

## FIRST AMENDMENT

This Amendment is made and entered into on the date last executed below ("Effective Date"), by and between Pinellas County, a political subdivision of the State of Florida, hereinafter referred to as "County," and BKN Creative, LLC, Tampa, FL hereinafter referred to as "Contractor," (individually referred to as "Party", collectively "Parties").

### WITNESSETH:

WHEREAS, the County and the Contractor entered into an agreement on August 19, 2025, referred to as Pinellas County Contract No. 25-0812-N (hereinafter the "Agreement"), pursuant to which the Contractor agreed to provide marketing services for the County; and

WHEREAS, Section 10 ("Miscellaneous") subsection B ("Amendment") of the Pinellas County Standard Terms & Conditions permits modification by mutual written agreement of the parties; and

WHEREAS, the County and the Contractor now wish to modify the Agreement in order to provide for an extension and an increase to the contract value, at the same prices, terms, and conditions;

NOW THEREFORE, the Parties agree that the Agreement is amended as follows:

1. The term of the Agreement is hereby extended an additional twelve (12) months from August 18, 2026, for a new end of August 18, 2027.
2. Section C ("Expenditures Cap") is revised to reflect a \$910,000.00 dollar increase to the current total not to exceed amount, for a revised total not to exceed amount of \$1,510,000.00.
3. Exhibit D titled "SCOPE OF WORK", is amended to include the "SCOPE OF WORK – Year 2" specifications, attached hereto, which applies solely to the renewal term.
4. Except as changed or modified herein, all provisions and conditions of the original Agreement and any amendments thereto shall remain in full force and effect.

Each Party to this Amendment represents and warrants that: (i) it has the full right and authority and has obtained all necessary approvals to enter into this Amendment; (ii) each person executing this Amendment on behalf of the Party is authorized to do so; (iii) this Amendment constitutes a valid and legally binding obligation of the Party, enforceable in accordance with its terms.

IN WITNESS WHEREOF the Parties herein have caused this First Amendment to be executed by their undersigned officials, who are duly authorized to bind the Parties to the Amendment.

Pinellas County, a political subdivision of the  
State of Florida:

Contractor: BKN Creative, LLC

\_\_\_\_\_  
Signature

*Kevin Tydlaska-Dziedzic*  
\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

Kevin Tydlaska-Dziedzic  
\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Printed Title

Co-Founder + CEO  
\_\_\_\_\_  
Printed Title

\_\_\_\_\_  
Date

06/24/2026  
\_\_\_\_\_  
Date

**APPROVED AS TO FORM**

By: *Keiah Townsend*  
\_\_\_\_\_  
Office of the County Attorney

## EXHIBIT D - SCOPE OF WORK - Year 2

### BKN + PINELLAS COUNTY

#### **COLLABORATIVE NEEDS: RETAINER**

Over the past year, the Care About Me program has generated strong momentum through strategic out-of-home placements, digital media buys, organic and paid social media, and targeted digital outreach. As we move into the next phase of our partnership, our focus will be on sustained growth by expanding visibility, deepening community connection, and driving consistent engagement across Pinellas County.

In this next chapter, our goal will be to amplify what's working while also evolving the strategy to reach new audiences in more meaningful ways. To reach closer to the initial set goal of 1,000 calls per month, we will continue maximizing exposure through integrated advertising, digital media placements, social media, and community outreach, while also introducing more localized, grassroots efforts that build trust and awareness directly within the communities we serve.

Our approach will begin with a focused review of previous efforts, identifying the tactics and channels that delivered the strongest results and where strategic improvements can be made. Rather than a complete reset, we will refine and strengthen the current strategy to quickly build on existing momentum while layering in long-term initiatives designed to sustain growth, increase visibility, and drive continued engagement with CAM.

As part of this next phase, and as we take on the full grassroots efforts from UU, we recommend the addition of a dedicated community liaison within BKN Creative who will act as a Care About Me community representative. These efforts will be assigned to a team member of BKN Creative whose primary focus within the agency will be on the grassroots marketing efforts of CAM. They'll serve as a consistent, visible presence within the community acting as a direct extension of the brand. They will focus on building the provider and referring entity program, facilitate the volunteer program we'd like to create, attend community tabling and like-minded events, meet with local HR departments, schools, faith-based organizations, non-profits and much more.

This role will center on building trust, increasing awareness, and driving engagement across multiple target audiences through boots-on-the-ground efforts, helping to strengthen the relationship between CAM and the community it serves. This role will bridge the gap offering a true local team member working with a local organization to support Care About Me.

Our monthly agency hours will increase by 100/month to support our teams' collective grassroots efforts while also ensuring we have a dedicated team member out in the community.

**BKN Grassroots Marketing Coordinator Would Support:**

- Community presence through local activations, outreach events, and partner engagement
- Audience development by building relationships across key populations
- Partnership growth with providers, organizations, and community leaders
- Volunteer program development to expand the reach and impact of the initiative
- A direct feedback loop that brings real-time community insights back into campaign messaging, media strategy, and program optimization

Our team will continue to lead the development of compelling, audience-first messaging and execute all campaign elements in close collaboration with the CAM team and Pinellas County's internal communications team. We will manage all out-of-home advertising, media placements, influencer partnerships, social media strategy, and grassroots activations while continuously monitoring performance, optimizing efforts, and identifying new opportunities to expand reach and impact over time.

