



Kimberly J. Williams, JD
Harris County Purchasing Agent

May 15, 2026

Commissioners Court
Harris County, Texas

RE: Job No. 210314

Members of Commissioners Court:

Please approve the attached Order(s) authorizing the County Judge to execute the attached Third Amendment to the Agreement(s) for the following:

Description: Branding, Marketing and Strategic Communication Services for the Harris County Clerk's Office

Vendor(s): KGBTexas Marketing/Public Relations, Inc. dba K Harvey Brand Partners

Amount: \$5,300,000 previously approved funds for the term 05/25/2026 - 05/24/2027
2,782,500 additional funds for the term 05/25/2026 - 05/24/2027
\$8,082,500

Reviewed By: • Harris County Purchasing • County Clerk's Office

The Third Amendment allocates funds to plan, support and execute a strategy paid media campaign to educate registered voters in Harris County. Purchase order(s) will be issued upon Commissioners Court approval.

Sincerely,

Kimberly J. Williams, JD
Purchasing Agent

GGZ
Attachment(s)
cc: Vendor(s)

FOR INCLUSION ON COMMISSIONERS COURT AGENDA MAY 28, 2026

**AMENDMENT TO THE AGREEMENT BETWEEN HARRIS COUNTY AND
KGBTexas MARKETING/PUBLIC RELATIONS, INC.
DBA K HARVEY BRAND PARTNERS**

THE STATE OF TEXAS §
 §
COUNTY OF HARRIS §

This Amendment to the Agreement is made and entered into by and between Harris County (the “County”), a body corporate and politic under the laws of the State of Texas and acting by and through Harris County Clerk’s Office (“Department”), and KGBTexas Marketing/Public Relations, Inc. dba K Harvey Brand Partners (“Contractor”). County and Contractor are known individually as “Party” and collectively as “Parties.”

Recitals

On or about May 24, 2022, the County entered into an agreement with Contractor to provide branding, marketing, and strategic communication services (the “Master Agreement”).

The County and Contractor now desire to amend the Master Agreement for the third time (“Third Amendment”) for the purpose of adding additional funds for services to support a voter education and outreach campaign.

The County and Contractor are adding additional funds for additional services as illustrated in the Scope of Work attached hereto as Exhibit A and incorporated herein by reference.

Contractor warrants and represents that it is willing and capable of providing the services.

Terms

1) CONTRACT CONSTRUCTION

This Third Amendment shall be governed by the Master Agreement, which is incorporated by reference as though fully set forth word for word.

2) LIMIT OF APPROPRIATION

Contractor understands and agrees, said understanding and agreement also being of the absolute essence of this Amendment, that the total maximum compensation that Contractor may become entitled to for the Services performed under this Amendment, and the total maximum sum that the County shall become liable to pay to Contractor under this Amendment, shall not under any conditions, circumstances, or interpretations thereof exceed the sum of Two Million Seven Hundred Eighty-Two Thousand Five Hundred and No/Dollars (\$2,782,500.00) as certified available by the Harris County Auditor as evidenced by the issuance of a Purchase Order from the Harris County Purchasing Agent.

Contractor understands and agrees, said understanding and agreement also being of the absolute essence of this Amendment, that the total maximum compensation that Contractor may become entitled to hereunder, and the total maximum sum that the County shall become liable to pay to Contractor hereunder, shall not under any conditions, circumstances, or interpretations thereof exceed the sum certified by the Purchase Order. Any Services performed or expenses incurred by the Contractor prior to the issuance of a Purchase Order are at the Contractor's own expense and are not reimbursable. Notwithstanding anything to the contrary, or that may be construed to the contrary, the County's liability under the terms and provisions of this Amendment is limited to the funds on the Purchase Order; and that when all the funds so certified are expended, Contractor's sole and exclusive remedy shall be to terminate this Amendment.

If the Services and charges to be provided for will equal or exceed the amount certified available, Contractor will notify the County immediately. If the amount certified is depleted prior to the end of the term of this Amendment, Contractor may terminate all Services hereunder upon the total depletion of the certified funds unless the County, at its sole option, certifies additional funds, as evidenced by a written amendment to this Agreement and the Purchase Order, in which event Contractor shall continue to provide the Services herein specified to the extent funds are available.

3) ORDER OF PRECEDENCE

In the event of any conflict between the terms and provisions of this Third Amendment, or any portion thereof, and the terms and provisions of any other part or portion of the Master Agreement, this Third Amendment shall control.

All other terms and provisions of the Master Agreement shall remain in full force and effect as originally written and subsequently amended.

4) EXECUTION, MULTIPLE COUNTERPARTS

Execution, Multiple Counterparts: This Third Amendment may be executed in several counterparts. Each counterpart is deemed an original. All counterparts together constitute one and the same instrument. Each Party warrants that the undersigned is a duly authorized representative with the power to execute this Third Amendment.

