## OFFICE OF THE CITY ATTORNEY CHARLES PARKIN, City Attorney 333 West Ocean Boulevard, 11th Floor Long Beach. CA 90802-4664

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## FIRST AMENDMENT TO AGREEMENT NO. 34198

34198

THIS FIRST AMENDMENT TO AGREEMENT NO. 34198 is made and entered, in duplicate, as of October 14, 2016 for reference purposes only, pursuant to a minute order adopted by the City Council of the City of Long Beach at its meeting on October 20, 2015, by and between ETA ADVERTISING, INC., a California corporation ("Consultant"), with a place of business at 444 West Ocean Boulevard, Suite 150, Long Beach, California 90802, and the CITY OF LONG BEACH, a municipal corporation ("City").

WHEREAS, the City requires specialized services requiring unique skills to be performed in connection with as-needed graphic design and creative services; and

WHEREAS, the parties entered Agreement No. 34198 (the "Agreement") whereby Consultant agreed to provide these services; and

WHEREAS, the parties desire to increase the not to exceed Agreement amount;

NOW, THEREFORE, in consideration of the mutual terms, covenants, and conditions herein contained, the parties agree as follows:

- 1. Section 1.A. of the Agreement is hereby amended to read as follows:
- "A. Consultant shall furnish specialized services more particularly described in Exhibit "A", attached to this Agreement and incorporated by this reference, in accordance with the standards of the profession, and City shall pay for these services in the manner described below, not to exceed One Hundred Eighty-Five Thousand Dollars (\$185,000), at the rates or charges shown in Exhibit "B"."
- 2. Except as expressly modified herein, all of the terms and conditions contained in Agreement No. 34198 are ratified and confirmed and shall remain in full force and effect.

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IN WITNESS WHEREOF, the parties have caused this document to be duly	
executed with all formalities required by law as of the date first stated above.	
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	ETA ADVERTISING, INC., a California corporation
October 19th , 2016	By Cindy Ocen
	Name CINDY ALLEN Title PRESIDENT
October 19th , 2016	By CASSANDRA POPLI
	Title VICE PRESIDENT
	"Consultant"
	CITY OF LONG BEACH, a municipal corporation
	By SUL.
	City Manager Assistant City Manager To Section 301 OF
	"City"
This First Amendment to Agreement No. 34198 is approved as to form on	

2016.

CHARLES PARKIN, City Attorney

By Deputy