**PRICING + TERMS**

Services Fee:

Hours: The County shall pay the Contractor the hourly rate of \$175.00 per hour for Services rendered (estimated to be 200 hours per month). Service Fee costs will not exceed \$420,000.00 for the Contract Term.

Term: 12 months

The proposed budget is calculated based on our previous successful engagement as well as the addition of hours for our grassroots efforts. If the hours are to exceed this time frame, we will stop work, notify you and proceed after an approved set of additional hours has been arranged. Any extra hours will be based on our rate of \$175 an hour.

Prior to work commencing, the County must approve what services the CONTRACTOR will perform for the month, as identified in the Scope section of the Agreement. At the end of each month, CONTRACTOR must submit a valid invoice outlining which services were completed and the hours billed for each service. CONTRACTOR shall submit invoices no later than 30 days following the end of the service month.

Reimbursable Expenses:

Advertising Budget: \$490,000.00

In addition to the Services Fee, the County will reimburse Contractor at net cost for all actual vendor hard costs for authorized paid media advertising, promotional, and production expenditures. Reimbursable expenses under the Agreement will not exceed \$490,000.00 for the Contract Term. Hard cost invoices shall consist of an invoice coversheet listing each expense for which reimbursement is sought, accompanied by documentation of the amount paid, such as an invoice or receipt, and shall be submitted no less than monthly when expenses are incurred.

### **SERVICES TO BE PERFORMED:**

**ACCOUNT MANAGEMENT** – will primarily be performed by the Dedicated BKN Account Manager for Pinellas County. Functions of the community liaison are listed below under “Dedicated CAM Grassroots BKN Rep”.

- Dedicated BKN Account Managers
- Biweekly Client Meetings + Monthly Hours Reporting

### **WEBSITE MAINTENANCE\***

- Website refresh + ongoing plugin + website updates, etc.,
- Update website design and development as needed
- Ongoing SEO / AEO enhancements

### **GRASSROOTS MARKETING**

*Grassroots Marketing Strategy*

- Strategy Implementation

*Dedicated CAM Grassroots BKN Rep*

- Boots on the ground in Pinellas County connecting w/ community leaders, local businesses, local

organizations, partners and more

- Build-up CAM provider and referring entity network
- Attend community events (g, etc.) as a CAM Rep
- Manage and maintain CAM image throughout county, acting as a liaison for the program

- Research and ideate new opportunities
- Build and manage CRM for outreach efforts
- Host, manage and run CAM branded events to include:
  - CAM Wellness Festival
  - Various events (mural, etc.,)

## **MARKETING + PR**

- Full Marketing Strategy Review
- Implement new strategies w/planned quarterly review

### *PR Support*

- Craft + Pitch Press Releases as needed
- Media Outreach (Paid + Earned) as needed

### *Design*

- Print Collateral + Digital Assets
- OOH (Billboards, Ads in Publications, etc.)
- Handouts, Flyers, Postcards, Swag (EN + ES)

### *Blog*

- Manage Blog (1 - 2 per month)

### *Monthly Analytics*

- Monthly reporting to measure KPI's and targeted metrics to include:
- Organic + Paid Social Media, Monthly PR

+ Event Recaps, Email Performance, Website Performance, Google Business, Advertising and more

### *Email Marketing*

- All Email Opportunities to support campaigns

### *Guerrilla Marketing + Much More*

## **SOCIAL MEDIA**

### *Social Media Organic*

- Social Calendar w/ Client Review + Approvals
- Daily Engagement + Messaging
- Crafting, Designing, Targeting, Scheduling
- Content (design, photo, and short video)

### *Social Media Advertising\**

- Monthly Ad Strategy (Meta / LI)
- Crafting, Designing, Targeting, Scheduling
- Daily AD Management Influencer Marketing Program
- Research + Activation
- Management + Billing

## **ADVERTISING EXPENDITURES:**

As we move into the next phase of our partnership, continued investment across key advertising channels will be essential to maintain momentum and drive increased engagement for Care About Me.

Over the past year, our strategic mix of out-of-home, digital media, social advertising, event ideation and targeted outreach has successfully expanded visibility for CAM. In the year ahead, we will build on this foundation, scaling efforts across OOH, digital, CTV, Radio and additional emerging platforms to further amplify reach and frequency across priority audiences.

Our approach will focus on optimizing high-performing channels while introducing new opportunities to expand impact. This includes refined media placements, enhanced audience targeting, and leveraged data-driven insights to ensure every dollar is working harder to drive awareness and action.

In parallel, we will continue to elevate CAM's presence through strategic event-based marketing. Building on the success of signature moments like the Care About Me Community Wellness Festival, we will expand into additional community events and

activations that create meaningful, in-person connections with residents across Pinellas County.

## **ADVERTISING METHODS**

- OOH Expansion: Increased visibility through strategic placements, high-traffic locations, and refreshed creative rotations
- Digital & CTV Growth: Enhanced targeting, retargeting, and video-driven storytelling to reach audiences where they consume content
- Media Optimization: Continuous performance monitoring to refine placements, messaging, and budget allocation
- Event Integration: Leveraging events as key campaign moments to drive awareness, engagement, and direct community interaction
- Annual Event Growth: Building upon the success of the Care About Me Community Wellness Festival to establish it as a cornerstone awareness and engagement driver
- Digital/Google Ads - Crafting, Designing, Targeting, Scheduling

\*Client will be responsible for all website maintenance fees including site, plugins, hosting platform, etc. Client will also be responsible for all media spend, and additional charges outside of our retainer and will be billed separately.