




MEMORANDUM

TO: Jim Gray, Mayor
Sally Hamilton, CAO
Urban County Council Members

FROM: 
Monica Conrad, Director
Parks and Recreation

RE: Lexington Lextran Bus Advertising

DATE: March 11, 2016

Request

This is a request for Council approval of a Lexington Lextran bus advertising contract between the Lexington-Fayette Urban County Government and Advertising Vehicles, Inc. at a cost not to exceed \$5,450.00 for advertising on five Lextran buses during the months of April, May and June 2016.

Why are you requesting?

The Advertising Vehicles, Inc. contract is for advertising on Lexington Lextran city buses. Advertising Vehicles, Inc. is the exclusive advertising partner for Lextran. Parks & Recreation is trying to raise awareness of the parks, programs and services it has to offer. This campaign attempts to put Parks & Recreation in the forefront of Lexington residents minds as they're driving or walking around town.

What is the cost in this budget year and future budget years?

The cost for this FY is: \$5,450 .00 for the remaining of FY16.

The cost for future FY is: To be determined

The funds are budgeted: Account number(s)

1101 707604 7409 75101 - \$4,000.00

1101 707604 7409 71299 - \$1,450.00

File Number: 266-16

Director/Commissioner: Conrad/Reed

