



LEXINGTON DIVISION OF POLICE

150 East Main Street • Lexington, KY 40507 • (859) 258-3600

DATE: June 25, 2015

TO: Mayor Jim Gray
Urban County Council

FROM: Chief Mark Barnard
Division of Police

RE: Bullhorn, LLC – Service Agreement

Please find attached Service Agreement with Bullhorn, LLC. Bullhorn will provide services to design strategic messaging and marketing materials, including social media and promotional materials, for the Lexington Police Department (LPD) recruitment initiative. These new materials, or “brand collateral,” will be ready for use in all existing brand applications, including, but not limited to, social media, websites, advertisements, marketing collateral, press releases, recruiting fairs, and presentations. Bullhorn will undergo a thorough identity design process, to create specific, poignant, and targeted materials that will service LPD’s immediate recruitment needs.

The cost of this agreement is fully funded and the annual budgetary impact is \$19,500 (to be paid in three monthly installments of \$6,500) with the first payment being due upon Council and Mayor approval.

Upon approval and signing, please forward a copy of the signed agreement to the Chief’s Office.

A handwritten signature in black ink, appearing to read "Mark Barnard".

Mark Barnard
Chief of Police

Attachment

cc: Ronnie Bastin, Commissioner of Public Safety