



**WISER** STRATEGIES  
communicate well.

**Lexington-Fayette Urban County Government**

**RFP #17-2025 Collateral Development**

4 June 2025

# contents

<b>06</b>	1. Organizational Chart & Bios
<b>12</b>	2. Campaign Examples
<b>38</b>	3. Hourly Rates
<b>39</b>	4. References
<b>40</b>	5. Proposed Modifications
<b>40</b>	6. Additional Information

# services at a glance



# wiser strategies capabilities

Wiser Strategies helps organizations and the people who run them achieve greater success through effective communication. We craft and execute custom communication strategies that inform, engage and motivate key audiences.

We use an integrated approach to communication, which means looking at the big picture and incorporating all the strategies and tools needed to reach a client's goals.

The business model we have successfully used for the past 19 years maximizes customer service and minimizes cost. In addition to full-time employees, we have established relationships with a core team of independent creative professionals with whom we collaborate. And, our young professionals bring new ideas, energy and inspiration.

Our client-centric teams enable Wiser Strategies to employ the best talent for the job, reduce overhead, respond promptly and enhance results.

As a full-service agency, Wiser Strategies has demonstrated expertise in the following areas:

Research: marketing, employee, consumer, stakeholder

Branding: logos, taglines, messaging, voice, design

Creative: concept development, production

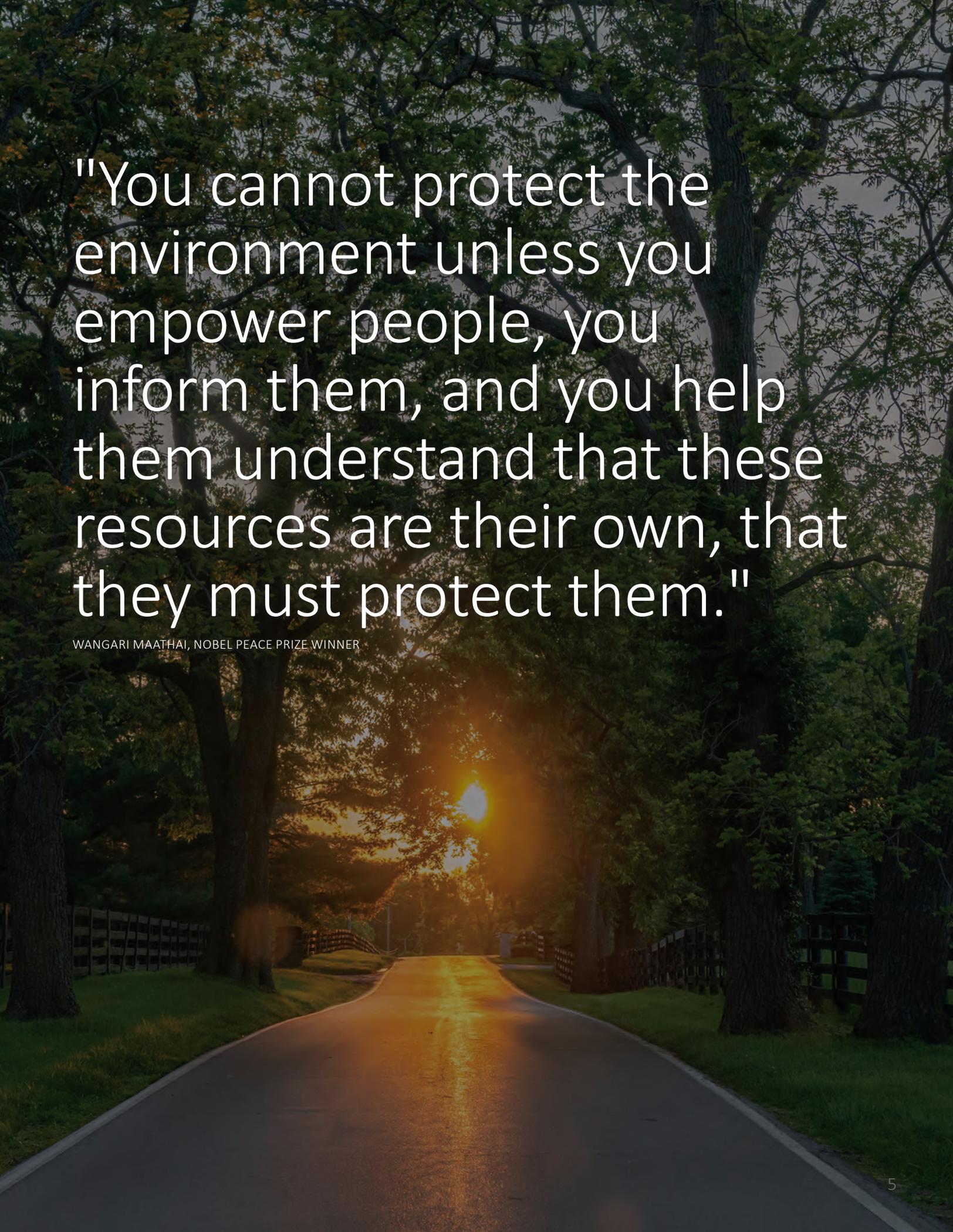
Media: earned (publicity), paid, owned

Plans: marketing, media, communication, crisis, public input

**We strategize and develop, hone and distribute targeted messages via publicity, experiences, social media and advertising.**

