

Amendment 4 to SWIFT Contract No. 179557
AMENDMENT COVER SHEET
STANDARD AMENDMENTS
(Minn. Stat. §§ 16C.05, subd. 2(c), 16C.08, subd. 2 and 3)

Instructions:

1. Complete this form for contract amendments that extend the end date of a contract, add/reduce work and money, or change any other term or condition of the contract.
2. Attach this form to the amendment when sending to the Department of Administration for approval. **Please always include copies of the original certification form, the original contract, and any previous amendments as these are used for reference.**
3. Make sure that you are using the updated amendment template where the State Agency signature block reaffirms applicable sections of 16C.08, subdivisions 2 and 3.
4. Admin will retain this cover sheet for its files.

Agency: Health	Name of Contractor: Clarity Coverdale Fury
Current contract term: Start Date 5/19/2020 - End Date 12/31/2020	Project Identification: Health Dept COVID-19 campaign Amendment-4: Flu Vaccines

Amendments to contracts must entail tasks that are substantially similar to those in the original contract or involve tasks that are so closely related to the original contract that it would be impracticable for a different contractor to perform the work. The commissioner or an agency official to whom the commissioner has delegated contracting authority under section 16C. 03, subdivision 16, must determine that an amendment would serve the interest of the state better than a new contract and would cost no more. An amendment should be in effect before the contract expires.

Complete Appropriate Box(es) for the amendment submitted.

1. <input checked="" type="checkbox"/> Amendment to the end date of the contract
Proposed New End Date: February 28, 2021
Why is it necessary to amend the end date? This amendment extends the contract end date to February 28, 2021, to promote influenza vaccination uptake during the peak of the 2020-21 flu season as a critical part of the COVID-19 response.

2. <input checked="" type="checkbox"/> Amend Duties and Cost <input type="checkbox"/> Amend Duties Only
2a. If cost is amended, insert amount of original contract AND amount of each amendment below:
Amount of Original Agreement: \$3,800,000.00
Amount of Amendment-1 Mask Up: \$ 310,570.00
Amount of Amendment-2 Youth: \$4,639,430.00
Amount of Amendment-3 Youth + Statewide Campaign: \$ 0.00
Amount of this Amendment-4: Flu Vaccines: \$ 455,607.00
Grand Total (Original + all Amendments): \$9,205,607.00
2b. Describe the amendment: This amendment adds related work, time and messaging to the campaign, focusing on enhancing influenza vaccination uptake during the 2020-21 flu season as a critical part of the COVID-19 response. All residents of MN will be the audience, but several groups to be prioritized include populations with low influenza vaccination rates, populations at high risk for complications from influenza and from COVID-19, and populations with known coverage disparities.

3. <input type="checkbox"/> Amendment to change other terms and conditions of the contract
Describe the changes that are being made:

Contract Start Date:	<u>05/19/2020</u>	Total Contract Amount:	<u>\$9,205,607.00</u>
Original Contract Expiration Date:	<u>12/31/2020</u>	Original Contract:	<u>\$3,800,000.00</u>

	<u>Amendment 4 to SWIFT Contract No. 179557</u>		
Current Contract Expiration Date:	<u>12/31/2020</u>	Previous Amendment(s) Total:	<u>\$4,950,000.00</u>
Requested Contract Expiration Date:	<u>02/28/2021</u>	This Amendment:	<u>\$ 455,607.00</u>

This amendment is by and between the State of Minnesota, through its Commissioner of [INSERT AGENCY NAME] ("State") and [CONTRACTOR'S FULL LEGAL NAME AND ADDRESS] ("Contractor").

Recitals

- The State has a contract with the Contractor identified as SWIFT Contract No.179557 to develop and execute a public awareness advertising campaign related to COVID-19 testing, case investigation, and contact tracing.
- The agreement is being amended to add a "Flu Vaccination" campaign to the overall statewide COVID campaign. This segment will focus on enhancing influenza vaccination uptake during the 2020-21 flu season as a critical part of the COVID-19 response. All residents of MN will be the overall audience, but several groups to be prioritized include populations with low influenza vaccination rates, populations at high risk for complications from influenza and from COVID-19, and populations with known coverage disparities. This segment adds related work, time and messaging to the overall campaign. All concepting and production work and media broadcasts are to be completed by January 31, 2021, with post-broadcast work to be completed by February 28, 2021.
- The State and the Contractor are willing to amend the Original Contract as stated below.

Contract Amendment

In this Amendment, changes to pre-existing Contract language will use ~~strike through~~ for deletions and underlining for insertions.

REVISION 1. Clause 1 (1.2). "Term of Contract" is amended as follows:

- 1.2 Expiration date: ~~December 31, 2020~~ February 28, 2021, or until all obligations have been satisfactorily fulfilled, whichever occurs first.

REVISION 2. Clause 2. "Contractor's Duties" is amended to add:

Contractor represents that it is duly qualified and agrees to perform all duties described in this Contract to the satisfaction of the State.