[SIGNATURE PAGE FOLLOWS]

KGBTEXAS MARKETING/PUBLIC
RELATIONS, INC.
DBA K HARVEY BRAND PARTNERS

Signed by:
By: Elizabeth Black
Name: Elizabeth Black
Title: Partner
Date: 4/30/2026

HARRIS COUNTY

By: _____
LINA HIDALGO
COUNTY JUDGE

APPROVED AS TO FORM:
Jonathan Fombonne
COUNTY ATTORNEY

DocuSigned by:
By: Cherelle Sims
Cherelle Sims
Senior Assistant County Attorney
C.A. File 26GEN1127

EXHIBIT A

Scope of Work

(follows behind)



**Harris County Clerk's Office: Elections Department
Voter Education and Outreach Campaign Proposal**

Confidential and Proprietary

April 24, 2026

Thank you for the opportunity to continue providing paid media and communications support to the Harris County Clerk's Office (HCCO). Together, our voter education efforts helped drive strong results during the most recent election cycle, and we're committed to building on that momentum in FY2026.

HIGH-LEVEL SCOPE OF SERVICES

Under the direction of HCCO, K Harvey Brand Partners will plan, support and execute a strategic paid media campaign to educate registered voters in Harris County about FY2026 elections. Every election is important, and it is equally important that we continue to educate Harris County residents about voting opportunities.

K Harvey will provide input on optimization and strategy throughout the duration of the campaign. This will build on key findings and best practices from previous outreach. Activities will include:

- Strategic planning services that cover strategic framework and updated key messages to support overall campaign direction
- Paid media planning and buying, including development of media strategy, negotiations, media vendor management, updates based on client feedback and optimization based on metrics and performance; our team will also manage the reconciliation and billing process to ensure all placements are delivered
- Creative services, including new or refreshed creative (depending on client direction) developed in collaboration with the HCCO team and customized assets to fit ad parameters and sizing needs
- Account management and public relations activity, including stakeholder relations, media management, strategic counsel and on-site support as needed; agency to conduct status meetings and provide client with a final report on campaign performance



PROPOSED BUDGET

Based on the scope and suite of paid media tools accompanying this outreach, we recommend the budget breakdown shown below. This initial estimate is subject to change based on coordination with the internal HCCO team and final strategy.

Project Element	Proposed Budget
MAY 2026 PRIMARY RUNOFF ELECTION	
Creative services (including hours and hard costs for production)	\$40,000
Media planning & management (hours)	\$45,000
Account service & public relations (hours)	\$30,000
Paid media placements (hard costs)	\$397,500
Total for Cycle	\$512,500
NOVEMBER 2026 ELECTION	
Creative services (including hours and hard costs for production)	\$100,000
Media planning & management (hours)	\$225,000
Account service & public relations (hours)	\$30,000
Paid media placements (hard costs)	\$1,500,000
Total for Cycle	\$1,855,000
DECEMBER 2026 RUNOFF ELECTION	
Creative services (including hours and hard costs for production)	\$40,000
Media planning & management (hours)	\$45,000
Account service & public relations (hours)	\$30,000
Paid media placements (hard costs)	\$300,000
Total for Cycle	\$415,000
OVERALL TOTAL FOR FY2026 ELECTIONS	\$2,782,500

Note: Budgets will be optimized and reallocated as needed as the campaign moves forward. Any unused funds will be moved into the paid media budget.

COMMITMENT

We deeply value our partnership with HCCO and the opportunity to collaborate on this important initiative. Together, we have achieved measurable results that strengthened voter engagement and awareness across Harris County. We are committed to continuing this work, delivering impactful strategies to ensure every resident is aware of election information. We look forward to building on this success and driving even greater outcomes.

If you have questions or would like additional clarification or information about this proposal, please contact Veronica Jimenez, group account director, at veronicaj@kharvey.co or **210-843-5378**.

ORDER OF COMMISSIONERS COURT
Authorizing execution of an amendment to an agreement

The Commissioners Court of Harris County, Texas, convened at a meeting of said Court at the Harris County Administration Building in the City of Houston, Texas, on the ____ day of _____, with all members present except _____.

A quorum was present. Among other business, the following was transacted:

**ORDER AUTHORIZING EXECUTION OF AMENDMENT TO AGREEMENT WITH
KGBTEXAS MARKETING/PUBLIC RELATIONS, INC.
DBA K HARVEY BRAND PARTNERS**

Commissioner _____ introduced an order and moved that Commissioners Court adopt the order. Commissioner _____ seconded the motion for adoption of the order. The motion, carrying with it the adoption of the order, prevailed by the following vote:

Vote of the Court	<u>Yes</u>	<u>No</u>	<u>Abstain</u>
Judge Hidalgo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comm. Ellis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comm. Garcia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comm. Ramsey, P.E.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comm. Briones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The County Judge thereupon announced that the motion had duly and lawfully carried and that the order had been duly and lawfully adopted. The order adopted follows:

IT IS ORDERED that County Judge Lina Hidalgo be, and she is hereby authorized to execute, for and on behalf of Harris County, the Third Amendment to the Master Agreement to add Two Million Seven Hundred Eighty-Two Thousand Five Hundred and No/Dollars (\$2,782,500.00) to compensate KGBTexas Marketing/Public Relations, Inc. dba K Harvey Brand Partners for additional services to support a voter education and outreach campaign. The Amendment is incorporated herein as though fully set forth word for word.

All Harris County officials and employees are authorized to do any and all things necessary or convenient to accomplish the purposes of this order.