



TO: LINDA GORTON, MAYOR
URBAN COUNTY COUNCIL

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

DATE: JUNE 27, 2024

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

Request: Council authorization to execute second renewal agreement with Mackey Group, LLC. d/b/a Wisser Strategies for Media Placement effective July 1, 2024 through June 30, 2025 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 Wisser Strategies. On July 13, 2023 (Resolution 413-2023) Council authorized first renewal option with Mackey Group, LLC. d/b/a Wisser Strategies. The second renewal with Mackey Group, LLC. d/b/a Wisser Strategies is for continued services related to the placement of advertisements for media campaigns related to water quality (stormwater), waste management, and safe streets. 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.

The MPO desires to increase funds for its ad campaigns to better reach key audiences in Fayette and Jessamine Counties through television, cable, streaming, and digital ads.

What is the cost in this budget year and future budget years? The cost for FY25 is \$400,000. The contract is eligible for one additional renewal in FY26.

Are the funds budgeted? FY25 funds are budgeted as follows:

1115-313201-3095-71299	\$150,000
4051-313201-3095-71299	\$150,000
3160-160705-0001-71299; SLX UPWP 2025	\$100,000
Total	\$400,000

File Number: 0723-24

Director / Commissioner: Carey/Albright

