

FOURTH AMENDMENT TO PROFESSIONAL SERVICE AGREEMENT
2- STORY CREATIVE, LTD.

This Fourth Amendment to Agreement (this "Amendment") is hereby made and entered into effective as of the 1st day of January, 2025, by and between the MILWAUKEE COUNTY ZOO (the "County" or "Zoo") and 2-STORY CREATIVE, LTD. ("Contractor" or "Vendor"). Referenced together, the County and Contractor shall be referred to as the "Parties" to this Amendment.

WITNESSETH:

WHEREAS, the County and Contractor are Parties to that certain Professional Service Agreement dated April 1, 2021 and amended as of March 31, 2022, January 1, 2023 and January 1, 2024 (as amended, the "Underlying Agreement") pursuant to which the Contractor provides advertising services to the Zoo; and

WHEREAS, the Parties desire to extend the Underlying Agreement in accordance with its terms.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

AGREEMENT:

1. **EXTENSION**. The Parties hereby extend the term of the Underlying Agreement from January 1, 2025 through December 31, 2025 (the "Extension Term").
2. **FEES AND PAYMENTS**. County shall compensate Contractor for work performed on an hourly basis at the billing rate(s) set forth in the Underlying Agreement. The total compensation to Contractor for Services performed shall not exceed One Hundred Twenty-Five Thousand Dollars (\$125,000), including expenses, during the Extension Term, unless agreed to by the County in writing.
3. **SCOPE**. The following Contractor's responsibilities are added:
 - Media planning and buying for all the Zoo's events and campaigns.
 - Incorporating messaging of new mission and vision into campaigns.
 - Running Year-round campaigns and strategy.
 - Creating event logos and brand style guides and coordinating with the Zoo's media.
 - Running a campaign for opening new rhino habitat.
4. **OTHER TERMS AND CONDITIONS**. Except as specifically modified or amended herein, all other terms and conditions of the Underlying Agreement, as amended by the Amendment, shall remain in full force and effect.
5. **CONFLICT**. In the event of a conflict between the terms and conditions of the Underlying Agreement and the terms and conditions of this Amendment, the terms and conditions of this Amendment shall control.