



FIRST AMENDMENT TO EXHIBIT A-1 STATEMENT OF WORK NO. 1

This document amends Exhibit A-1 Statement of Work No. 1 ("SOW") of the Master Services Agreement Jackson County Tourism Development Authority effective July 1, 2022 between Jackson County Tourism Development Authority and BGRM, a division of Buffalo Groupe, LLC.

WHEREAS, the parties have mutually agreed it is in their mutual best interest to expand this contractual relationship and desire to amend the SOW for payment style as following:

1. **Services:** BGRM shall, commencing on December 1, 2022 and expiring on February 28, 2023 put forth best efforts to perform, without limitation, in the agreement Territory and behalf of the Client, the following Services:

Organic Social/Paid Social Management

- One post per day and comment monitoring, running ad campaigns, and boosting.
- Ad spend budget \$10,000.00/month billed directly to Client from social media platform
- Four platforms: Twitter, Facebook, Instagram, Pinterest

2. **Payment for Services:** Client agrees to pay BGRM the total amount of twenty-one thousand dollars (\$21,000.00) in the form of a monthly social media retainer (hereinafter "Monthly Retainer") of seven thousand dollars (\$7,000.00) due December 1, 2022 and for each thirty (30) day period through the end of the term. The Monthly Retainer shall be due and payable in advance on the first (1st) of each calendar month during the Term (December 1, January 1, February 1). The Monthly Retainer is based upon an estimate of 46 hours per month from certain BGRM employees based on the hourly billing rates described in Exhibit B. In the event that BGRM incurs additional time charges that exceed the project allotment in completing the Services, BGRM will bill the Additional Fees in the month following the month in which they were incurred; provided, however, any Additional Fees shall require a written change order from Client in advance. Additional Fees shall be paid within thirty (30) days of Client's receipt of each undisputed invoice issued by BGRM.

The SOW accurately sets forth the understanding between Client and BGRM as acknowledged by the signatures below, and shall be binding on Client and BGRM as of the Effective Date shown below.

Except as specifically modified and amended herein, all of the terms, provisions, requirements and specifications contained in the Master Services Agreement remain in full force and effect.

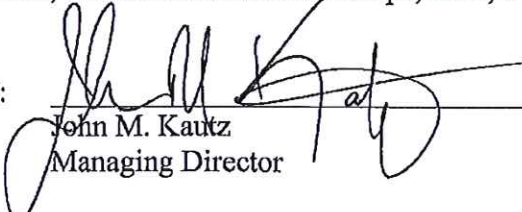
[SIGNATURES AND PRE-AUDIT ON FOLLOWING PAGE]

CLIENT: JACKSON COUNTY TOURISM DEVELOPMENT AUTHORITY:

BY: _____
Robert Jumper
Chair

DATE: _____

BGRM, a division of Buffalo Groupe, LLC, a Virginia limited liability company:

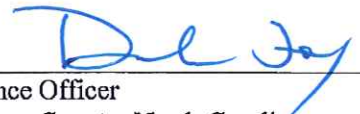
BY:  _____
John M. Kautz
Managing Director

DATE: 11/10/22

Effective Date: December 1, 2022

This instrument has been pre-audited in the Manner required by the Local Government Budget and Fiscal Control Act.

This the 16th day of November 2022

 _____
Finance Officer
Jackson County, North Carolina