



Client: Monroe County, Florida

Job Name: Email Marketing and Automation Program

Estimate Date: 3/25/25

This Estimate Expires: 4/30/25

Description of Work

MMGY will provide email marketing services for Monroe County (Client) for a period of six months from April 2025 through September 2025.

Scope of Work

MMGY will be responsible for providing the following services:

Email Strategy

- Providing strategic recommendations and oversight of email programs outlined below:

Monthly Email Deployments

- Design, copywriting and coding of modular email template
- Design, content, and coding for emails for a total of four (4) email deployments per month

Quality Assurance Testing

- All emails to receive quality assurance testing using Litmus or Email on Acid for:
 - Rendering
 - Links and functionality
 - Content and layout
 - Deliverability
 - Accessibility

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mmgyglobal.com

Performance Reporting

- Monthly performance reporting on:
 - Monthly newsletter
 - Partner email
 - Ad hoc emails

Client Responsibilities

Monroe County, Florida will be responsible for:

1. Provide all owned or licensed creative assets (logo, photos, videos, etc.)
2. Timely feedback and approval on email content and test deployments

PROGRAM INVESTMENT

EMAIL MARKETING SERVICES	
Email Strategy & Onboarding	\$4,950
Template Design, Development, Platform Integration & Training	\$10,830
Platform Vetting & Migration Migration of email contact list and deployment to new vendor (does not include software costs)	\$6,600
Email Program Management Design, copywriting, coding, Q&A and deployment of email program	\$43,200
Email Service Provider (ESP) Software Platform Klaviyo - 150,000 contacts for email only	\$12,420
Consolidated Monthly Email Program Reporting	INCLUDED
PROGRAM TOTAL (6 MONTHS)	\$78,000

INVOICING SCHEDULE

MONTH	SERVICE PROVIDED	INVOICE TOTAL
April 2025	Email Strategy & Onboarding	\$4,950
	Platform Vetting & Migration	\$6,600

	Template Design, Development, Platform Integration & Training	\$10,830
	Email Program Management	\$7,200
	ESP Software Platform	\$2,070
May 2025	Email Program Management	\$7,200
	ESP Software Platform	\$2,070
June 2025	Email Program Management	\$7,200
	ESP Software Platform	\$2,070
July 2025	Email Program Management	\$7,200
	ESP Software Platform	\$2,070
August 2025	Email Program Management	\$7,200
	ESP Software Platform	\$2,070
September 2025	Email Program Management	\$7,200
	ESP Software Platform	\$2,070

ADDITIONAL DECLARATIONS

1. Any requests outside of the project estimate will be scoped and provided to the client for approval.
2. Client or Agency may terminate agreement with 90 days written notice.
3. If this agreement is terminated prior to the completion date of 9/30/25, Client will be responsible for all time and materials expended to date.
4. Upon signed approval, Client will be invoiced as outlined in the invoicing schedule listed above.
5. Client to provide email copywriting; Agency to provide copyediting.
6. Any third-party costs associated with the project beyond the scoped email service provider software platform are the responsibility of the Client

Monroe County, Florida

MMGY



Authorized Signature

Authorized Signature
Robert Patterson, SVP Marketing
Technology

Print Name and Title

Print Name and Title

Date

March 24, 2025

Date



Client: Florida Keys & Key West

Job Name: Website Maintenance and Continuous Improvement

Estimate Date: 3/27/25

Estimate Expiration: 4/30/25

PROJECT DESCRIPTION

Description of Work

MMGY will provide website maintenance support and continuous improvement for fla-keys.com from April 1, 2025 through September 30, 2025. During this time the following duties will be completed:

2025

DEFINITION OF MAINTENANCE SUPPORT SERVICES SERVICES INCLUSIVE OF SUPPORT FEE

CLIENT WEBSITE

The services and pricing provided in this proposal are specific to the following website:

<https://fla-keys.com>

STANDARD MAINTENANCE

Website maintenance is intended to be allocated for the ongoing care and support of the website base code, features and functionality. For any task that does not fit within the designated support hours for the month, MMGY will provide a written project estimate and will require client approval before proceeding.

