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## APPENDIX

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This Appendix compliments the letter of agreement between Franco (Franco), a Michigan-based corporation, and Franco (Client) dated July 16, 2018.

This retainer begins upon signing the new LOA agreement and is ongoing until terminated by either party upon providing 60 days advanced written notice to the other party.

The terms and duration of this scope of services may be modified from time to time with mutual written consent.

### Scope of Services

Franco will support Client with the following Scope of Services through an ongoing monthly retainer:

- **Strategic message development** including crafting messages to enhance and create awareness of the DDA's goals, efforts and objectives.
- **Digital media integration** including launching and managing monthly or quarterly e-newsletter and advisement of updating website copy.
- **Media relations** including media outreach and content development for special business stories.
- **Social media support** including continued content development for and maintenance of the Downtown Milford Facebook and Instagram accounts and quarterly photography sessions.
- **DDA engagement support** with Downtown Milford businesses including hosting quarterly lunch and learns and enhanced MeetMeInMilford.com business profiles.

The above described scope of services is limited to the following agreed upon budget. In situations where forecasted tasks exceed the monthly budget, Franco may ask for additional budget or work with Client to strategically prioritize workload/tasks within the agreed upon budget and scope.

### Professional Service Fees

- Ongoing monthly retainer of \$4,000 monthly fee, billed effective signing new LOA

Sincerely,  
Tina Kozak  
President

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Franco  
Tina Kozak, President

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Milford Downtown Development Authority  
Ann Barnette, Executive Director

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July 16, 2018

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Date