



AMENDMENT 2

CONTRACT FOR PUBLIC INFORMATION AND OUTREACH SERVICES

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

**FROM: Audrey Goff, Vice President
Moore, Inc.**

DATE: September 5, 2025

SOW #: 2544 – Public Relations and Event Support

On July 2, 2024, CareerSource Florida, Inc. (“CareerSource Florida” or CSF”) and Moore Communications Group, Inc. (“Moore”) entered into Contract 2024-2027 (“the Contract”). CSF and Moore are sometimes referred to herein individually as a “Party” and collectively as “the Parties.”

WHEREAS, the Contract provides that modifications to the Contract shall only be valid when they are in writing and signed by the Parties; and

WHEREAS, the Parties wish to modify the Contract as set forth herein;

NOW THEREFORE, in consideration of the mutual covenants and obligations set forth herein, the receipt and sufficiency of which are hereby acknowledged, the Parties agree to the following:

1. CSF and Moore amend this contract to add Attachment F - Statement of Work 2544 – Public Relations and Event Support.
2. The Contract amount of \$5,000,000.00 is deleted and replaced with \$5,080,000.00 wherever found.
3. This amendment, including Attachment F, will commence upon execution by the parties.
4. All other terms and conditions remain in effect.

IN WITNESS WHEREOF, the Parties have caused this Amendment to be executed by the undersigned officials as duly authorized.

CareerSource Florida

By: 

Name: Adrienne Johnston

Title: President & CEO

Date: 09/25/2025

Moore, Inc.

By: 

Name: Terrie Ard

Title: President & COO

Date: 09/30/2025

Attachment F

Statement of Work 2544 – Public Relations and Event Support

This is a Statement of Work (“SOW”) between Moore and CSF. This SOW is in addition to, and does not change, the services to be provided under Attachment A, Schedule of Deliverables and Payments, as amended.

- I. **Scope of Services:** Specific services may include integrated communications, including but not limited to: Public Relations Counsel, Public Relations, Strategic Communications Planning, Community Relations, Media Relations, Governmental Relations (excluding lobbying), Crisis Communication, Public Affairs, Marketing, Advertising, Branding, Cooperative Programs, Creative/Design, Graphic Design, Web Design, Direct Mail, Social Media, Market Research, Tracking, Promotional Materials and Special Event services as requested by the client.
- II. **Scope of Work:** Work under this SOW will conclude on or before June 30, 2026, unless the Contract is modified by the Parties in a written and signed amendment. Either Party may cancel this SOW with 30 days’ written notice. Such cancellation will not affect the services to be provided under Attachment A, Schedule of Deliverables and Payments, as amended. The scope of work for CSF will be as follows:
 1. **Speaking Engagement Support**
 - a. Identification of in-person opportunities for President and CEO, to coincide with statewide travel for events and speaking engagements
 - b. Coordination of scheduling and logistics for opportunities
 - c. On-site support, as needed
 2. **Paychecks for Patriots Event Support**
 - a. Collaboration with local workforce development boards and state agency partners on planned events
 - b. Support in developing creative elements
 - c. Develop media templates for local boards, including press release and media alert template
 - d. Regular reporting to CareerSource Florida on scheduled events
 3. **Workforce Day at the Capitol Event Support**
 - a. Plan and execute press event, including run of show, speaker identification and outreach and logistics support
 - b. Identify additional supplemental events, including roundtables, town hall meetings, tours, etc.
 - c. Includes up to two additional events
 1. Collaboration on accompanying CareerSource Florida Board of Directors meeting
 2. On-site support, as needed
 4. **Other public relations and event activities as needed.**
- III. **Fees:** Moore will charge the following fees for the deliverables outlined within the Scope of Work section of this SOW and requested by CSF:
 1. **\$8,000/month**
 - a. Includes 48 hours of account servicing at \$165/hr. rate.

IV. Authority: For purposes of this SOW, authority to perform any act on behalf of CSF may be granted only by the person(s) listed, or such persons as may be identified from time to time by any person listed:

1. Adrienne Johnston
2. Jason McCandless
3. Keri Nucatola

Any changes to this SOW must be provided and approved by both parties in writing.