Examples of support items that will be included in this scope of work:

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- Bug fixes
- Monitoring and addressing site performance
- Updates to links
- Updates to copy
- CMS updates
- Addressing 404 page errors
- Communicating emergency information
- Supporting existing third-party integrations

WEBSITE CONTINUOUS IMPROVEMENT

Website feature requests and/or functional enhancements made by Client will be estimated by MMGY for time to complete work, timing to implement changes and cost. Client will have the opportunity to review and approve project estimates prior to work being completed and billed.

Examples of feature requests:

- Design and development of new page types
- Design and development of new content modules
- Modifications of existing page types
- Modifications of existing modules
- Modifications of CMS
- Addition of any new third-party integrations
- Addition of any new features and/or functionality

If Client requests work outside of an approved website feature project estimate or work that is caused, either in whole or in part, by Client or a third party and requires MMGY support, Client will be provided a written project estimate for approval prior to any overage work being completed.

MMGY assumes no responsibility for problems resulting from client or third party changes to the original code base not implemented by MMGY development team. Any work to repair client or third party changes to the original code base will be considered a non-support request and will follow definitions of services provided below.

Hours are 'use it or lose it' within the timing of the agreement.

Here are examples of tasks that support hours are used for:

- Meeting Time
- Emails
- Task Updates
- Development

- Content Work
- Monthly Reporting

Hours will be billable in 15-minute increments. Support items are performed during normal business hours (9:00am - 6:00pm Eastern Standard Time / 8:00am - 5pm Central Time / 6:00 am - 3pm Pacific Time, Monday through Friday).

DEFINITION OF NON-SUPPORT SERVICES

NON-SUPPORT REQUESTS AND OVERAGES

Out of scope work shall be billed the rate of \$165 per hour for any project management, creative, development, quality assurance and system administrator hours outside of the monthly support retainer during normal business hours (9:00am - 6:00pm Eastern Standard Time / 8:00am - 5pm Central Time / 6:00 am - 3pm Pacific Time, Monday through Friday). Billable in 15-minute increments. Out of scope support required outside of normal business hours will be billed at \$200 per hour. Client will approve all additional support charges via a separate project estimate.

EXPEDITED WEB SUPPORT

Web support requiring expedited service and timelines will incur a 25% rush fee based on the estimated value of the maintenance costs. The rush fee will be billed incrementally regardless of whether the expedited maintenance work was in or out of scope. This excludes work required to restore the site during an outage.

WEBSITE OUTAGES AND EMERGENCY SUPPORT

OUTAGES DURING NORMAL BUSINESS HOURS

A website outage is defined as the website being inaccessible or offline. In the event that an outage is caused, either in whole or in part, by Client or a third party and requires support during regular business hours (9am - 6pm Eastern Standard Time / 8am - 5pm Central Time / 6am - 3pm Pacific Time, Monday through Friday), Client will be billed at an hourly rate of \$175 per hour, billable in 30-minute increments with a one hour minimum.

Emergency support during normal business hours is considered outside of website support and will be billed incrementally to the monthly website support fee.

MMGY will move quickly to address any outages during normal business hours that may occur, but cannot guarantee website uptime or the speed and timing by which the website may be restored.

OUTAGES OUTSIDE OF NORMAL BUSINESS HOURS

In the event that an outage is caused, either in whole or in part, by Client or a third party and requires support after regular business hours (9am - 6pm Eastern Standard Time / 8am - 5pm Central Time / 6am - 3pm Pacific Time, Monday through Friday), Client will be billed at an hourly rate of \$200 per hour, billable in 30-minute increments with a one hour minimum.

To minimize any down time during an after hours outage or error, this agreement provides for up to five (5) hours of support time that does not require specific client approval and will be billed based on actual hours of support. For any emergency support that requires more than five (5) hours of development time, MMGY will provide a written project estimate and will require Client approval before proceeding. In the event that MMGY is unable to secure written approval for additional development support, MMGY assumes no responsibility for extended outages or errors. In the event that it is determined that the solution to restore the website must be executed by the Client or third party, MMGY time invested in researching and diagnosing the problem is billable.

Emergency after hours support is considered outside of monthly website support and will be billed incrementally to the monthly website support fee.

MMGY will move quickly to address any outages outside normal business hours that may occur, but cannot guarantee website uptime or the speed and timing by which the website may be restored.

