



ADDENDUM

Let this addendum modify the terms of our underlying Letter of Agreement between Franco (Franco), a Michigan-based corporation, and Milford Downtown Development Authority (Client) dated October 16, 2018.

Effective immediately, the following updates have been made. All other terms and conditions remain the same.

Scope of Services

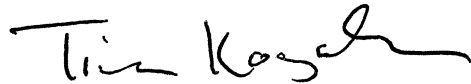
Franco will support Client with the following Scope of Services which begins July 1, 2022 and is ongoing until terminated by either party upon providing 60 days advanced written notice to the other party. This Scope of Services supersedes all previous Scope of Services:

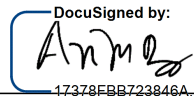
- **Strategic Message Development**
 - Create key messages related to community events and DDA projects for use on social media and email marketing to increase awareness surrounding the DDA's efforts and objectives.
- **Media Relations**
 - As needed, such as selective media outreach for special business stories and general downtown events or news.
- **Social Media Support**
 - Develop content for and maintaining the Downtown Milford Facebook and Instagram accounts.
- **Email Marketing**
 - Develop content and distribute monthly email newsletters.
 - Work with business owners to capture their news to share in email newsletters.
 - Create and implement nurturing strategies to increase email subscribers.
- **Quarterly Photography and Annual Videography**
 - Up to two (2) Franco team members. visit downtown Milford to capture photography for use on social media and in email communications on a quarterly basis. Includes up to fifty (50) images.
 - Conduct full-day video shoot (to be shot during one of the quarterly sessions) which may include b-roll and/or merchant interviews.

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

- Minimum Monthly Service Fee: \$5,000
- Monthly fee invoiced on the last day of each month for the next month's services (i.e. December 31 for January services)



DocuSigned by:

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Franco
Tina Kozak, CEO

5/25/2022

DATE

Milford Downtown Development Authority
Ann Barnette, Executive Director

5/25/2022

DATE