

FIRST AMENDMENT TO FIRST RENEWAL AGREEMENT

This FIRST AMENDMENT TO AGREEMENT, entered _____ 2023, between **MACKEY GROUP LLC, D/B/A WISER STRATEGIES** and the **LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT**.

WHEREAS, the parties previously entered a Contract for Services on July 5, 2022, with a contract period of July 1, 2022 through June 30, 2023, and which provided for up to three (3) one-year extensions;

WHEREAS, the parties agreed on July 1, 2023, to enter the first one-year extension of the Contract for Services, referred to hereafter as the First Renewal Agreement;

WHEREAS, the parties now desire to increase the contract amount in exchange for an increase in advertising services related to the Safe Streets messaging;

THEREFORE, in consideration of these mutually agreed-upon covenants and conditions, the sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Numbered Paragraph 2 of the Contract for Services, now referred to as the First Renewal Agreement, shall allow for compensation in an amount not to exceed \$380,000.00.

2. All other terms and conditions of the Contract for Services, now referred to as the First Renewal Agreement, shall continue in full force and effect except as modified herein.

IN WITNESS WHEREOF, the parties executed this First Amendment to Agreement, on 17th day of November 2023.

ATTEST:

**LEXINGTON-FAYETTE URBAN COUNTY
GOVERNMENT**

By: *MarKenzie Stovall*
Council Clerk

By: *Linda Gorton*
Linda Gorton, Mayor

Deputy

ATTEST:

**Mackey Group LLC
108 Esplanade, Suite 240
Lexington, KY 40507**

By: *Nancy Wisner*

By: *Nancy Wisner*
Its: *President*