Issue Priority Definitions:

Priority	Issue Type
P1	Site or application outage (Complete disruption of access, service or functionality)
P2	Production application issue (partial disruption of access, service or functionality)
P3	Post-production deployment regression defects and minor issues (Not P1 or P2 priority)

CLIENT RESPONSIBILITIES

For the purposes of MMGY the above services, Client agrees to provide MMGY with access to its website and email marketing platforms and clearly communicate website maintenance and feature requests. Additionally, it is the expectation of MMGY that Client will attend scheduled meetings, provide timely feedback and approvals in order to efficiently address needs across all channels.

COMMUNICATIONS

Client will communicate all support requests via email or Jira Service Management (JSM), and MMGY will keep a backlog of items that can be utilized for managing monthly hours allocations.

TIMELINE

April 1, 2025 through September 30, 2025 at which point evaluation of needs for the existing website will be conducted based on the progress of the new website build.

COST

WEBSITE SUPPORT & FEATURE REQUESTS	
SERVICE	COST
Website Support Onboarding & Events Page Solution	\$6,600/one-time cost
6 Months of Website Support (160 hours total) Maintenance and continuous improvement monthly for existing fla-keys.com website	\$19,800/actual hours can be billed monthly
TOTAL	\$26,400

Invoicing Schedule:

Agency fees shall be invoiced as below and shall be due and payable upon receipt of invoice from Agency.

WEB SUPPORT INVOICING DATE	WEB SUPPORT INVOICE TOTAL
April 2025	\$9,900
May 2025	\$3,300
June 2025	\$3,300

July 2025	\$3,300
August 2025	\$3,300
September 2025	\$3,300
TOTAL	\$26,400

This Project Estimate is governed by the terms and conditions of the Master Services Agreement between Agency and Client with an Effective Date of March 1, 2025.

ADDITIONAL DECLARATIONS

1. Upon signed approval, Client will be invoiced according to the invoicing schedule above.
2. Any and all third-party hard costs including excluding website hosting are the responsibility of Client.
3. Any requests outside of the project estimate will be scoped and provided to the client for approval.

Monroe County, Florida

MMGY Global, LLC



Authorized Signature

Authorized Signature

Print Name and Title

Robert Patterson, SVP Marketing
Technology

Print Name and Title

Date

3/24/25

Date



PROJECT ESTIMATE

Client: Monroe County – Visit Florida Keys

Job Name: Web Site Transition: Domain Registrar Transfer + Site Scraping

Estimate Date: 3/18/2025

DESCRIPTION OF WORK

This estimate covers the site scraping of fla-keys.com and filmkeys.com as well as the domain registrar transfer for 27 web pages. Time includes account management, delivery support and marketing technology services. Fee also includes the hard costs for the domain registration transfer.

ESTIMATE INCLUDES

MMGY Support Time	\$5,693.00
Domain Registration Fee Hard Cost	\$400.00

ESTIMATE

TOTAL: \$6,093.00

*Above costs are based on a normal turnaround time upon receiving a signed approval form from client and do not include tax, contingency or shipping. If the specifications of the project are changed, a new estimate will be provided for approval. If the project is cancelled before completion, all accrued charges to date will be billed. This estimate also does not include Reimbursables (pre-approved travel, long distance, copies, overnight shipping, etc), which will be billed separately at a net rate. In some cases, estimates may vary by +/- 10%.)

Monroe County - TDC

MMGY

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Date

Date



PROJECT ESTIMATE

Client: Monroe County – Visit Florida Keys

Job Name: Website Hosting Annual Fee + Initial Set Up

Estimate Date: 3/19/2025

DESCRIPTION OF WORK

This estimate covers the initial set up and transfer of hosting to Pantheon for the Visit Florida Keys websites. The annual hosting services through Pantheon for one calendar year.

ESTIMATE INCLUDES

MMGY Support Time	\$1,320.00
Pantheon Hosting Annual Fee (to be billed monthly at \$2,500)	\$30,000.00

ESTIMATE

TOTAL: \$31,320.00

Support time to be billed up front.

*Above costs are based on a normal turnaround time upon receiving a signed approval form from client and do not include tax, contingency or shipping. If the specifications of the project are changed, a new estimate will be provided for approval. If the project is cancelled before completion, all accrued charges to date will be billed. This estimate also does not include Reimbursables (pre-approved travel, long distance, copies, overnight shipping, etc), which will be billed separately at a net rate. In some cases, estimates may vary by +/- 10%.)

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