



TO: Mayor Linda Gorton
Honorable Members, Urban County Council

FROM: 
Kacy Allen-Bryant, Commissioner of Social Services

DATE: April 18, 2024

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

Request:

Request Council authorization to execute a Second 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 December 31, 2024, and authorizing the Mayor to execute any other necessary amendments related to that Agreement.

Why Are You Requesting?

To extend 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 June 30, 2024 to December 31, 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?

\$51,000 for FY24. No future costs expected.

Are the funds budgeted?

BA 12925 in process, for 1105-606101-6011-71299.

File Number: 0374-24

Director/Commissioner: Stephanie Theakston / Kacy Allen-Bryant

