackson Hole Travel and Tourism Joint Power Board, located at P.O. Box 1727, Jackson, Wyoming 83001, (hereinafter referred to as "JHTTB"), and Colle McVoy, LLC a Minnesota Limited Liability Company, located at 400 First Ave. North Suite 700, Minneapolis, Minnesota 55401, (hereinafter referred to as "Colle McVoy").

WHEREAS, the Parties entered into the original Agreement for Branding and Advertising Services with Colle McVoy (the "Agreement") on June 15, 2017, for Colle McVoy to provide branding/advertising services to the Client to assist in the promotion of travel and tourism in Teton County, Wyoming; and

WHEREAS, the parties intend to amend the expand the scope of work of Colle McVoy's pursuant to the terms of the Agreement, Article V.B. to include paid digital media, website migration and maintenance and SEM efforts related to branding and advertising for the TTB; and

WHEREAS, the parties desire to amend Articles II. And IV. of the Agreement to reflect the expanded scope of work for additional services and compensation as set forth in this First Amendment to Agreement.

NOW, THEREFORE, the Parties hereby mutually agree as follows:

1. Article II. is hereby amended and updated pursuant to the details of the attached Scope of Work, Exhibit A, which is hereby incorporated herein by this reference.
2. Article IV. is hereby amended and updated pursuant to the details of the attached Scope of Work, Exhibit A, which is hereby incorporated herein by this reference. Colle McVoy's compensation for services to provide paid digital media, website migration and maintenance and search engine marketing ("SEM") efforts as related to branding and advertising total an amount not to exceed One Hundred Sixteen Thousand and Four Hundred Dollars (\$116,400.00) for providing digital services as related to branding and advertising. The total overall fee for services includes the aforementioned amount for a total amount not to exceed Three Hundred Seventy-Six Thousand and Four Hundred Dollars (\$376,400.00).
3. All other terms and conditions of the Agreement, dated June 15, 2017, which are not in conflict with the terms and conditions of this First Amendment to Agreement, shall remain in full force and effect.

**APPROVAL AND EXECUTION**

IN WITNESS WHEREOF the undersigned have executed this First Amendment to Agreement for Branding and Advertising Services with Colle McVoy to be effective on this \_\_\_\_ day of June, 2018.

**JACKSON HOLE TRAVEL AND TOURISM JOINT BOARD:**

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Keely Herron, Chair

Attest:

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Brian Modena, Secretary

**COLLE MCVOY:**

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Christine Fruechte, CEO