The Contractor, who is not a State employee, will: The Contractor shall complete, to the satisfaction of the State, all deliverables contained in the Project Plan and Budget, Revised Exhibit E which is attached and incorporated into this State Contract.

REVISION 3. Clause 4. (4.1.1, 4.1.2, 4.1.3) "Consideration and payment" is amended as follows:

- 4.1.1 Compensation. According to the breakdown of costs contained in the Project Plan and Budget, Revised Exhibit E, which is attached and incorporated into this State Contract.
- 4.1.2 Total obligation. The total obligation of the State for all compensation and reimbursements to the Contractor under this Contract will not exceed ~~\$8,750,000.00~~ \$9,205,607.00
- 4.1.3 Media Services Purchasing and Authority. Contractor is authorized to purchase Media Services for State. Contractor shall have purchasing authority not to exceed ~~\$7,464,400~~ \$7,834,407 (total media contract) during contract period. Contractor must secure prior written approval for all Media Services to be negotiated, placed and purchased by means of a Schedule and Estimate Form submitted by Contractor. A Schedule and Estimate Form template is hereby attached and incorporated into contract as Exhibit D "Schedule and Estimate Form" Template. Each submitted Schedule and Estimate Form shall include sufficient detail to ensure a thorough review and approval by State. State reserves the right to request additional detail during review and prior to approval.

Amendment 4 to SWIFT Contract No. 179557

REVISION 4. Clause 6. "Exhibits" is amended as follows:

- Exhibit A: contract Terms
- Exhibit B: Insurance Requirements
- Exhibit D: Schedule and Estimate Form
- Revised Exhibit E: Project Plan and Budget

1. STATE ENCUMBRANCE VERIFICATION

Individual certifies that funds have been encumbered as required by Minn. Stat. §§16A.15 and 16C.05.

Signed: Christina Mish Digitally signed by Christina Mish
Date: 2020.10.07 10:26:56 -05'00'

Date: October 7, 2020

SWIFT Contract No. 179557

3. STATE AGENCY

Individual certifies the applicable provisions of Minn. Stat. §16C.08, subdivisions 2 and 3 are reaffirmed.

By: Maria Rodriguez
(with delegated authority)
Title: Interim Accounting Supervisor

Date: 10/12/2020

2. CONTRACTOR

The Contractor certifies that the appropriate person(s) have executed the contract on behalf of the Contractor as required by applicable articles, bylaws, resolutions, or ordinances.

By: Rob Rankin
Title: President/CEO

Date: 10/9/2020

By: _____

Title: _____

Date: _____

4. COMMISSIONER OF ADMINISTRATION

As delegated to the Office of State Procurement

By: Pa Zong Thao
Date: 10/13/2020

66828

Distribution:
Agency
Contractor
State's Authorized Representative - Photo Copy

MDH
 COVID-19 Testing & Contact Tracing Campaign
 Deliverables and Budget
 06.17.2020

Revised Exhibit E



MDH COVID-19 Testing and Contact Tracing Project Plan and Budget Breakdown

Phase and Deliverables		Agency Fee	OOP Production Expenses	Media Budget	Total
Kickoff and Immersion					
	Primary research: stakeholder interviews Secondary research review Creative brief Media Brief	\$ 4,200.00			\$ 4,200.00
Creative Concepting		\$ 15,150.00			\$ 15,150.00
Creative Development					
	Deliverables will be created to fulfill the media plan for the year: television, radio, photoshoot, out-of-home, print, social media, paid search, streaming video/audio, digital banners, toolkit.	\$ 78,410.00	\$ 150,000.00		\$ 228,410.00
Media Planning/Buying/Management		\$ 243,850.00			\$ 243,850.00
Ongoing Campaign Management		\$ 33,390.00			\$ 33,390.00
Media Placement through 8/31					
	Television			\$ 1,450,000.00	\$ 3,275,000.00
	Radio			\$ 550,000.00	
	Out-Of-Home			\$ 100,000.00	
	Print			\$ 150,000.00	
	Social Media			\$ 400,000.00	
	Paid Search			\$ 250,000.00	
	Streaming Video/Audio			\$ 225,000.00	
	Digital Banners			\$ 150,000.00	
Total					\$ 3,800,000.00

MDH
Mask UP, Stay Safe, Go Forward
Deliverables and Budget
07.23.2020



MDHMaskUp,StaySafe,GoForward-NEWContractAmendment
Project Plan and Budget Breakdown of NEW Contract Amendment

