



**VENDOR CONTRACTOR AGREEMENT NO: PY24-CSCF-APPLETON  
CONTRACT MODIFICATION NO. 1**

**CONTRACT BETWEEN  
CENTRAL FLORIDA REGIONAL WORKFORCE DEVELOPMENT BOARD, INC. – REGION 12  
d/b/a CareerSource Central Florida  
and  
Appleton Creative, Inc.**

**EFFECTIVE DATE OF CONTRACT: 9/1/2023-6/30/2024**

**DESCRIPTION OF CHANGE:**

- Attachment A – Additional Statement of Work Added
- Attachment C- Budget and Payment Terms – Not-To-Exceed amount increased from \$135,000 to \$137,285

**ADDITIONAL STATEMENT OF WORK:**

**DESCRIPTION:**

**Project Goal:**

- Optimize user experience and user interface on webpages

**Specifications + Deliverables - Phase 1:**

- Appleton will implement heat mapping software on the client's website to gather user interaction data on the currentUX/UI of the website
- The heat mapping software will be installed for 90 days to gather data on how users are currently navigating the website, and what areas of current pages resonate the most with these users
- After the initial 30 days, a sample set of data will be pulled in conjunction with website data from the client's Google Analytics (GA4) to perform a cross-analysis of the heat mapping data and the GA4 data
- A report detailing the findings will then be provided to the client for review
- Phase 2 of this project (to be quoted and approved separately) will outline the time required to make the recommend UX/UI adjustments throughout the website based on data gathered during Phase 1

**Client Provisions:**

Client to provide all website access and content in usable format unless otherwise specified above. If stock photography is used, cost will be billed additionally based on usage. Initial partial concepts will be presented and approved prior to production of the full project. One (1) round in total is included.

Actual hard costs will be quoted separately and based on specifications of final design and format chosen, if applicable.

<b>PROJECT TASKS</b>	<b>UNIT</b>	<b>QUANTITY</b>	<b>RATE</b>	<b>SUB-TOTAL</b>
Consultative Services	EACH	4.00	\$135.00	\$540.00
Website Strategies/Design/Development/Maintenance	EACH	8.00	\$165.00	\$1,320.00
Account Management	EACH	5.00	\$85.00	\$425.00

**ESTIMATED TOTAL:**

**\$2,285.00**

**No other changes are authorized by this modification.**

**APPLETON CREATIVE, INC.**

BY: Doug Stewart  
Signature  
Doug Stewart, VP of Strategic Marketing

**CAREERSOURCE CENTRAL FLORIDA**

BY: Pamela Nabors  
Signature  
Pamela Nabors, President and CEO

**Note: This modification is effective January 15, 2024.**