

## SECOND 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 Starmark International, Inc., hereinafter referred to as "Contractor," (individually referred to as "Party", collectively "Parties").

### WITNESSETH:

WHEREAS, the County and the Contractor entered into an agreement on February 23, 2021, referred to as Pinellas County Contract No. 190-613-P (hereinafter "Agreement"), pursuant to which the Contractor agreed to provide Marketing/Public Relations Services for St. Pete-Clearwater International Airport for the County; and

WHEREAS, Section twenty-one (21) of the Agreement 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 a term extension, at the same prices, terms, and conditions;

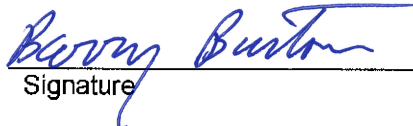
NOW THEREFORE, the Parties agree that the Agreement is amended as follows:

1. In accordance with section 4 ("Term of Agreement"), subsection B ("Term Extension"), the Parties agree to exercise they two-year extension period and extend the Agreement an additional two (2) years from February 23, 2026, to February 23, 2028.
2. The current total not to exceed amount of \$2,725,000.00 is revised to reflect an increase of \$1,090,000.00 for the additional two-year extension period. This results in a new total not-to-exceed expenditure of \$3,815,000.00 for the Agreement term.
3. Exhibit C – Payment Schedule, is hereby deleted in its entirety and replaced with the revised Exhibit C – Payment Schedule attached hereto.
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 Second 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:

  
Signature

Barry Burton

Printed Name

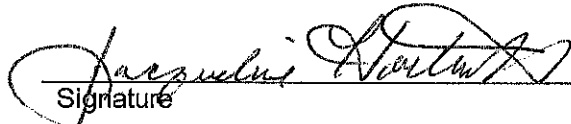
County Administrator

Printed Title

December 11, 2025

Date

Contractor:

  
Signature

  
Printed Name

CEO  
Printed Title

12/3/25  
Date

APPROVED AS TO FORM

By: Keiah Townsend  
Office of the County Attorney

## EXHIBIT C – PAYMENT SCHEDULE

The County agrees to pay the Contractor an amount not-to-exceed sum of \$545,000.00, annually. The additional two-year extension period reflects an increase in the amount of \$1,090,000.00 to the current not to exceed amount of \$2,725,000.00, for a new total not-to-exceed expenditure of \$3,815,000.00.

The Airport will operate on a project-by-project basis where the Contractor provides proposals/estimates of the work, once the scope is determined. Proposals/estimates will be fully burdened hourly rates based on Contractors following hourly rate chart:

<b>Account Strategy, Planning, Stewardship and Services</b>	<b>Hourly Rates</b>
Vice President- Strategic Planner	\$225
Account Director	\$150
Account Coordinator	\$60
Project Management & QA	\$130
Media Director/Planner	\$175
Media Buyer	\$150
Media Specialist/Coordinator	\$100
<b>Creative Concepting, Development and Production</b>	<b>Hourly Rates</b>
Chief Creative Officer	\$225
Associate Creative Director	\$175
Art Director	\$150
Copywriter	\$150
Studio Services	\$120
<b>Website, CRM, Database and App Services</b>	<b>Hourly Rates</b>
Development Manager	\$150
Back End Developer	\$150
Front End Developer	\$120
Digital Producer	\$120
Information Technology Specialist	\$60
<b>Digital Marketing Strategy, SEO, Search Social</b>	<b>Hourly Rates</b>
UI/UX Strategist	\$150
Digital Marketing Specialist	\$150
Search & SEO Specialist	\$150
Social Media Specialist	\$150
Business Analyst	\$150