

1 FOURTH AMENDMENT TO AGREEMENT NO. 34198

2 **34198**

3 THIS FOURTH AMENDMENT TO AGREEMENT NO. 34198 is made and  
4 entered, in duplicate, as of March 6, 2020 for reference purposes only, pursuant to a minute  
5 order adopted by the City Council of the City of Long Beach at its meeting on January 7,  
6 2020, by and between ETA ADVERTISING, INC., a California corporation ("Consultant"),  
7 with a place of business at 444 West Ocean Boulevard, Suite 150, Long Beach, California  
8 90802, and the CITY OF LONG BEACH, a municipal corporation ("City").

9 WHEREAS, City and Consultant (the "Parties") entered into Agreement No.  
10 34198 (the "Agreement") whereby Consultant agreed to provide as-needed graphic design  
11 and creative services; and

12 WHEREAS, the Parties entered into a First Amendment to the Agreement to  
13 add \$25,000 for a total not to exceed amount of \$185,000; and

14 WHEREAS, the Parties entered into a Second Amendment to the Agreement  
15 to extend the term to November 30, 2018 and add \$156,000 for a total not to exceed  
16 amount of \$341,000; and

17 WHEREAS, the Parties entered into a Third Amendment to the Agreement  
18 to extend the term to November 30, 2019 and add \$90,000 for a total not to exceed amount  
19 of \$431,000; and

20 WHEREAS, the Parties desire to extend the term to July 31, 2020;

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

23 1. Section 2 of the Agreement is hereby amended to read as follows:

24 "2. TERM. The term of this Agreement shall commence at midnight on  
25 December 1, 2015, and shall terminate at 11:59 p.m. on July 31, 2020, unless sooner  
26 terminated as provided in this Agreement, or unless the services or the Project is  
27 completed sooner."

28 2. Except as expressly modified herein, all of the terms and conditions

OFFICE OF THE CITY ATTORNEY  
CHARLES PARKIN, City Attorney  
411 West Ocean Boulevard, 9th Floor  
Long Beach, CA 90802-4664

1 contained in Agreement No. 34198 are ratified and confirmed and shall remain in full force  
2 and effect.

3 IN WITNESS WHEREOF, the Parties have caused this document to be duly  
4 executed with all formalities required by law as of the date first stated above.

5 ETA ADVERTISING, INC., a California  
6 corporation

7 3/9/2020, 2020

By [Signature]  
Name ADAM CARABELLO  
Title EVP

8  
9 3/9/2020, 2020

By [Signature]  
Name DAVID ALLEN II  
Title Director of Operations

11 "Consultant"

12 CITY OF LONG BEACH, a municipal  
13 corporation

14 March 31, 2020

By [Signature]  
City Manager

15 EXECUTED PURSUANT  
16 "City" TO SECTION 301 OF  
17 THE CITY CHARTER

18 This Fourth Amendment to Agreement No. 34198 is approved as to form on  
19 March 10, 2020.

20 CHARLES PARKIN, City Attorney

21 By [Signature]  
22 Deputy

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