



# AMENDMENT 1

## CONTRACT FOR PUBLIC INFORMATION AND OUTREACH SERVICES

**TO:** Adrienne Johnston, President and CEO  
CareerSource Florida

**FROM:** Moore, Inc.  
Terrie Ard

**DATE:** May 21, 2025

By mutual consent of CareerSource Florida and Moore, Inc. (Moore), the contract between CareerSource Florida and Moore dated July 2, 2024, shall reflect the **following additional scope of work and budget.**

**Contract Value**

The contract value will change from \$4,750,000 to \$5,000,000.

**Attachment A Amendment**

The below references an update to the budget for each deliverable. Description/tasks, performance measures and financial consequences from the original contract remain the same.

Deliverables for FY 2025 – 2026 Moore Inc. Contract Attachment A		
Deliverable 1: Integrated Communications Planning and Contract Services Support		
Description/Tasks	Performance Measures	Financial Consequences
Project and Contract Management: Deliver ongoing support to execute the strategies and tactics outlined in the communications plan, which encompasses both proactive and reactive public, state workforce development board and stakeholder outreach, as well as prioritize tracking and measurement of outcomes of strategic initiatives. Tasks for this deliverable will include, but not be limited to: <ul style="list-style-type: none"> <li>• At the direction of CareerSource Florida, write and execute a 2025-2026 Integrated Communications Plan that includes communications goals and objectives,</li> </ul>	Develop and provide draft of CareerSource Florida 2025-2026 Integrated Communications Plan by July 30, 2025.  Implementation of CareerSource Florida 2025-2026 Integrated Communications Plan.  Strategic discussions and planning.  Return on Investment reporting.	Failure to submit proof of completed deliverables as referenced in deliverable descriptions, tasks, performance measures and throughout the contract, or other documentation within 40 calendar days from the 1st calendar day of each month following the completion month will result in a deduction of 5% of the deliverable cost for each business week beyond the due date. Such reduction shall be made from the deliverable payment.

<p>targeted audiences, outreach strategies, tactics and performance measures.</p> <ul style="list-style-type: none"> <li>• Planning and leading meetings with CareerSource Florida and other stakeholders, when applicable, to advance communications plan goals and objectives. (Weekly and on-demand, as needed.)</li> <li>• Project management, including tracking pending work, to complete projects and deliverables as identified in the communications plan or otherwise assigned by CareerSource Florida.</li> <li>• Development of monthly activity report to specify tasks completed to be reflected in monthly invoices.</li> </ul>		
<b>Deliverable 1 Cost: \$150,000</b>		

<b>Deliverables for FY 2025 – 2026 Moore Inc. Contract Attachment A</b>		
<b>Deliverable 2: CareerSource Florida Network Key Initiatives Outreach and Communications Plan Implementation</b>		
<b>Description/Tasks</b>	<b>Performance Measures</b>	<b>Financial Consequences</b>
<p>Outreach: Creation of outreach campaigns and other communications tools and resources for job seekers, workers and employers.</p> <p>Tasks for this deliverable will include, but not be limited to:</p> <ul style="list-style-type: none"> <li>• Copywriting, design and development of outreach campaign materials and assets, including development of key messages to reach audiences identified in</li> </ul>	<p>Messaging and outreach campaigns to raise awareness of available employment and training services that connect Floridians with barriers to employment as defined in WIOA to networks and partner programs and services.</p> <p>Support for CareerSource Florida meetings and events.</p> <p>Outreach and engagement.</p> <p>Communications services.</p>	<p>Failure to submit proof of completed deliverables as referenced in deliverable descriptions, tasks, performance measures and throughout the contract, or other documentation within 40 calendar days from the 1st calendar day of each month following the completion month will result in a deduction of 5% of the deliverable cost for each business week beyond the due date. Such reduction shall be made from the deliverable payment.</p>

