



**TO: LINDA GORTON, MAYOR
URBAN COUNTY COUNCIL**

**FROM: THERESA REYNOLDS, DIRECTOR
DIVISION OF GRANTS AND SPECIAL PROGRAMS**

DATE: AUGUST 4, 2025

SUBJECT: Authorization to Execute Third Renewal to Agreement with Mackey Group, LLC. d/b/a Wiser Strategies for Media Placement

Request: Council authorization to execute third renewal agreement with Mackey Group, LLC. d/b/a Wiser Strategies for Media Placement effective July 1, 2025 through June 30, 2026 for continued services related to the placement of advertisements for media campaigns related to water quality, waste management, and safe streets. Cost not to exceed \$400,000.

Why are you requesting? On June 23, 2022 (Resolution 323-2022), Council authorized execution with Mackey Group, LLC. d/b/a Wiser Strategies. On July 13, 2023 (Resolution 413-2023) Council authorized first renewal option with Mackey Group, LLC. d/b/a Wiser Strategies. On July 9, 2024 (Resolution 394-2024) council authorized execution of second renewal with Mackey Group, LLC. d/b/a Wiser Strategies. The RFP #23-2022 provided for up to three (3) additional 1-year renewal periods upon mutual agreement by all parties, following the conclusion of the original contract term.

What is the cost in this budget year and future budget years? The cost for FY26 is \$400,000. This contract will be rebid for FY27.

Are the funds budgeted? FY26 funds are budgeted as follows:

1115-313201-3095-71299	\$150,000
4051-313201-3095-71299	\$150,000
3160-160705-0001-71299; SLX UPWP 2026	\$100,000
Total	\$400,000

File Number: 0730-25

Director / Commissioner: Carey/Albright

