

AMENDMENT NO. SIX (6)
TO
CONSULTANT AGREEMENT
FOR ADVERTISING AND MARKETING PROGRAM CONSULTING
AND SUPPORT SERVICES
BY AND BETWEEN
CITY OF BILLINGS, MONTANA
AND
MADISON AGENCY DBA KINETIC MARKETING AND CREATIVE
DATED December 7, 2022

This AMENDMENT, made and entered into on _____ by and between the following:

City of Billings, Montana, a Municipal Corporation
P.O. Box 1178, Billings, Montana 59103, hereinafter designated as "CITY"

And

Madison Agency DBA Kinetic Marketing and Creative
117 N. Broadway, Billings, MT 59101, hereinafter designated as
"CONSULTANT"

WITNESSETH:

WHEREAS, the CITY and the CONSULTANT have entered into a Consultant Agreement for advertising and marketing program consulting and support services dated December 7, 2022 (hereinafter Master Agreement), and

WHEREAS, the CITY has a need for Airport-focused advertising and marketing consulting, social media management, and support services for Fiscal Year 2027, and

WHEREAS, the CONSULTANT represents that he/she is qualified to perform such services, complies with the Montana Statutes relating to the provision of such services, and is available and willing to furnish such services to the CITY.

NOW THEREFORE, in consideration of the term, conditions, covenants and performance contained herein, or attached and incorporated herein, the parties agree to amend the Master Agreement, and all related exhibits as follows:

SCOPE OF SERVICES

The general item(s) of work listed below are identified as the PROJECT, and incorporated into the Master Agreement by this AMENDMENT SIX (6) for the advertising and marketing consulting, social media management, and support services throughout Fiscal Year 2027 (ending June 30, 2027):

ITEM	DESCRIPTION	COST
1	Social Media Management	\$86,088.00
	TOTAL	\$86,088.00

The specific services for this PROJECT to be provided or furnished by the CONSULTANT under this AMENDMENT are the services (and related items and conditions) set forth in the *Statement of Work – July 2026-June 2027 Social Media Management*, dated May 2026 for FY 2027, a copy of which is included as ATTACHMENT 1 and incorporated by reference. The PROJECT cost is a not-to-exceed total.

PAYMENT

CONSULTANT shall invoice CITY monthly in the amount of \$7,174 for work completed the previous month.

CONSULTANT'S RESPONSIBILITY

All provisions from the Master Agreement not amended herein are hereby incorporated by reference. CONSULTANT shall complete the PROJECT by June 30, 2027 as specified above.

CITY'S RESPONSIBILITY

All provisions from the Master Agreement not amended herein are hereby incorporated by reference.

OTHER MODIFICATIONS TO MASTER AGREEMENT

There are no other modifications to the Master Agreement.

ATTACHMENTS

1. *Statement of Work – July 2026-June 2027 Social Media Management*, dated May 2026

APPROVAL AND ACCEPTANCE

Approval and Acceptance of this AMENDMENT, including the ATTACHMENT listed above, shall incorporate this document as part of the Master Agreement. CONSULTANT is authorized to begin performance of the PROJECT on July 1, 2026, which date is confirmed upon receipt of a copy of this AMENDMENT signed by the CITY.

IN WITNESS WHEREOF, the parties hereto have executed this instrument the day and year first above written.

CITY OF BILLINGS, MONTANA

**MADISON AGENCY DBA KINETIC
MARKETING AND CREATIVE**

MIKE NELSON
MAYOR

SIGNATURE

NATALIE DICKERSON
PRINT NAME

APPROVED AS TO FORM:

OPERATIONS DIRECTOR
PRINT TITLE

CITY ATTORNEY'S OFFICE

ATTEST:

DENISE BOHLMAN, CITY CLERK

Statement of Work

JULY 2026-JUNE 2027 SOCIAL MEDIA MANAGEMENT

May 2026

Prepared for:
CITY OF BILLINGS
AVIATION AND
TRANSIT DEPARTMENT

kinetic
MARKETING & CREATIVE

STATEMENT OF WORK

Kinetic will continue to provide monthly social media management services to support and enhance the City of Billings Aviation Department's social media presence.

Building on the success of our ongoing partnership, the goal remains to leverage Facebook, Instagram and LinkedIn to increase brand visibility, engage with the community, provide timely updates and foster a positive perception of Billings Logan International Airport (BIL).

This Statement of Work reflects a continuation of services at the current scope and level of effort for Fiscal Year 2027 (July 1, 2026 through June 30, 2027).

Proposed Projects

a PROJECT: Social Media Management

PROJECT

social media
management

a

Over the course of our partnership, we have worked closely with BIL to develop and execute a social media strategy that delivers consistent growth and measurable results.