<p>the annual communications plan as well as creative development of advertising assets to support media placements and ad buys in Deliverable 4.</p> <ul style="list-style-type: none"> <li>• Layout and design of reports, as assigned by CareerSource Florida, including the Workforce Innovation and Opportunity Act Combined Plan and CareerSource Florida Annual Report.</li> <li>• Development of content and management of social media engagement across platforms including X (formerly Twitter), Facebook, LinkedIn, and Instagram.</li> <li>• Development of toolkits to support outreach that advances priority initiatives.</li> <li>• Earned media outreach leadership to include coordination of news conferences, op-eds, and the drafting of news releases, as assigned.</li> <li>• Virtual and in-person support, as requested by CareerSource Florida, for board meetings, partner events, and other special events.</li> </ul>	<p>Advertising services.</p> <p>Track leads generated by job seekers and businesses.</p>	
<p><b>Deliverable 2 Cost: \$585,000</b></p>		

**Deliverables for FY 2025 – 2026 Moore Inc. Contract Attachment A**

**Deliverable 3: Video and Printed Materials Outreach**

Description/Tasks	Performance Measures	Financial Consequences
Procure Vendors for Videos and Printed Materials	With prior approval from CareerSource Florida, purchase signage, outreach collaterals, e.g. brochures, media kits, promo cards for workforce services, resources and activities videos, photography, recognition and marketing/outreach items.	Failure to submit proof of completed deliverables as referenced in deliverable descriptions, tasks, performance measures and throughout the contract, or other documentation within 40 calendar days from the 1st calendar day of each month following the completion month will result in a deduction of 5% of the deliverable cost for each business week beyond the due date. Such reduction shall be made from the deliverable payment.
		<b>Deliverable 3 Cost: \$75,000</b>

**Deliverables for FY 2025 – 2026 Moore Inc. Contract Attachment A**

**Deliverable 4: Advertising/Media Buying**

Description/Tasks	Performance Measures	Financial Consequences
<p>Provide Counsel and Recommend Selection of Advertising and Media Placements</p> <p>Tasks for this deliverable will include, but not be limited to: Based on CareerSource Florida-approved plans and creative assets, the vendor will use these funds to cover the hard/direct costs of advertising across multiple mediums.</p> <p>No fees will be charged to this deliverable for the activities associated with securing the placements on CareerSource Florida's behalf to reach its target audiences.</p>	<p>Technical assistance and counsel on selection/need for advertising and media placements.</p> <p>Media buying via multiple mediums, e.g. digital platforms, print, websites, radio, television, outdoor and transportation displays, and direct marketing.</p> <p>Advertising buys for in-state and, when appropriate, national placements.</p> <p>Digital advertising buys.</p> <p>Provide detailed reports outlining the outcomes of this deliverable.</p>	Failure to submit proof of completed deliverables as referenced in deliverable descriptions, tasks, performance measures and throughout the contract, or other documentation within 40 calendar days from the 1st calendar day of each month following the completion month will result in a deduction of 5% of the deliverable cost for each business week beyond the due date. Such reduction shall be made from the deliverable payment.
		<b>Deliverable 4 Cost: \$600,000</b>

**Deliverables for FY 2025 – 2026 Moore Inc. Contract Attachment A**

**Deliverable 5: Event and Organization Partnerships**

Description/Tasks	Performance Measures	Financial Consequences
<p>Connect and Create Partnership Agreements with workforce system customers and potential customers.</p> <p>Tasks for this deliverable will include, but not be limited to:</p> <ul style="list-style-type: none"> <li>• Develop a 2025-2026 partnership plan coordinating and maximizing CareerSource Florida's investment.</li> <li>• Liaison between CareerSource Florida and partners to complete and document agreed upon deliverables for each individual partnership agreement.</li> <li>• Report to CareerSource Florida on outcomes, including return on investment, associated with each partnership agreement and the collective outcomes of the plan.</li> </ul>	<p>Develop and manage an annual partnership plan that will result in negotiated partnership agreements managed by the vendor while adhering to all timelines.</p> <p>Coordinate receipt of proof of performance.</p>	<p>Failure to submit proof of completed deliverables as referenced in deliverable descriptions, tasks, performance measures and throughout the contract, or other documentation within 40 calendar days from the 1st calendar day of each month following the completion month will result in a deduction of 5% of the deliverable cost for each business week beyond the due date. Such reduction shall be made from the deliverable payment.</p>
<b>Deliverable 5 Cost: \$90,000</b>		

