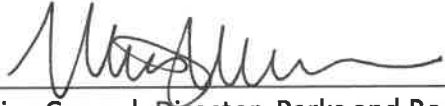




**TO:** Mayor Linda Gorton  
Honorable Members, Urban County Council

**FROM:**   
Monica Conrad, Director, Parks and Recreation

**DATE:** February 6th, 2025

**SUBJECT:** Cumulus 2025 Spring and Fall Golf Card Agreement

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**Request:**

Request Council Authorization for the Mayor to execute an agreement with Cumulus Radio Lexington, KY for a one-year agreement of radio advertising for Lexington Fayette Urban County Government golf courses at no charge, in exchange for providing rounds of golf, from the date of execution through October 31st, 2025.

**Purpose:**

This agreement with Cumulus Radio provides an equivalent trade for radio advertising and golf course rounds at Lexington Fayette Urban County Government Golf Courses. Cumulus Radio's audience of 200,000 weekly listeners provides broad advertising exposure, increased foot traffic and sales and improves LFUCG, Lex Play Golf, golf course brand recognition.

**Budgetary Implication:**

\$0.00 for FY25 budget year

**Are the funds budgeted?**

N/A

**File Number: 0163-25**

**Director/Commissioner: Monica Conrad/Chris Ford**

