

**AMENDMENT NO. 4  
TO AGREEMENT BETWEEN SANTA FE COUNTY AND  
HK ADVERTISING FOR ADVERTISING AND PROMOTIONAL SERVICES**

**THIS AMENDMENT** is made and entered into this 25<sup>th</sup> day of July, 2017, by and between **Santa Fe County** (hereinafter referred to as "County"), a New Mexico political subdivision, and **HK Advertising** (hereinafter referred to as "Contractor").

**WHEREAS**, on August 31, 2015, the County and Contractor entered into Agreement No. 2015-0307-FI/MY (the Agreement) for the Contractor's provision of advertising and promotional services to publicize and promote tourist-related attractions, facilities and events throughout Santa Fe County; and

**WHEREAS**, Article 15 of the Agreement (No Oral Modifications; Written Amendments Required) allows the parties to amend the Agreement by an instrument in writing executed by the parties; and

**WHEREAS**, by Amendment Nos. 1, 2 and 3 the Agreement was amended to increase the compensation payable to the Contractor by a sum of \$378,498.96 for a total contract sum of \$678,498.96; and

**WHEREAS**, the County wishes to continue to benefit from Contractor's services; and

**WHEREAS**, by this Amendment No. 4 the County wishes to increase the compensation payable to the Contractor by a sum of \$350,000.00 and extend the term by one year.

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


1. Article 3.A.2) (Compensation, Invoicing and Set-Off), is amended by inserting the following subparagraph "(c)" to read:
  - c) By Amendment No. 4 to this Agreement, the compensation payable to the Contractor is increased by \$350,000.00, for a not-to-exceed sum of \$1,028,498.96, inclusive of NM gross receipts tax.
2. Article 4 (Effective Date and Term) is amended by inserting the following subparagraph "B" to read:
  - B. By Amendment No. 4, the term of this Agreement is extended from August 31, 2017 to August 31, 2018.
3. All other provisions of the Agreement not specifically amended or modified by Amendments Nos. 1, 2, 3 and this Amendment No. 4 shall remain in full force and effect.

**IN WITNESS WHEREOF**, the parties have duly executed this Agreement.

**SANTA FE COUNTY BOARD OF COUNTY COMMISSIONERS:**

H P R  
Henry P. Roybal, Chair  
Santa Fe County Board of County Commissioners

7/25/17  
Date

  
Kristine Salazar  
Kristine Salazar  
Santa Fe County Clerk

7-25-2017  
Date

APPROVED AS TO FORM:

Gregory S. Shaffer  
Gregory S. Shaffer,  
Santa Fe County Attorney

6-20-17  
Date

FINANCE DEPARTMENT:

Don D. Moya  
Don D. Moya,  
Finance Director

6-28-17  
Date

**CONTRACTOR - HK ADVERTISING**

David C Hayduk  
Signature  
DAVID C Hayduk  
Print Name  
President  
Title

6-29-17  
Date