




TO: Mayor Linda Gorton  
Honorable Members, Urban County Council

FROM:   
Kacy Allen-Bryant, Commissioner of Social Services

DATE: May 15, 2025

SUBJECT: Conscious Consulting RFP #13-2025 Gun Violence Campaign

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**Request:**

Request Council authorization to accept the proposal from Conscious Consulting in response to RFP-13-2025 for a city-wide gun violence campaign not to exceed a cost of \$40,000 using funds allocated from the FY 2024 fund balance.

**Why Are You Requesting?**

For video and audio production materials to build on the existing city-wide gun violence prevention "It Counts" initiative, targeted specifically to Lexington, which will include local identity and leaders. The initiative educates residents about gun violence and models conversations and actions to help prevent gun violence in our community.

The term of the agreement is for twelve months, beginning in June 2025 and will be effective through May 2026. This Agreement may be terminated by either party with 30 days written notice.

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

\$40,000 for FY25. No future costs anticipated.

**Are the funds budgeted?**

Yes, in 1101-606101-6001-71204.

**File Number:** 0502-25

**Director/Commissioner:** Theresa Maynard / Kacy Allen-Bryant

