

**AMENDMENT #2 TO PROFESSIONAL SERVICES AGREEMENT  
COUNTY OF MONTEREY & MONTEREY COUNTY FILM COMMISSION (MCFC)**

**THIS AMENDMENT** is made to the AGREEMENT for Development Set-Aside services by and between **Monterey County Film Commission (MCFC)**, hereinafter “CONTRACTOR”, and the County of Monterey, a political subdivision of the State of California, hereinafter referred to as “County”.

**WHEREAS**, the County and CONTRACTOR wish to amend the AGREEMENT to add additional services and to increase the total amount of the AGREEMENT due to the addition of services.

**NOW THEREFORE**, the County and CONTRACTOR hereby agree to amend the AGREEMENT in the following manner:

1. Section 2., “PAYMENTS BY THE COUNTY” shall be amended by removing, “*The total amount payable by County to CONTRACTOR under this Agreement shall not exceed the sum of \$483,775.00.*” and replacing it with “*The total amount payable by County to CONTRACTOR under this AGREEMENT shall not exceed \$752,617.00.*”
2. EXHIBIT A – Paragraph 2 shall be amended by removing, “*MCFC FY2022-23 Exhibit B1*” and replacing it with “*ACMC FY2023-24 Exhibit B2*”.
3. EXHIBIT B – Shall be amended by adding Exhibit B2 to the agreement as, MCFC FY 2023-24 Exhibit B2”, attached hereto.
4. Except as provided herein, all remaining terms, conditions and provisions of the AGREEMENT are unchanged and unaffected by this AMENDMENT and shall continue in full force and effect as set forth in the AGREEMENT.
5. A copy of the AMENDMENT shall be attached to the original AGREEMENT executed by the County on July 1, 2021.

*This space left blank intentionally*

**IN WITNESS WHEREOF**, the parties have executed this AMENDMENT on the day and year written below.

MONTEREY COUNTY

CONTRACTOR

\_\_\_\_\_  
Contracts/Purchasing Officer

By: DocuSigned by:  
*Paula Joy MacNab*  
\_\_\_\_\_  
Signature of Chair, President, or  
Vice-President

Dated: \_\_\_\_\_

\_\_\_\_\_  
Paula Joy MacNab, President  
Printed Name and Title

*Approved as to Fiscal Provisions:*

\_\_\_\_\_  
Dated: 8/2/2023 | 9:19 AM PDT

\_\_\_\_\_  
Deputy Auditor/Controller

By: DocuSigned by:  
*Camille Stanfield*  
\_\_\_\_\_  
(Signature of Secretary, Asst. Secretary, CFO,  
Treasurer or Asst. Treasurer)\*

Dated: \_\_\_\_\_

\_\_\_\_\_  
Camille Stanfield, Treasurer  
Printed Name and Title

*Approved as to Liability Provisions:*

\_\_\_\_\_  
Risk Management

\_\_\_\_\_  
Dated: 8/2/2023 | 3:47 PM PDT

Dated: \_\_\_\_\_

*Approved as to Form:*

\_\_\_\_\_  
Deputy County Counsel

Dated: \_\_\_\_\_

\*INSTRUCTIONS: If CONTRACTOR is a corporation, including limited liability and non-profit corporations, the full legal name of the corporation shall be set forth above together with the signatures of two specified officers. If CONTRACTOR is a partnership, the name of the partnership shall be set forth above together with the signature of a partner who has authority to execute this Agreement on behalf of the partnership. If CONTRACTOR is contracting in an individual capacity, the individual shall set forth the name of the business, if any, and shall personally sign the Agreement.



**Work Plan and Budget Utilizing County Funds  
July 1, 2023 - June 30, 2024  
(Revised 6/23/23 - Board Approval 6/30/23)**

**Goal 1 – Increase Film Industry Outreach and Local Facilitation Efforts**

**\$134,842**

*Influence quantity of film inquiries through timely 24/7 ‘Best Practices’ responsiveness by MCFC staff. Increase the number of film productions that select Monterey County as their location destination and expand their total spend.*

**Measures:**

- 1a. Attract and facilitate the number of inquiries and contacts as summarized in the Film Commission records, as compared to the previous year and increase by 5% from 307 to 322.
- 1b. Track the number of media productions occurring in Monterey County as measured by Film Commission records and jurisdictional issued permits, as compared to previous year and increase by 10% from 104 to 114.
- 1c. Estimate the total spend from film production, as compared with a 3-year average, and increase by 5% from \$3.64M to \$3.81M.

**Goal 2 – Expand Industry Marketing and Promotion Opportunities**

**\$113,000**

*Marketing and staff communication about Monterey County to film production industry.*

**Measures:**

- 2a. Increase promotional placements in trade industry and other media, as compared to the previous year and increase by 5% from 36 to 38.
- 2b. Expand reach from film trade advertising, as compared to the previous year and increase by 5% from 2,245,988 to 2,358,287.
- 2c. Track website (unique visitors) for propelling marketing message, as compared to previous year and increase by 10% from 13,404 to 14,500.

**Goal 3 – Expand Countywide Collaborations**

**\$21,000**

*Countywide branding of MCFC, partnering with DSA members, economic pillars, and educational institutions to raise awareness and impact.*

**Measures:**

- 3a. Expand the number of collaborative community partnerships with local organizations, as compared to the previous year and increase by 5% from 49 to 51.

**Total      \$268,842**  
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