

## FIRST AMENDMENT TO AMENDED LEASE AGREEMENT

This First Amendment to Amended Lease Agreement is entered into on this the \_\_\_\_ day of \_\_\_\_\_, 2019 by and between the City of Laurel, Mississippi, hereinafter called the Lessor, and Ad-Here, LLC, Post Office Box 8078, Laurel, Mississippi 39441, hereinafter called Lessee, and Headrick Outdoor Media, Inc., One Freedom Square, Laurel, Mississippi 39440, hereinafter called the Assignee.

WHEREAS, the parties entered into an Amended Lease Agreement on April 21, 2017; and

WHEREAS, paragraph 4 of the Amended Lease Agreement should be amended; and

WHEREAS, the parties have agreed to amend paragraph 4 of the Amended Lease Agreement.

NOW, in consideration of the mutual promises contained herein, the parties amend the Amended Lease Agreement as follows:

1. Paragraph 4 of the Amended Lease Agreement shall provide as follows:

**4. Lease Payment:** In lieu of monetary payments, the Lessee agrees to provide an Advertising Structure that is a 9' x 24' LED digital billboard for east and west bound traffic. The existing pole will be improved by adding a brick column. The City would be provided with up to 20,160 exposures per month. The rotation will be run on schedule selected by the City or its representatives as outlined herein. The content of what is to be run will be provided to the Lessee by the City or its designee for its review. There will be no charge if the Lessee is provided with the content to be displayed. The rotation could run every minute, every other minute or every fourth minute of every day based on a 24-hour day. If it were decided to run every minute of every day, the exposures would run for about 14 days. If an event called for ads to run for an entire month, we would recommend either running less often (maybe every 4<sup>th</sup> minute) so it would cover the month. The exposures could be more heavily scheduled a few weeks prior to an event, but keep in mind, the allotted exposures would be used up more quickly in this scenario. In addition to the above, the City may request that Lessee create the graphics for an ad. In that event, the Lessee agrees to provide creative ads of 2 per month at no charge. If more ads created by Lessee are needed, there would be a \$100 charge for each additional ad to be created, and the City would be informed of said additional costs by the Lessee in writing prior to incurring the same and the City would agree to incurring said costs in writing prior to the ad being created. In addition, the Lessee will place a fixed identification

of the "Laurel Susan Boon Vincent Sportsplex" on the Sign.

All of the provisions of the Amended Lease Agreement not specifically amended herein, shall remain in full force and effect.

City of Laurel, Mississippi  
Post Office Box 647  
Laurel, Mississippi 39441  
Telephone: 601-428-6401  
ID# \_\_\_\_\_

Ad-Here, LLC  
Post Office Box 8078  
Laurel, Mississippi 39441  
Telephone: 601-763-7350

**ACCEPTED BY:**

**ACCEPTED BY:**

\_\_\_\_\_  
Lessor, City of Laurel, Mississippi

\_\_\_\_\_  
Lessee, Ad-Here, LCC

Date: \_\_\_\_\_

Date: \_\_\_\_\_

**ACCEPTED BY:**

\_\_\_\_\_  
Assignee, Headrick Outdoor Media, Inc.

Date: \_\_\_\_\_

STATE OF MISSISSIPI  
COUNTY OF JONES

PERSONALLY APPEARED before me, the undersigned authority in and for the said county and state, on this the \_\_\_\_ day of \_\_\_\_\_, 2019, within my jurisdiction, the within named, \_\_\_\_\_, who acknowledged that he is the Mayor of Laurel, Mississippi, a municipal corporation, and that for and on behalf of said municipality and as its act and deed, he signed, executed, and delivered the above foregoing instrument after first having been duly authorized to do so.

GIVEN UNDER MY HAND AND OFFICIAL SEAL ON THIS THE \_\_\_\_ DAY OF \_\_\_\_\_, 2019.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires:  
\_\_\_\_\_

(SEAL)

STATE OF MISSISSIPI  
COUNTY OF JONES

PERSONALLY APPEARED before me, the undersigned authority in and for the said county and state, on this the \_\_\_\_ day of \_\_\_\_\_, 2019, the within named, \_\_\_\_\_, who acknowledged that he/she is a member of Ad-Here, LLC, A Mississippi limited liability company, and as its act and deed, he/she signed, executed, and delivered the above foregoing instrument after first having been duly authorized by said limited liability company.

GIVEN UNDER MY HAND AND OFFICIAL SEAL ON THIS THE \_\_\_\_ DAY OF \_\_\_\_\_, 2019.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires:  
\_\_\_\_\_

(SEAL)

STATE OF MISSISSIPPI  
COUNTY OF JONES

Personally appeared before me, the undersigned legal authority in and for the said county and state, within my jurisdiction, the within named, TERRELL WOOD, who acknowledged that he is the Vice President of Headrick Outdoor Media, Inc. A Wyoming corporation, and that for and on behalf of said Corporation, and as its act and deed he executed the above and foregoing instrument after first having been duly authorized by said Corporation to do so.

GIVEN UNDER MY HAND AND OFFICIAL SEAL ON THIS THE \_\_\_\_ DAY OF \_\_\_\_\_, 2019.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires:  
\_\_\_\_\_

(SEAL)