## **WISER STRATEGIES' CORE VALUES ARE:**

1. Think deeply and creatively
2. Respect each other
3. Create change
4. Dream large
5. Communicate clearly

A paved path leads through a dense forest of tall trees. The sun is low on the horizon, creating a warm, golden glow that filters through the leaves and illuminates the path. The scene is peaceful and serene, with the path curving gently into the distance.

"You cannot protect the environment unless you empower people, you inform them, and you help them understand that these resources are their own, that they must protect them."

WANGARI MAATHAI, NOBEL PEACE PRIZE WINNER

# 1. meet the team

Those who would have the greatest involvement in the Stormwater Collateral Development project are listed below with their roles followed by their resumes. All team members listed below reside in Kentucky and 71% reside in the Lexington MSA.

**Nancy Wiser**, Senior Strategist and Project Manager

**Rob Gardner**, Producer and Videographer

**Trish Noe**, Creative Director

**Chris Rincon**, Operations Manager

**Keegan Wolfinger**, Marketing Coordinator

**Amanda Newman**, Graphic Designer

**Gracie Martin**, Public Relations and Marketing Intern



nancy  
wiser

**NANCY WISER, APR, FELLOW PRSA, PRESIDENT**, is most in her element when analyzing, developing or managing strategic communication programs and counseling top executives. She also thrives on the creative process. She cut her PR teeth representing Eastern State Hospital at a time in which the media only covered "escapes" and negative stories. Working with the hospital's administration team and the media, she helped get the word out about the positive work being done there and reduce the stigma around mental illness.

She learned business communications from the best. Tom Preston mentored Nancy and brought her on as a senior firm member to expand his public relations capabilities. Notable projects include launching a Louisville technology company nationally, representing Anthem in a lawsuit with the Attorney General, counseling and preparing Occidental's executive team for a potential media relations nightmare concerning PCBs, and restoring a hazardous waste treatment facility's reputation and media response following a march by Greenpeace and a negative feature story on national public television program Frontline.

## 1. Organizational Chart & Bios

### Meet the Team

In her more than 30 years as a consultant, clients have included a range of businesses and non -profits, such as Ashland Inc., Baptist Health, Blue Grass Energy, Centene Corporation, Clemson University, Community Ventures, Drive Safe Kentucky, Eastern Kentucky University College of Justice and Safety, Eastern Kentucky Concentrated Employment Program (EKCEP), Embry Riddle Aeronautical University, Lexington Public Library, Jessamine County Fiscal Court, Lexmark International, Lochner, Kentucky American Water, Kentucky Blood Center, Kentucky Medical Association, Lexington-Fayette County Government, City of Millersburg, City of Nicholasville, Pikeville Medical Center, R. J. Corman Railroad Group, Taylor Made Farm, Texas Gas, the University of Kentucky, and Valvoline.

Before establishing Wisser Strategies, Nancy co-founded Wisser, Hemlepp & Associates. Before that, she was vice president of The Preston Group and managed some of the firm's larger accounts. She served as director of public relations and marketing for Cardinal Hill Rehabilitation Hospital and held management positions with three other healthcare facilities.

Nancy has been a leader in the Public Relations Society of America throughout her career. She is a member of the prestigious College of Fellows and is the youngest member inducted into the Thoroughbred Chapter's Hall of Fame. She has played a leadership role at every level of the international organization, including board positions with the society and its foundation, and was honored with the East Central District PRSA Platinum Award for service and leadership.



Nancy is a board member of Lexington Center Corporation, which oversees the Central Bank Center, Rupp Arena, Triangle Park and The Opera House. She is a past chair of the Lexington-Fayette Urban County Airport Board and served multiple terms on Commerce Lexington's Board of Directors for which she was vice president for public policy.

She holds a master's degree in communication from the University of Kentucky and an undergraduate degree from Eastern Kentucky University. She has been a visiting instructor with the University of Kentucky's Integrated Strategic Communication program and Eastern Kentucky University, teaching courses in media relations, writing, and public relations cases.

Nancy has presented nationally and regionally on such topics as marketing, issue management, media relations, customer satisfaction, and research.