Social media is more than a channel for visibility — it is a dynamic platform for storytelling, engagement and community-building. By creating content that is relevant, valuable and tailored to the audience, we continue to strengthen brand awareness, drive meaningful interactions and position BIL as a trusted voice in the community and aviation industry.

With users increasingly drawn to authenticity and values-driven communication, our approach prioritizes real connection over traditional marketing messaging. Social media remains a powerful tool not only for expanding reach, but also for building long-term loyalty through consistent, human-centered communication.

INCLUDED

- Monthly content plan and calendar
- Copy and design for Facebook, Instagram and LinkedIn posts
- One round of client revisions each month
- On the fly posts as needed
- Monthly monitoring and optimization

DELIVERABLES

- Monthly content plan and calendar
- Post to Facebook a minimum of three times per week
- Post to Instagram a minimum of three times per week
- Post to LinkedIn a minimum of one time per week
 - LinkedIn posts will be targeted toward B2B audiences
- Monthly performance report

TOTAL FOR JULY 2026 - JUNE 2027: \$86,088 (\$7,174/MO)

LINE ITEM	HOURS QTY	COST/HR	TOTAL COST
ACCOUNT MANAGEMENT AND STRATEGY	6	\$124	\$744
PROJECT MANAGEMENT	8	\$103	\$824
COPYWRITING/RESEARCH	3	\$136	\$408
DIGITAL STRATEGY	10	\$124	\$1,240
CONCEPT AND CAMPAIGN COPYWRITING	6	\$160	\$960
CREATIVE AND STRATEGIC DIRECTION	4	\$216	\$864
PRINCIPAL	2	\$257	\$514
CONCEPT DEVELOPMENT	2	\$160	\$320
GRAPHIC DESIGN	5	\$160	\$800
GENERAL PHOTOGRAPHY SERVICES	2	\$250	\$500
MONTHLY TOTAL			\$7,174
12 MONTHS TOTAL			\$86,088

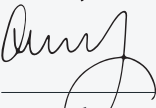
approval

Please check all projects that are approved:

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PROJECT:
SOCIAL MEDIA MANAGEMENT



5/1/2026

Quin Jackson, Account Director
Kinetic Marketing & Creative

Date:

City of Billings Representative

Date:

THE FINE PRINT

A revision is defined as a change to copy, graphic elements or design that moderately impacts the proposed content, layout, functionality or time allotted for the work project. Changes for a revision should be communicated to Kinetic in person or in an email. Revisions should not be sent in multiple emails. Significant changes or requests for new concepts are not revisions and are not included in this estimate. If a client requests significant changes or new concepts, there will be additional charges at \$175 an hour and a delay in deliverables. Your Account Director will review revision requests and determine scope of revisions.

Upon full payment and acceptance, Client will own the final, tangible deliverables expressly identified in the SOW - such as completed designs or marketing assets delivered as print-ready or flattened files and website code. Preliminary concepts, source/native files, working documents, agency tools, templates, processes, know-how, or trade secrets used to create the deliverables are not included. Native files can be purchased upon request. Should a client request and purchase the native files and those files include fonts with license features, the client is solely responsible for purchasing the necessary font licenses independent of Kinetic, as these licenses are non-transferable.

This estimate does not include hard costs including but not limited to photography, printing, postage, media buys, travel expenses, etc. If paid media budgets are shown, they are gross and inclusive of our agency's standard 15% commission.

Unless otherwise noted, the Agency shall invoice the Client one or more installments of each project estimate amount beginning at the time the SOW is signed and approved. Number of installments is determined by project length. For all other projects, out-of-scope costs and account management charges, Kinetic shall invoice the Client for the services completed during the preceding calendar month by the tenth day of the next calendar month. Invoices shall be paid within 15 days of receipt of invoice, unless otherwise stated in the Master Services Agreement (signed separately). Each invoice will include a description of services provided and will reflect fees and expenses incurred for the applicable billing period. Late payments shall accrue interest at 1.5% per month.

If any project or SOW is canceled prior to completion, the Client agrees to pay a kill fee ("Kill Fee"). Specifically, should the Client cancel the project or SOW less than halfway through the project timeline, the Client will pay 20% of any estimated costs for Services that have not yet been performed. After the halfway point, the Client will pay 40% of any estimated costs for Services that have not yet been performed. Any Work Product created for the applicable project or SOW will be owned solely by the Agency, and the Client will have no right to any of the Work Product. The client understands that this Kill Fee is reasonable in light of the time, Agency bandwidth and personnel reserved for the Client in connection with the project or SOW.

The logo for Kinetic Marketing & Creative is centered on a dark blue background with diagonal stripes. It features the word "kinetic" in a large, white, serif font. Below it, the words "MARKETING & CREATIVE" are written in a smaller, white, sans-serif font, with an orange ampersand. The text is enclosed within a thin, white, horizontal oval. To the left of the oval is a vertical orange line.

kinetic

MARKETING & CREATIVE

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KINETICMC.COM