<b>Deliverables for FY 2025 – 2026 Moore Inc. Contract Attachment A</b>		
<b>Deliverable 6: Broadband</b>		
Description/Tasks	Performance Measures	Financial Consequences
<p>Provide event planning and management and communications outreach services for the Florida Broadband Summit. Tasks for this deliverable will include, but not be limited to:</p> <ul style="list-style-type: none"> <li>• Account Management, Strategy and Counsel</li> <li>• Event Planning, Management and Execution Support</li> <li>• Development of Communications Tools and Production</li> </ul>	<p>Develop and implement event plan.</p> <p>Strategic discussions and planning.</p> <p>Final reporting.</p>	<p>Failure to submit proof of completed deliverables as referenced in deliverable descriptions, tasks, performance measures and throughout the contract, or other documentation within 40 calendar days from the 1st calendar day of each month following the completion month will result in a deduction of 5% of the deliverable cost for each business week beyond the due date. Such reduction shall be made from the deliverable payment.</p>

<ul style="list-style-type: none"> <li>• Communications Outreach and Support</li> </ul>		
<b>Deliverable 6 Cost: \$250,000</b>		

Total Cost of CareerSource Florida Deliverables 1-6 for FY 25-26: \$1,750,000

**Budget**

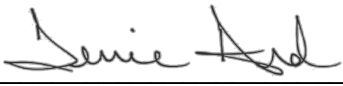
- **Previous Agreement:** \$1,500,000 for fiscal year 2025 – 2026
- **Addition to the Agreement:**
  - o Broadband: \$250,000
- **Total Anticipated Investment July 2025 – December 2026:** \$1,750,000

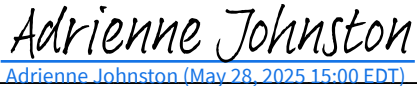
**Invoicing**

The Contractor shall submit invoices for services provided, which should include the deliverable start and completion dates, along with a summary of the services provided and hours charged, Payment for services will be made upon receipt of invoices received for specific products and services. Invoices shall include the required documentation as stipulated in Attachment A - Schedule of Deliverables and Payments and be submitted to:

Quartil Robinson, Contracts & Procurement Manager, CareerSource Florida, Inc.  
P.O. Box 13179 Tallahassee, Florida 32317  
Email: [accountspavable@careersourceflorida.com](mailto:accountspavable@careersourceflorida.com)

All other terms and conditions of the original contract remain in place.

  
\_\_\_\_\_  
**Moore, Inc.**

  
[Adrienne Johnston \(May 28, 2025 15:00 EDT\)](#)  
\_\_\_\_\_  
**CareerSource Florida**

05/28/2025  
\_\_\_\_\_  
**DATE**

05/28/2025  
\_\_\_\_\_  
**DATE**






# Addendum\_CSF Florida Broadband Summit

Final Audit Report

2025-05-28

Created:	2025-05-28
By:	Amanda Peterson (amandap@themooreagency.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAAsXb5ICWxHFx10--daXaaW4x2w4f9sFc

## "Addendum\_CSF Florida Broadband Summit" History

-  Document created by Amanda Peterson (amandap@themooreagency.com)  
2025-05-28 - 6:35:20 PM GMT
-  Document emailed to Adrienne Johnston (ajohnston@careersourceflorida.com) for signature  
2025-05-28 - 6:35:25 PM GMT
-  Email viewed by Adrienne Johnston (ajohnston@careersourceflorida.com)  
2025-05-28 - 6:49:51 PM GMT
-  Document e-signed by Adrienne Johnston (ajohnston@careersourceflorida.com)  
Signature Date: 2025-05-28 - 7:00:09 PM GMT - Time Source: server
-  Agreement completed.  
2025-05-28 - 7:00:09 PM GMT