# rob gardner

**ROB GARDNER, VIDEO PRODUCER, EDITOR, AND PHOTOGRAPHER**, discovered at an early age his passion for photography. From there his increasing desire to create led him to seek out opportunities in production following college. Rob learned the business from the ground up and quickly rose in his career shooting and directing commercials for regional and national clients. He left Louisville-based Videobred in 2000 to venture out on his own and has never looked back.

Rob has continued to expand his talents into other genres including reality-based television, music videos, documentaries, and now through the formation of Lago Pictures, independent films. His directorial feature film debut was "What Lies Ahead," and a new documentary will be released soon.



# trish noe

**TRISH NOE, CREATIVE DIRECTOR AND GRAPHIC DESIGNER**. Trish believes listening is the best way to understand a client's needs and applying that skill to design is what makes her work strategic. Her exploration of visual possibilities is always rooted in a brand's strengths, goals, and vision.

Trish is known for award-winning comprehensive branding solutions, design and project management of corporate identity systems, collateral materials, product packaging, advertising, websites, publications, trade show materials, catalogs, newsletters, signage, presentation graphics, books, and more.

Client work over her 36-year career has included UK HealthCare, LFUCG, Breeders Cup, The Center for Rural Development, KET, Partnership for Successful Schools, Forward in the Fifth, Midway College, EKV, Ramey Estep Homes, and many others. In her early career, Trish worked for Williams McBride Design, Host Communications, and Thoroughbred Publications.

Trish earned a bachelor's degree in art studio from the University of Kentucky with a concentration in graphic design.



# christopher rincon

**CHRISTOPHER RINCON, OPERATIONS DIRECTOR**, is a dedicated administrative professional with three years of experience in organization and office management. He has a proven track record of efficiently handling responsibilities such as project management, system implementation, reporting, and financial management with high accuracy.

A Lexington native, Chris graduated from Transylvania University with a B.A. in Psychology and Business Management. Chris began his career in administrative operations, serving in the Registrar's Office at Transylvania University, where he collaborated with faculty to streamline student scheduling. He later advanced his administrative expertise at Brown & Thompson PLLC as an office assistant, where he honed his organizational skills and enhanced operational efficiency.

At Wiser Strategies, his role is keeping the business flow of the company moving by organizing and processing documents and reports, coordinating financial & project management, office systems, supplies and maintenance and providing other support for operations. He also oversees printing management, client and public engagement, and report development.



# keegan wolfinger

**KEEGAN WOLFINGER, MARKETING COORDINATOR**, is an industrious individual with a passion for helping and connecting with others in a way that stretches across industries. Growing up, he took to creative writing as a way to expand his imagination, which forever shaped the way he views the world.

Keegan earned a bachelor's degree in marketing from the University of Kentucky while also working in the hospitality industry. He gained leadership experience, networking skills, and managed catering contracts at Corto Lima. While at Washington Prime Group Inc., Keegan collaborated with Digital Marketing Specialists to develop a robust social media strategy that prioritized a retailer-first approach, aligning corporate messaging with industry trends. Keegan has a keen interest in continuing to learn more about the emotions and environments that impact a person's decision-making process.

As a marketing coordinator with Wiser Strategies, Keegan creates and manages content for clients' websites, social media and promotions, improves search engine optimization, writes articles, prepares reports and manages projects.



amanda  
newman

**AMANDA NEWMAN, GRAPHIC DESIGN & CREATIVE DIRECTION**, is an enthusiastic graphic designer based in Paducah, Kentucky, with over 14 years of experience in the design and marketing industry. She is fascinated with the problem-solving aspect of design and specializes in transforming a blank canvas with creative visuals that resonate with a brand's audience.

Amanda received a bachelor's degree in graphic communications management from Murray State University and has worked with small and large businesses all throughout western Kentucky to elevate their brand. Her award-winning designs have helped clients stand out from the crowd and achieve their marketing goals.



gracie  
martin

**GRACIE MARTIN, COMMUNICATIONS INTERN**. Gracie brings enthusiasm for strategic communication and a strong foundation in collaborative, people-focused work. She is currently pursuing a degree in Integrated Strategic Communication at the University of Kentucky, where her academic experience has prepared her to contribute meaningfully to real-world projects while continuing to learn and grow within the communications field. She thrives in roles that center around human connection—whether coordinating content calendars, supporting client engagement, or enhancing brand presence across social media platforms. With strengths in planning, organization, and content creation, she is committed to supporting Wisier Strategies' mission of helping clients communicate with clarity and purpose. Before joining Wisier Strategies, she held social media internships with Martin Contracting and Bluegrass Vein and Aesthetics. These roles sharpened her ability to collaborate across teams, interpret analytics, and manage digital content through tools like Meta Business Suite and Hootsuite. She is passionate about transforming insights into compelling content and is excited to grow both personally and professionally alongside a talented and inspiring team.

