

**FIRST AMENDMENT TO CONTRACT FOR ADVERTISING, MARKETING  
AND PUBLIC RELATIONS WITH PROOF ADVERTISING, L.L.C.**

THIS INSTRUMENT is made and entered into by and between the City of San Antonio (“CITY”) and Proof Advertising, L.L.C. (“CONTRACTOR”).

A. Under authority granted by Ordinance No. 2011-09-01-0704, passed and approved on September 1, 2011, CITY and CONTRACTOR entered into a three-year Contract for Advertising, Marketing and Public Relations, with one two-year renewal, for the purpose of providing advertising services for the Convention and Visitors Bureau and, if needed, other City departments (“Agreement”); and

B. The initial term of the Agreement ended September 30, 2014 and the Parties entered into a Renewal Agreement extending the term through September 30, 2016; and

C. The Parties desire to amend the Agreement to extend the term for an additional year and provide for assignment of the Agreement to a new Convention and Visitors Bureau entity, should one be created.

**City and Consultant agree to amend specific provisions of the Agreement as set out in this First Amendment.**

1. **Section 7.1 shall be amended to extend the term and the Agreement shall now have a termination date of September 30, 2017.**
2. **Section 17.2 shall be added to the Agreement as follows:**

“In the event a new 501(c)(6) Convention and Visitors Bureau entity is formed and that entity contracts with CITY to provide the services covered by the Agreement, the Agreement may be assigned to such entity by written agreement. No further approval by City Council shall be necessary.”

Except as otherwise expressly modified in this First Amendment, all terms and provisions of the Agreement are ratified and confirmed and shall remain in full force and effect, enforceable in accordance with their terms.

EXECUTED AND SIGNED this \_\_\_ day of June, 2016.

**CITY OF SAN ANTONIO**

**PROOF ADVERTISING, L.L.C.**

\_\_\_\_\_  
Sheryl Sculley  
City Manager

  
\_\_\_\_\_  
Bryan Christian  
President

**ATTEST:**

\_\_\_\_\_  
Leticia M. Vacek  
City Clerk

**APPROVED:**

\_\_\_\_\_  
City Attorney