

OMB Granicus Review

Granicus Title	Agreement with BKN Creative, LLC for marketing services as requested by Human Services.				
Granicus ID#	25-1135A	Reference #		Date	08/01/2025

Mark all Applicable Boxes:

Type of Review									
CIP		Grant		Other	X	Revenue		Project	

Fiscal Information:

New Contract (Y/N)	Y	Original Amount	\$600,000.00
Fund(s)	0001	Amount of Change (+/-)	N/A
Cost Center(s)	100200/301330	Total Amount	\$600,000.00
Program(s)	1569	Amount Available	Total \$ 600,000.00
Account(s)	3693099/5310001	Included in Applicable Budget? (Y/N)	Funds for this grant are included in the FY26 Proposed Budget within the Human Service Department in the General Fund".
Fiscal Year(s)	FY26		

Description & Comments

(What is it, any issues found, is there a financial impact to current/next FY, does this contract vary from previous FY, etc.)

Human Services is requesting approval of the agreement with BKN Creative, LLC (BKN) for marketing services as requested by Human Services.

- This contract will provide additional marketing services to promote Care About Me (CAM) in a bold, robust manner over the next year to increase visibility and program utilization as requested by the Board of County Commissioners.
- In concert with the CAM service provider, BKN will manage out-of-home advertising, media purchases, and influencer marketing on behalf of the CAM program, continuously monitoring success while brainstorming fresh ideas to expand its reach.
- The proposed agreement provides for 100 hours of marketing development and support from BKN each month, for a total of \$210,000.00 for twelve months, with an advertising budget of an additional \$390,000.00 and has two twelve-month renewals.
- Funds for this agreement are included in the FY26 Proposed Budget within the Human Service Department in the General Fund".

Contract No. 25-0812-N in the not to exceed amount of \$600,000.00 for twelve months; Authorize the Chairman to sign and the Clerk of the Circuit Court to attest.

Fiscal Impact:

12-month expenditure not-to-exceed: \$600,000.00

Funding is per the Human Services operating budget derived from a one-time allotment of Opioid Settlement Funding.

Funds for this grant are included in the FY26 Proposed Budget within the Human Service Department in the General Fund".

Analyst: Toni Merrill

Ok to Sign: ☒