Phase and Deliverables		Agency Fee	OOP Production Expenses	Media Budget	Total
Mask Up					
Concepting	:15 mask up sports social video	\$ 11,000.00	\$ -	\$ -	
	Display banners-(static and animated) 2 rounds of revisions				
	Digital OOH - (4 executions) 2 rounds of revisions				
	Radio script - 2 rounds of revisions				
	Social ads - (FB and IG) 2 rounds of revisions				
	Social copy				
Production	:15 mask up sports social video	\$ 28,800.00	\$ 11,480.00	\$ -	\$ 51,280.00
	Display banners (static) - 6 standard sizes				
	Display banners (animated) - 6 standard sizes				
	Radio production				
	Social ads - 5 executions in 2 standard sizes				
	Paid search				
	Images purchased (4)				
Media Planning & Buying	Agency fee and OOP expenses related to media planning, buying, placement and management for the MDH mask up campaign.	\$ 19,500.00	\$ -	\$ 139,400.00	\$ 158,900.00
Go Forward					
	Creating :30 versions of Community videos	\$ 10,000.00	\$ 6,500.00	\$ -	\$ 36,600.00
	Additional Anthem edits - an additional :60 and two :15s	\$ 10,000.00	\$ 3,000.00	\$ -	
	Transit creative development	\$ 6,500.00	\$ -	\$ -	
	MPR script creative development	\$ 600.00	\$ -	\$ -	
Stay Safe					
Concepting	Display banners (static and animated) - 3 versions	\$ 14,500.00	\$ -	\$ -	
	OOH (Digital and Print) - 3 executions				
	Print - 2 executions				
	:30 video - animated/graphic art card approach for TV				
	Companion banner - streaming audio				
	Radio Script				
Social ads - 4 executions					
Production	Display banners (static and animated) - 3 versions in 6 standard sizes	\$ 34,800.00	\$ 14,490.00	\$ -	\$ 63,790.00
	OOH (Digital and Print) - 3 executions				
	Print - 2 executions				
	:30 video - animated/graphic art card approach for TV				
	Companion banner - streaming audio				
	Radio Production				
Social ads - 4 executions in 2 standard sizes					
Total		\$ 135,700.00	\$ 35,470.00	\$ 139,400.00	\$ 310,570.00

MDH
 Youth Campaign, Additional Costs
 Deliverables and Budget
 08.26.2020



Youth Campaign, Additional Costs - Contract Amendment 2
 Project Plan and Budget Breakdown of Contract Amendment 2

Phase and Deliverables		Agency Fee	OOP Production Expenses	Media Budget	Total
Youth Campaign					
Concepting	Video assets - TikTok, Instagram, Digital	\$ 16,000.00	\$ -	\$ -	\$ 81,000.00
	Streaming audio				
	Display banners				
	Social ads				
Production	Video assets - TikTok, Instagram, Digital	\$ 40,000.00	\$ 25,000.00	\$ -	
	Streaming audio				
	Display banners				
	Social ads				
Media	Media planning/buying/management	\$ 56,250.00	\$ -	\$ 750,000.00	\$ 806,250.00
Go Forward					
Additional Production	Additional Anthem edits	\$ -	\$ 1,270.00	\$ -	\$ 178,780.00
	Anthem and Community video crops - square and vertical	\$ 400.00	\$ 500.00	\$ -	
	Additional TV/radio edits - Broadcasters Association	\$ 3,500.00	\$ 6,000.00	\$ -	
	Messaging-based campaign edits (e.g. defining "answering the call", can accommodate bus design and production)	\$ 75,000.00	\$ 92,110.00	\$ -	
Media	Media planning/buying/management	\$ 247,500.00	\$ -	\$ 3,300,000.00	\$ 3,547,500.00
Stay Safe					
Additional Production	Incremental Production - :15 video, message edits	\$ 6,000.00	\$ 10,400.00	\$ -	\$ 25,900.00
	Additional TV/radio edits - Broadcasters Association	\$ 3,500.00	\$ 6,000.00	\$ -	
Total		\$ 448,150.00	\$ 141,280.00	\$ 4,050,000.00	\$ 4,639,430.00

MDH
 Flu Campaign
 Deliverables and Budget
 09.17.2020



Flu Campaign - Contract Amendment 4
Project Plan and Budget Breakdown

Phase and Deliverables		Agency Fee	OOP Production Expenses	Media Budget	Total
Flu Campaign					
<u>Concepting</u>	<u>Display banners</u>				
	<u>OOH</u>				
	<u>Print</u>				
	<u>:30 video</u>	\$ 16,000.00	\$ -	\$ -	
	<u>Companion banner for streaming audio</u>				
	<u>Radio Script</u>				
	<u>Social ads</u>				\$ 51,000.00
<u>Production</u>	<u>Display banners</u>				
	<u>OOH</u>				
	<u>Print</u>				
	<u>:30 video</u>	\$ 20,000.00	\$ 15,000.00	\$ -	
	<u>Companion banner for streaming audio</u>				
	<u>Radio production</u>				
	<u>Social ads</u>				
	<u>Ongoing Campaign Management</u>	\$ 5,000.00	\$ -	\$ -	\$ 5,000.00
<u>Media</u>	<u>Media planning/buying/management</u>	\$ 29,600.00	\$ -	\$ 370,007.00	\$ 399,607.00
<u>FLU CAMPAIGN TOTAL</u>		\$ 70,600.00	\$ 15,000.00	\$ 370,007.00	\$ 455,607.00