



**AMENDMENT NO. 1  
PROFESSIONAL SERVICES AGREEMENT**

This Amendment to Professional Services Agreement ("***Amendment***") is effective as of the date of last signature below, and is between the City of Everett, a Washington municipal corporation (the "***City***"), and the Service Provider identified below ("***Service Provider***"). The City and Service Provider are parties to the Professional Services Agreement described below, as may have been previously amended ("***Agreement***"). In consideration of the covenants, terms and conditions set forth below, and for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the City and Service Provider agree to amend the Agreement as set forth below:

<b>Service Provider</b>	Northwood Communications, LLC
<b>City Project Manager</b>	Dan Eernissee
	deernissee@everettwa.gov
<b>Original Agreement Date</b>	1/7/2025

<b>AMENDMENTS</b>		
<b>New Completion Date</b>	If this Amendment changes the Completion Date, enter the new Completion Date: <i>Enter new Completion Date, if any</i>  If no new date is entered, this Amendment does not change the Completion Date.	
<b>New Maximum Compensation Amount</b>	If this Amendment changes compensation, complete the following table. If the table is not completed, this Amendment does not change compensation.	
	Maximum Compensation Amount Prior to this Amendment	\$18,000
	Compensation Added (or Subtracted) by this Amendment	\$14,000
	<b>Maximum Compensation Amount After this Amendment</b>	<b>\$32,000</b>

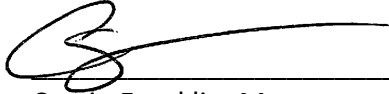
<b>Changes to Scope of Work</b>	Scope of Work is changed by ADDING the work in the attachment to this Amendment	Leaving selection as "Click for Dropdown Menu" means no change to Scope of Work.
<b>Other Provisions</b>	Up to 4 months of support at \$3,500 per month.	
<b>Standard Amendment Provisions</b>	Regardless of the date(s) on which this Amendment is signed by the parties, and regardless of any Agreement completion date(s) that may have been in the Agreement prior to this Amendment, the parties agree that the Agreement is deemed continuously in effect since the Original Agreement Date.	
	This Amendment may be signed in counterparts, each of which shall be deemed an original, and all of which, taken together, shall be deemed one and the same document. AdobeSign signatures are fully binding. Any ink, electronic, faxed, scanned, photocopied, or similarly reproduced signature on this Amendment will be deemed an original signature and will be fully enforceable as an original signature.	
	All provisions in the Agreement shall remain in effect except as expressly modified by this Amendment. From and after the effective date of this Amendment, all references to the Agreement in the Agreement are deemed references to the Agreement as modified by this Amendment.	

**SIGNATURES ON FOLLOWING PAGE**

IN WITNESS WHEREOF, the City and Service Provider have executed this Amendment.

**CITY OF EVERETT  
WASHINGTON**

**NORTHWOOD COMMUNICATIONS, LLC**



Cassie Franklin, Mayor

Signature: Jess Honcoop

Name of Signer: Jess Honcoop

Signer's Email Address: jess.honcoop@gmail.com

Title of Signer: Principal

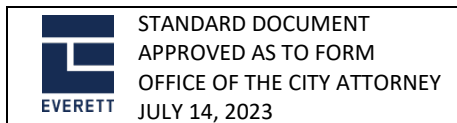
07/03/2025

Date

ATTEST



Office of the City Clerk



# **SCOPE OF WORK ADDED TO 1/7/2025 CONTRACT WITH NORTHWOOD COMMUNICATIONS, LLC**

## **Support of Everett Outdoor Events Center Communications Plan**

**Summary:** The City of Everett has established a robust and proactive communications plan for advancing awareness and understanding of the proposed Outdoor Events Center project. Northwood Communications LLC would provide project management of the communications plan to achieve the objectives and deliverables as detailed in the approved plan.

### **Scope of Work**

- **Strategic Communications Management**
  - Coordinate, complete, and track deliverables for communications plan outlined by City of Everett.
- **Content Development**
  - Develop and complete communications toolkit, emails, social media, website updates, FAQs, and additional materials as needed to complete objectives in communications plan.
- **Media Relations**
  - Manage press announcements and coordinate responses to media inquiries.
- **Partner Coordination**
  - Coordinate communication strategies and deliverables with project partners to align with established communications plan.
- **Community Outreach**
  - Develop and conduct community outreach strategies with neighborhood and community organizations.

### **Compensation**

- Up to 4 months (July – October) at \$3,500 per month











# PSA Amendment Northwood Communications\_20250701\_SD


Final Audit Report

2025-07-03

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 Agreement completed.

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