

OMB Granicus Review

Granicus Title	Amendment with BKN Creative, LLC for marketing services.				
Granicus ID#	26-1047A	Reference #		Date	06/30/2026

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 (+/-)	\$910,000.00
Cost Center(s)	100200/301330	Total Amount	\$1,510,000.00
Program(s)	1569 Project 006566A	Amount Available	Total \$ 1,510,000.000
Account(s)	3693099/5310001	Included in Applicable Budget? (Y/N)	Funding for this amendment is included in the FY26 Adopted Budget for Human Services within the General Fund out of the Miscellaneous Opioid under project 006566A. It will be switching to the City/County Opioid Fund in FY27.
Fiscal Year(s)	FY26 & FY27		

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 First Amendment for marketing services with BKN Creative LLC (BKN) requested by Human Services.

- This contract provides marketing services to promote Care About me in a bold, robust manner to increase visibility and program utilization.
- The proposed amendment extends the contract an additional twelve months and provides 200 hours of marketing development and support from BKN each month, for a total of \$420,000.00 for twelve months, with an advertising budget of an additional \$490,000.00. There is one twelve-month renewal remaining.
- This agreement expands the grassroots marketing efforts with staff dedicated to increased outreach to faith based organizations, civic groups, businesses and other community stakeholders.
- Opioid Settlement Funds are being utilize for this amendment to target increased utilization for behavioral health care services.
- Funding for this amendment is included in the FY26 Adopted Budget for Human Services within the General Fund out of the Miscellaneous Opioid under project 006566A. It will be switching to the City/County Opioid Fund in FY27.

Contract No. 25-0812-N increase in the amount of \$910,000.00, for a revised total not to exceed amount of \$1,510,000.00, through August 18, 2027; Authorize the Chairman to sign and the Clerk of the Circuit Court to attest.

Fiscal Impact:

Revised approval amount: \$1,510,000.00

Funding for this amendment is included in the FY26 Adopted Budget for Human Services within the General Fund out of the Miscellaneous Opioid under project 006566A. It will be switching to the City/County Opioid Fund in FY27. Settlement Funding.

Analyst: Toni Merrill

Ok to Sign: ☒