

**ADDENDUM TO CONTRACT FOR SERVICES AND LEASE
BETWEEN ROCKFORD AREA CONVENTION AND VISITORS BUREAU
AND CITY OF ROCKFORD**

This Addendum to the Contract for Services and Lease (“Addendum”) is entered into as of _____, 2026 (“Effective Date”), by and between the City of Rockford, an Illinois municipal corporation (“City”), and the Rockford Area Convention and Visitors Bureau, an Illinois not-for-profit corporation, d/b/a GoRockford (“GoRockford”). The City and GoRockford are referred to individually as a “Party” and collectively as the “Parties.”

Recitals

- A. Whereas, the Parties entered into that certain Funding Agreement dated January 1, 2023, as previously amended, if applicable (collectively, the “Agreement”), pursuant to which the City agreed to provide funding to GoRockford.
- B. Whereas, the City approved the Agreement by Ordinance 2022-98-O adopted on June 8, 2022.
- C. Whereas, the Parties desire to amend the Agreement to include the following:
 - 1. Extension of the term of the Agreement from an expiration of December 31, 2028, to an expiration of December 31, 2034; and
 - 2. Extension of the continued lease of 102 N. Main Street by GoRockford from an expiration of December 31, 2028, to an expiration of December 31, 2034; and
 - 3. Increase the fee for service equal to seventy-five percent (75%) of the Municipal Hotel Operators Occupation Tax (HMT) under the same terms effective the month following approval and execution of agreement by parties; and
 - 4. Expansion of GoRockford’s management of certain components of Davis Park pursuant to the Davis Park Memorandum of Understanding on Operations between RAVE/Legends Global and GoRockford (dated February 25, 2026). GoRockford will deliver regular activation, community programming, marketing, and operational coordination at Davis Park.

NOW, THEREFORE, in consideration of the foregoing recitals, the mutual covenants contained in this Addendum, and other good and valuable consideration, the receipt and sufficiency of which are acknowledged, the Parties agree as follows:

1. Incorporation of Recitals

The foregoing recitals are incorporated into and made a part of this Addendum as though fully set forth in this Section 1.

2. Extension of Term

Section 6 in the Agreement is deleted in its entirety and replaced with the following:

The term of this Addendum shall be from the first of the month immediately following the approval and execution of this Addendum by the Parties.

3. Extension of Lease of 102 N. Main Street

Exhibit A to the Agreement is deleted and replaced with Exhibit A attached to this Addendum and incorporated by reference.

The continued lease of 102 N. Main Street to GoRockford is extended through December 31, 2034. Base Rent and terms remain at \$11.00 per square foot for a monthly amount of \$7,115.24. In lieu of paying the Base Rent to Lessor, Lessee may allocate the Base Rent amount towards capital improvement projects or city development/planning projects located within the City of Rockford, Illinois that would benefit and be conducive to growing tourism.

4. Amendment to Bureau Base Fee-for-service

Section 7, subsection B in the Agreement is deleted in its entirety and replaced with the following:

Bureau Base Fee-for-service: The City will pay the Bureau a fee equal to seventy-five percent (75%) of the HMT collected and received by the City pursuant to the Act and the Ordinance, less the pro-rata costs of the administration and auditing costs attributed to the HMT, and excluding HMT committed for the redevelopment of 416 South Main Street per Development Agreement (Ordinance No. 2017-055-O), in accordance with the terms set forth therein. Said fee shall be expended in the sole discretion of the Bureau as long as the expenditures are for the purposes provided under the Act and are consistent with the terms and conditions of the Agreement. This provision is effective the first of the month immediately following the approval and execution of this Addendum by the Parties. The Finance Director of the City shall, by the 20th day of each month after the date the Tax is collected by the City, disburse the fee-for-service Tax proceeds resulting from the subject months' collection of the Tax to GoRockford.

4. Expansion of GoRockford's Role in Management of Certain Components of Davis Park

Section 2 in the Agreement will be modified to reflect the current provision as subsection A, and add the following as subsection B:

GoRockford agrees to take on management of certain components of Davis Park pursuant to the Davis Park Memorandum of Understanding on Operations between RAVE/Legends Global and GoRockford dated February 25, 2026, a copy of which

is attached as Exhibit B and incorporated herein. GoRockford will deliver regular activation, community programming, marketing, and operational coordination at Davis Park.

This Addendum is in addition to, and made part of, the Contract for Services and Lease. In the event there is any conflict between the Agreement and this Addendum, the provisions in this Addendum shall control. Except as modified by this Addendum, all other provisions of the Agreement remain in full force and effect.

IN WITNESS WHEREOF, the Parties have executed this Addendum as of the Effective Date.

City of Rockford,
an Illinois municipal corporation

By: _____
Name: _____
Title: Mayor

Date: _____

Attest:

By: _____
Name: _____
Title: Legal Director

Rockford Area Convention and Visitors Bureau, DBA GoRockford,
an Illinois not-for-profit corporation

By: _____
Name: John Groh
Title: President/CEO

Date: _____