



Interoffice Memorandum

February 23, 2023

TO: Mayor Jerry L. Demings  
-AND-  
County Commissioners

FROM: Roseann Harrington, Mayor's Chief of Staff on behalf of *REA*  
the Office of Economic, Trade & Tourism Development

SUBJECT: **March 21, 2023 – Consent Agenda Item**  
Orlando Economic Partnership, Inc. – Branding & Marketing  
Amendment to the FY 2021-22 Grant Agreement Extension

On August 9, 2022, the Board approved funding a grant agreement for the period of October 1, 2021, through September 30, 2022 with the Orlando Economic Partnership, Inc. in the amount of \$500,000 to administer a promotional marketing campaign featuring the regional business brand for Orlando and Orange County, Florida, as a business destination.

The term of the Agreement was for one year commencing on October 1, 2021. The term may be extended for up to five one-year renewal terms subject to funding being appropriated by Agency.

The Parties desire to extend the term of the Agreement for one year, retroactively commencing on October 1, 2022.

To expedite the disbursement of funds, it is required that the Board approve and execute the grant agreement.

The amendment to the agreement has been reviewed by the County Attorney's Office.

**ACTION REQUESTED:** Approval and execution of Orange County, Florida and Orlando Economic Partnership, Inc. Amendment to Agreement for Branding and Marketing to extend the term to September 30, 2023 and authorizing the disbursement of \$500,000 as provided in the FY 2022-23 adopted budget.

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**ORANGE COUNTY, FLORIDA**  
**and**  
**ORLANDO ECONOMIC PARTNERSHIP, INC.**  
**AMENDMENT TO AGREEMENT**  
**for**  
**BRANDING AND MARKETING**

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THIS AMENDMENT TO AGREEMENT ("Amendment") is entered into as of the date of execution of the second of the two parties hereto, by and between Orange County, Florida, a charter county and political subdivision of the State of Florida ("Agency"), and the Orlando Economic Partnership, Inc., a Florida not-for-profit corporation ("Partnership") (hereinafter collectively referred to as the "Parties").

**RECITALS**

1. The Parties executed an Agreement for Branding and Marketing on August 9, 2022 for the purpose of authorizing the Partnership to administer a promotional marketing campaign featuring the regional business brand for Orlando and Orange County, Florida, as a business destination.

2. The term of the Agreement was for one year commencing on October 1, 2021, which term may be extended for up to five (5) one-year renewal terms subject to funding being appropriated by Agency.

3. The Parties desires to extend the term of the Agreement for one year, retroactively commencing on October 1, 2022.

NOW, THEREFORE, in consideration of the foregoing, the parties agree as follows:

**Section 1.**     **Extension of Term.** The term of the Agreement is hereby extended for a period of one (1) year, retroactively commencing on October 1, 2022, and terminating on September 30, 2023.

**Section 2.**     **Payments.** Article II, Section 1. of the Agreement is hereby replaced in its entirety by the following:

## **ARTICLE II**

### **PAYMENTS**

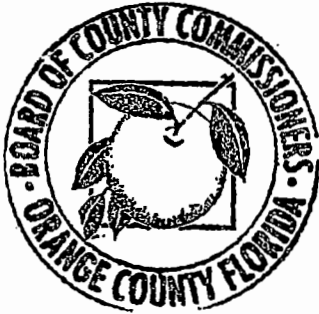
1.     So long as the Partnership is in compliance with all material terms of the Agreement, as may be amended, and the Business Plan and Budget, attached to the Agreement as Exhibit "A," the Agency shall pay to the Partnership a total sum not to exceed Five Hundred Thousand and No/100 Dollars (\$500,000.00) during the Agency's 2022-2023 fiscal year.

a.     One half of the payment shall be paid by the Agency to Partnership upon execution of this Amendment by both Parties.

b.     The remaining one half of the payment will be paid by the Agency to the Partnership following the Agency's receipt of an invoice accompanied by written evidence from the Partnership that the Partnership has successfully completed its fundraising efforts, which are more thoroughly described in Exhibit "A", but which shall, at a minimum, include commitments for an additional \$500,000.00 in funding from sources other than Orange County.

**Section 3.**     **Other Terms and Conditions of Agreement.** All other terms and conditions of the Agreement not expressly modified herein shall remain in full force and effect.

IN WITNESS WHEREOF, the Parties have executed this Amendment on the dates indicated below.



ORANGE COUNTY, FLORIDA  
By: Board of County Commissioners

BY: *Jerry L. Demings*  
for Jerry L. Demings,  
Orange County Mayor

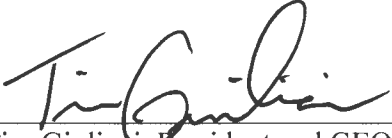
DATE: 3/21/23

ATTEST: Phil Diamond, CPA, Orange County Comptroller  
As Clerk of the Board of County Commissioners

By: *Jennifer Horn-Kline*  
Deputy Clerk  
Clerk/Deputy Clerk of the Board

Date: 3/21/23

ORLANDO ECONOMIC PARTERSHIP, INC.

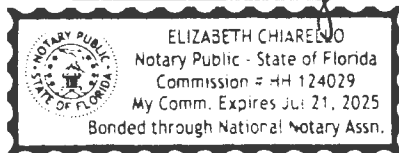
  
\_\_\_\_\_  
Tim Giuliani, President and CEO

DATE: 2/23/23

STATE OF FLORIDA  
COUNTY OF ORANGE

The foregoing instrument was acknowledged before me this 23 day of February 2023, by Tim Giuliani, President and CEO, Orlando Economic Partnership, Inc. He is personally known to me or has produced \_\_\_\_\_ (type of identification) as identification and did/did not (circle one) take an oath.

WITNESS my hand and official seal in the County and State last aforesaid this 23 day of February 2023.



Notary Public, State of Florida

Printed Name: \_\_\_\_\_

Commission No.: \_\_\_\_\_

My Commission Expires: \_\_\_\_\_

(NOTARY SEAL)

