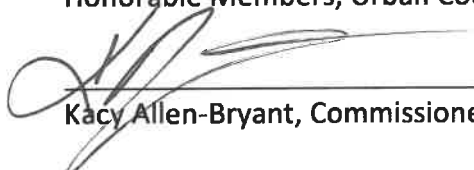




**TO:** Mayor Linda Gorton  
Honorable Members, Urban County Council

**FROM:**   
Kacy Allen-Bryant, Commissioner of Social Services

**DATE:** May 30, 2023

**SUBJECT:** Amendment to Resolution #126-2023 for RFP #5-2023 It's Time Campaign

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**Request:**

Request Council authorization to execute a First Amendment to the Agreement (awarded pursuant to RFP No. 5-2023) with Mahan Multimedia, LLC, to revise the Budget and extend the period of performance through June 30, 2024, and authorizing the Mayor to execute any other necessary amendments related to that Agreement.

**Why Are You Requesting?**

To expand phase 3 of the It's Time campaign, a city-wide domestic violence prevention campaign launched in November 2022 at the Mayor's request, due to positive response from the community. Will increase content production and message distribution, and the length of the campaign. The term of the agreement is now extended from December 2023 to June 30, 2024, with the option to renew for additional 1 year terms upon written agreement. 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?**

\$135,000 for FY23. No future costs expected.

**Are the funds budgeted?**

Yes, in 1101-606101-6001-71299.

**File Number:** 0569-23

**Director/Commissioner:** Stephanie Theakston / Kacy Allen-Bryant

