

**FIRST AMENDMENT TO AGREEMENT WITH ENLIGHTENED PICTURES TO  
PROVIDE PLANNING INFORMATIONAL VIDEOS**

THIS FIRST AMENDMENT to the above-referenced agreement is entered into on November 2, 2021, by and between Enlightened Pictures, Inc. (“Consultant”), and the City of Santa Ana, a charter city and municipal corporation organized and existing under the Constitution and laws of the State of California (“City”).

**RECITALS**

- A. The parties entered into Agreement No. A-2020-227, dated November 17, 2020, by which Consultant agreed to develop and provide informational videos for the City’s Planning and Building Agency (“Agreement”).
- B. The Agreement remains in effect through November 16, 2021, with provision for extension.
- C. The parties now wish to expand the scope of work and increase the amount to be expended under the Agreement in consideration of the expanded scope.

**The Parties therefore agree:**

- 1. **Section 1, Scope of Services**, is amended to include the scope of services described on Exhibit A.
- 2. **Section 2.a., Compensation**, is amended to increase the total sum to be expended under the Agreement, including any extension periods, by \$14,615 for the expanded scope of services above so that the total sum to be expended shall now be \$96,865.
- 3. **Section 3, Term**, is amended to extend the term of the Agreement through November 16, 2022.
- 4. Except as modified by this First Amendment, all terms and conditions of the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this First Amendment to the Agreement on the date and year first written above.

**ATTEST**

**CITY OF SANTA ANA**

\_\_\_\_\_  
Daisy Gomez  
Clerk of the Council

\_\_\_\_\_  
Kristine Ridge  
City Manager

[signatures continue on next page]

**APPROVED AS TO FORM**

Sonia R. Carvalho  
City Attorney

By: John M. Funk  
John M. Funk  
Senior Assistant City Attorney

**CONSULTANT**

Jessica Gamburg  
By: Jessica Gamburg  
Title: Co-Owner, CEO

**RECOMMENDED FOR APPROVAL**

Minh Thai  
Minh Thai  
Executive Director  
Planning and Building Agency

## DELIVERY TIMELINE

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- **9/22/21** all scripts, **except for 9 and 10**, have received final approval from Santa Ana for production.
- **9/22/21** we have completed the first round of animation and received client notes for videos 1, 2, 3, 4, 5, and 7. Video 6 is currently half completed pending approval for additional funds for animation.
- **As of 9/22/21** animation production has stopped pending approval for our revised scope and funds for additional animation for Video 6 “Development Project Review & Discretionary Permits”, Video 7 “Notice of Violation” (replacing text with icons/symbols), and Video 8 “Single Family Additions”.
- Voice Over recording for our main character Annie, will begin on **October 4th.**
- Spanish translation will begin **at the end of October.**
- We will scout and film all necessary locations for Video 9 “Harbor Specific Plan”, and 10 “Transit Zoning Code” between **October and November.**
- **Pending approval for additional funds animation production will re-commence in December or January.** This will include the currently allotted 3 weeks for notes, plus the 2 extra weeks for additional animation for videos 6, 7, and 8.
- **We estimate final delivery of all 10 videos by end of March 2022.** This will give time for staff reviews, notes, and feedback, and any additional last minute changes.

# AMENDED COST PROPOSAL

This cost proposal is for an animated video series that includes an animated titles sequences, animated narration host, and 2D graphics of buildings and city street views. [Demo](#)

PRE-PRODUCTION	Description	Rate	Days/Hours	Total	Proposed Changes
	Meetings & Location Scout	\$500/day	1 day	\$500	
	Script Writing (10 scripts)	\$600/day	11 days	\$6,600	
	Production Coordination	\$600/day	1 days	\$600	
	Voice Over Casting	\$500/day	1 day	\$500	
	Animation Design	\$500/day	5 days	\$2,500	
<b>Sub-Total</b>				<b>\$10,700</b>	
<b>PRODUCTION</b>					
	Directing VO sessions	\$750/day	2 days	\$1,500	
	Animation & Graphics	\$1,200/day	30 days	\$36,000	*\$7,440
	Voice Over Studio Engineer	\$600/day	2 days	\$1,200	
	English VO Talent	\$900/day	1.5 day	\$1,350	
	Spanish VO Studio Recording	\$900/day	1.5 day	\$1,350	
<b>Sub-total</b>				<b>\$41,400</b>	\$7,440
<b>POST-PRODUCTION</b>					
	Includes 1 <sup>st</sup> , 2 <sup>nd</sup> , and 3 <sup>rd</sup> edit drafts and closed-captioning				
	Editor/Director	\$70/hr.	250 hrs.	\$17,500	
	Edit Suite	\$45/hr.	250 hrs.	\$11,250	
	Library Music	\$40/cut	5 cuts	\$200	
	Translation to Spanish Text	\$300/day	4 days	\$1,200	
<b>Sub-Total</b>				<b>\$30,150</b>	
<b>TOTAL</b>				<b>\$82,250</b>	<b>\$89,690</b>
			8% Contingency		**\$7,175
	<b>Additional proposed changes not to exceed total</b>				<b>\$96,865</b>

\* 6.5 additional days of animation for Development Project Review [video flow chart](#), Notice of Violation video [images to replace text](#), and Single Family Addition video [measurement code graphics](#).

\*\* 8% contingency for possible changes, updates to code information, or additions such as captions for another language.