



# Pinellas County

## Staff Report

**File #:** 25-1056D, **Version:** 1

**Agenda Date:** 12/31/2025

**Subject:**

Second Amendment Term Extension with Starmark International, Inc. for requirements of promotional and marketing services for the St. Pete-Clearwater International Airport.

**Recommended Action:**

Approval and execution by the County Administrator of the Second Amendment Term Extension with Starmark International, Inc.

- This contract provides marketing, advertising and public relations/ communications services to support the mission of St. Pete-Clearwater International Airport.
- The Second Amendment exercises the two-year term extension per the terms of the original contract approved by the Board of County Commissioners (BCC), increasing by \$1,090,000.00 and extending from February 23, 2026, to February 23, 2028.
- The Purchasing Division Director approved the First Amendment on December 22, 2023, to remove the annual not to exceed limitation. The original award was approved by the BCC on February 23, 2021, in the amount of \$2,725,000.00.
- This request is budgeted for in the FY26 Budget of PIE in the Airport Revenue and Operating Fund. In the event that future fiscal year funding is not available for this agreement, the County maintains the authority to terminate this agreement.

Contract No. 190-0613-P; increases the contract amount by \$1,090,000.00 for a revised not-to-exceed amount of \$3,815,000.00 through February 23, 2028.

**Strategic Priorities:**

Prosperity and Opportunity

3.2 Provide and promote tourism opportunities

**Summary:**

The Second Amendment exercises the first and final two-year term extension increasing by \$1,090,000.00 and extending from February 23, 2026, to February 23, 2028.

**Background/Explanation:**

The Purchasing Division Director approved the First Amendment on December 22, 2023. The original award was approved by the BCC on February 23, 2021, in the amount of \$2,725,000.00.

**Fiscal Impact:**

Original awarded not-to-exceed amount:	\$2,725,000.00
First Amendment:	\$ 0.00
Second Amendment:	<u>\$1,090,000.00</u>
Revised not-to-exceed amount:	<u>\$3,815,000.00</u>

This request is budgeted for in the FY26 Budget of PIE in the Airport Revenue and Operating Fund.

In the event that future fiscal year funding is not available for this agreement, the County maintains the authority to terminate this agreement.

**Delegated Authority:**

Authority for the County Administrator to sign this Second Amendment is granted under Code Section 2-62 (a)(12).

**Staff Member Responsible:**

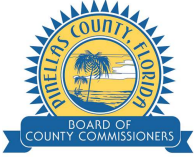
Mark Spragure, Interim Director, St. Pete-Clearwater International Airport  
Merry Celeste, Purchasing Division Director, Office of Management & Budget  
Chris Rose, Director, Office of Management and Budget

**Partners:**

N/A

**Attachments:**

Second Amendment



# Pinellas County

## Staff Report

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**File #:** 26-0153A, **Version:** 1

**Agenda Date:** 2/17/2026

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**Subject:**

Receipt and File Report of purchasing items delegated to the County Administrator for the quarter ending December 31, 2025.

**Recommended Action:**

Accept the Receipt and File Report of purchasing items delegated to the County Administrator.

**Strategic Priorities:**

Smart Service Delivery

4.2 Achieve and maintain a high level of customer satisfaction.

**Summary:**

The Board of County Commissioners (Board) has delegated authority to the County Administrator to approve purchases and other purchasing related processes with the requirement that all approvals be submitted for receipt and file on a quarterly basis.

**Background Information:**

The County Administrator has delegated authority to award contracts up to \$250,000.00 in a fiscal or calendar year. For purchases initiated from State of Florida bids or negotiated contracts, the County Administrator has delegated authority to approve in any amount. The County Administrator has delegated authority to increase maintenance, repair and operating contracts in an amount not to exceed fifty percent (50%) of the initial award by the Board. The County Administrator has delegated authority to exercise contract extensions above the threshold of \$250,000.00 upon the same terms and conditions set forth in the original Board approved contract.

**Fiscal Impact:**

The attached list contains approvals of competitive sealed bidding, Florida State contracts, master purchase agreement increases, emergency purchases, contract extensions, and items delegated to the Director of Administrative Services or the Director of Office of Management and Budget as per County Code 2-62, and 2-164 through 2-188.

**Staff Member Responsible:**

Barry A. Burton, County Administrator

Chris Rose, Director, Office of Management & Budget

Merry Celeste, Purchasing Director, Office of Management & Budget

**Partners:**

N/A

**Attachments:**

Quarterly Report

## 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:

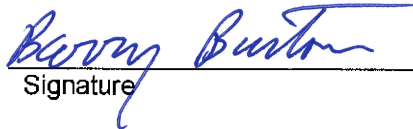
1. In accordance with section 4 ("Term of Agreement"), subsection B ("Term Extension"), the Parties agree to exercise they two-year extension period and extend the Agreement an additional two (2) years from February 23, 2026, to February 23, 2028.
2. The current total not to exceed amount of \$2,725,000.00 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.

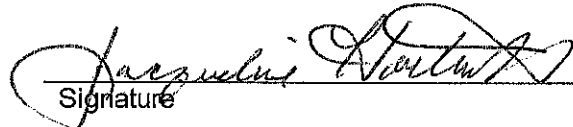
Each Party to this Amendment represents and warrants that: (i) it has the full right and authority and has obtained all necessary approvals to enter into this Amendment; (ii) each person executing this Amendment on behalf of the Party is authorized to do so; (iii) this Amendment constitutes a valid and 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:

Contractor:

  
Signature

  
Signature

Barry Burton

  
Printed Name

Printed Name

Printed Name

County Administrator

CEO

Printed Title

Printed Title

December 11, 2025

12/3/25

Date

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