



NON-COMPETITIVE CHECKLIST For Any Dollar Threshold

Administrative Services
Purchasing & Risk Management
Merry Celeste, CPPB, CPM
Division Director

RE: Contract No. 25-0812-N Care About Me marketing Services

Estimated Expenditure \$ 600,000.00

Increase Amount \$

Total Contract Value \$ 600,000.00; twelve (12) months

Time Extension:

All research is to be performed by a Purchasing Analyst. Attach all justification and documentation, including vendor quote, sole source letter, department non-compete memo, etc.). In accordance with Pinellas County Code Section 2-180, the Director will have the final approval whether or not a purchase is deemed non-competitive.

- ☐ The purchase constitutes a sole source purchase. The product is a sole source that has been confirmed through research (for purchases less than \$100K) or research and advertisement (for purchases greater than \$100K).
- ☐ There is only one practicable and reasonable source for the purchase
- ☐ A noncompetitive purchase will result in verifiable financial savings to the County
- ☐ The purchase is intended as a trial program. Also known as a "pilot" program (typically no longer than one year)
- ☒ Utilizing a competitive process will be detrimental to timely securing the goods or services
- ☐ The purchase is of used goods, materials, or supplies
- ☐ The purchase is for goods and/or services for resale to the public at public marinas, as defined in Section 90-3 of the Pinellas County Code
- ☐ The purchase pertains to a sponsorship, in which case it shall be conducted in accordance with the sponsorship policy established by the Board
- ☐ The purchase is related to statutorily authorized tourism promotions services and/or activities

Provide additional information to support your request below:

Requested Approval Amount: \$600,000.00

Scope/Pricing attached. Human Services is seeking additional Marketing Services to promote Care About Me (CAM) in a bold, robust manner over the next year to increase visibility and program utilization. CAM works with Pinellas County residents to confidentially assesses their mental health or substance use situation, match them with a provider, and book an appointment for care. BKN Creative, LLC (BKN) previously spent a year learning strategy and branding of the program and amp up exposure.

On 7/23/25, HS staff submitted a non-competitive request for marketing services to Purchasing with a request to be on the 8/19 Board meeting that has a submittal deadline of 8/1/25 to complete the Legistar reviewer process to make the 8/19 BCC meeting deadline date. Per HS staff, the BCC requested this be done quickly. Purchasing also requested justification of price reasonableness due to non-competitive request.

Kim Meador KM

07/29/2025

Purchasing Staff Member w/initials

Date


Director Approval

7/29/2025

Date

400 S Ft Harrison Ave
Clearwater, FL 33756
Phone (727) 464-3664
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EXHIBIT D - SCOPE OF WORK

BKN + PINELLAS COUNTY

COLLABORATIVE NEEDS: RETAINER

You've made it through launch! Now what? In this pitch, our goal will be to take our previously developed strategy and branding of the Care About Me Program and amp up exposure.

To achieve our target of 1,000 calls per month, maximizing exposure is essential. Our initial steps to re-engage with the program will include a thorough review of the current landscape: analyzing past efforts, identifying successes, and understanding what hasn't worked. We will also revisit our previously established strategy and pinpoint opportunities for quick wins that can drive immediate attention to the platform. Additionally, we'll identify long-term strategies that we can plan and execute to sustain and grow exposure over time.

Focusing on the communities in Pinellas County, we will strategically approach various target audiences and communicate that CAM is a vital resource tailored to their behavioral health needs.

Our team will develop compelling messaging and execute all campaign elements in collaboration with the CAM team and the internal communications team of Pinellas County. We will manage all 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.

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 100 hours per month). Service Fee costs will not exceed \$210,000.00 for the Contract Term.

Term: 12 months

This budget is developed to give us a baseline of hours that we feel it will take to complete the scope of work. 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: \$390,000.00

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 \$390,000.00 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.

SCOPE OF WORK

STRATEGY

Marketing Strategy Review:

- Program update + review of previous strategy
- Research and ideate new opportunities
- Update deck and provide timelines after strategy approval

SOCIAL MEDIA

- Social Media Organic
 - Social strategy update (all relevant platforms)
 - Crafting, designing, targeting, scheduling
 - Monthly analytics
- Social Media Advertising
 - Social AD strategy update (Meta / LI)
 - Crafting, designing, targeting, scheduling
 - Monthly analytics
- Influencer marketing program
 - Influencer strategy update
 - Influencer management
 - Create various designs, photos, and short videos for influencers
 - Monthly analytics

FULL MARKETING, ADVERTISING + PR SUPPORT

- Strategy Implementation (with quarterly review)
 - PR support where needed
 - Media buy, outreach, management + purchasing
 - Identify + engage with community outreach + events
 - Blog + additional copywriting support
 - Digital ADs (Google, Streaming, etc.), local publications + opportunities
 - Crafting, designing, targeting, scheduling
 - Monthly analytics
 - Email marketing
 - All email opportunities to support campaigns and ongoing
 - Website
 - Work with developer to update site
 - Updates to SEO
 - Guerrilla marketing + much more!

CONTENT CREATION

- Digital Assets
 - Design various assets for social media and web purposes
 - Light photo and video for social media (paid + organic)
- Print Collateral
 - OOH (Billboards, Ads in Publications, etc.)
 - Flyers, handouts, etc. (English + Spanish)

TIMELINE + DELIVERABLES

MONTH ONE

Start of Contract

- Strategy review
 - Ideate additional opportunities for marketing, advertising, social media, influencer marketing and PR
 - To be completed within the first two weeks of signing
 - Week three: Present an updated strategy with a list of opportunities to the Pinellas Team. Once opportunities are agreed to, we will develop a go-to-market plan for how we will tackle each one.
- Onboarding access to social accounts
 - Review current social status
 - Implement current month posts
 - Build-out social media content for the following month (always working a month ahead)

MONTH TWO TO TWELVE

Recurring Deliverables:

Account Management:

- Weekly team meetings
- Internal progress, communications and meetings
- Building tasks, setting up monthly projects and general project management
- Monthly hours and analytic reporting. Delivered within the first two weeks of the following month.

Organic Social Media:

- Monthly Creative Brief + Content Calendar
- 5 - 6 posts per week on all in-use platforms (posts with assets such as photo, design, video & animation)
- 3 - 4 stories per week on all platforms utilizing the feature
- Daily engagement
- Handle all incoming social media messages and comments within hours
- Monthly analytics

Paid Social Media:

- 2 - 4 ADs per month with varying budgets
- Creative support + management
- Monthly analytics

Copywriting:

- 1-2 blogs per month with SEO focus

Ongoing Monthly Items:

Marketing:

- Testing individual opportunities that are approved in strategy. Our team will manage the set up, research, design, schedule and implementation of items such as:
 - Event Marketing
 - OOH Advertising

- TV + Radio
- Community Outreach
- PR opportunities
- Email Marketing
- PPC Ad Management
- Guerrilla Marketing
- Analytics

Influencer Marketing:

- Handle influencer program
- Research influencer opportunities, connect with influencers, and build strategy per person.
- Build scripts, set up shoot details, and produce content for local influencers (ie, Sheriff, County Commissioners, etc.)
- Analytics

Content Creation:

- Misc design requests - for any print or digital purposes
- Photograph community events for social and marketing purposes
- Shoot videos for social media purposes