

**Addendum to  
Agreement for Marketing Services**

This Addendum to Agreement for Marketing Services ("Addendum") is made and entered into effective as of July 29, 2016 by and between The City of Canton ("Client") and id8, Inc., a Georgia corporation ("id8"). For good and valuable consideration, the parties agree as follows:

1. **The Project.** The Project that is the subject of this Addendum is more fully described on Exhibit "A."
2. **Fees.** The total fee for completion of the Project is \$2,500.
3. **Time Schedule.** The Project will be completed according to schedule as described on Exhibit "B" which is incorporated herein and subject to the terms of this Addendum.

Except as amended by this Addendum, the Agreement for Marketing Services dated July 5<sup>th</sup>, 2016 shall remain in full force and effect without change.

IN WITNESS WHEREOF, this Addendum is made and entered into on the day and year first above written.

**"Client"**  
**City of Canton**

By: \_\_\_\_\_  
Name:  
Title:

**"id8"**  
id8, Inc.

By: \_\_\_\_\_  
Name: Kriston Sellier  
Title: President

## Exhibit A

### ESRI Tapestry

#### ASSIGNMENT

In addition to netnography and other methods proposed, ***add an analysis of Tapestry segmentation*** in the Canton and neighboring areas. If the City of Canton does not own the software, we could schedule analysis to take place during ESRI Tapestry's ***30-day free trial***.

To identify characteristics of new (i.e., millennial, immigrant) and changing (e.g., wealthy, urban, bohemian etc.) consumer markets in the US in the context of their growth and decline, their current representation in local markets.

An analysis and report of key findings would be included.

#### Advantages for City of Canton

1. To better understand Canton's best/ideal customers among targeted consumer stakeholder groups ***once these audiences are identified in the context of their perceptions, experiences, needs, wants, attitudes i.e., their holistic relationship with Canton as a branded destination***. These critical variables are not factored into Tapestry's categories (the disadvantage)
2. To enhance effectiveness of targeted communications to ideal audiences

**Total: \$2,500**

**Exhibit B**

**TIMELINE**

**AUGUST**

Signed Agreement	Late
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**SEPTEMBER**

Conduct research reports	Early
Submit final report	Late