An aerial photograph of a city street, likely in a historic district. The street is lined with multi-story buildings of various colors, including red brick, white, and blue. There are trees and parked cars visible. The sky is overcast.

"The environment is where we all meet; where we all have a mutual interest; it is the one thing all of us share."

LADY BIRD JOHNSON, FORMER FIRST LADY OF THE UNITED STATES

# 2. campaign examples



**LEXINGTON**  
*Live Green*

## Lexington-Fayette Urban County Government

Wiser Strategies has been retained for multiple divisions and programs for LFUCG: Environmental Services and Public Works, Emergency Management, and the Lexington Area MPO and Division of Parks and Recreation.

**Environmental Services and Public Works is the largest and longest-running campaign with more than \$2.15M in billings. We began working with the division in 2017 as a subcontractor but soon were selected as the agency of choice to develop a new approach to their creative for Stormwater and to plan and place advertising for Stormwater and Waste Management. We have maintained those two contracts over multiple cycles.**

The LFUCG team conducted survey research that we used to inform our campaign messaging. Key takeaways from the surveys were that 85+ percent believe improving the environment is a high priority for them, 89 percent say making Lexington a better place is a high priority. However, only two thirds said most people pick up after pets and knowledge about stormwater treatment is low with 16 percent certain, 22 percent no or uncertain and 33 percent not sure at all. Knowledge about watershed was also low with 78 percent responding no or uncertain to the question about if they live in one. Fertilizer understanding was low with 38 percent reporting they over fertilize and a low knowledge base on phosphorous.

We held strategy and creative planning sessions with the LFUCG team. The client had very specific messages to convey rather than one or two overarching themes. With this in mind, we created an animated character to act as a mascot across all of the campaigns and brought in new characters to keep the theme fresh and entertaining.



We then combined live action footage on a staged set with animation to bring Blade to life. Through details like Blade's engaging facial features and his friendly voice, we worked with LFUCG to educate the public on lawn care through an entertaining story. Digital ads were created using the consistent look from the video advertisements and a looping GIF was produced to use on social media and other digital ads.

LFUCG is required to inform the public about stormwater, therefore their objectives are met by outreach, which is measured through impressions.

Stormwater programs target all residents of Lexington-Fayette County while Waste Management programs (recycling and leaf collection) target Central Kentucky.

Our strategic approaches to advertising buys are delivering impressions in line with or better than industry standards and more efficient than previous buys. In the past year, with the client's support, we have been focusing more on digital media options, which enable greater reach and tracking.

In a testimonial, our primary client contact, Angela Poe, said, **“Wiser is a great partner for doing our outreach. They have access to a lot of creative skills we don’t have access to. They are also great about sitting down with us and understanding what our goals and objectives are.”**

billboards



**2. Campaign Examples**  
Lexington-Fayette  
Urban County Government

Below is a glimpse of the cast of characters that are gently reminding homeowners and other residents how to protect local creeks.

tv spots



**Blade:** *"I'm Blade, trusty spokes grass. My grassmates and I were wondering if we could talk to you about fertilizing. All this fertilizer isn't healthy for us, or local creeks. Most lawns only need fertilizer once a year if at all."*

Visit <https://wiserstrategies.com/video-portfolio/>



**Leaf:** *"I can't wait to grow deep roots and a wide canopy. My branches will give shade and my roots will filter rain into the soil so it doesn't run off lawns and driveways."*



**Tad:** *"These cigarette butts about made me croak. The filters can take months, even years to degrade. Plus, they are full of toxins."*



**Neighbor:** *"Well, here we go again. Litter all over the street and yard! A neighbor forgot to bag their trash and the trash cart was backward when the truck came."*

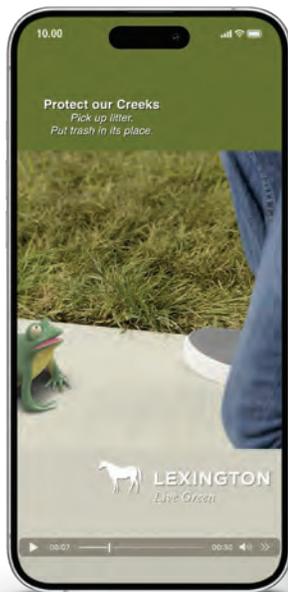
We have translated and produced more than 30+ print and television ads in Spanish. For Example, Blade's first spot on fertilization:

tv spots



**Blade:** "Soy hojita, y hablo en nombre del césped. Mis compañeros de césped y yo nos preguntabamos si podríamos hablar contigo sobre la fertilización. Todo este fertilizante no es saludable para nosotros, ni para los arroyos locales. La mayoría de los céspedes solo necesitan fertilizante una vez al año como máximo, tal vez ni siquiera eso."

We reformatted a TV spot for Facebook Stories and created art for a series of specialty items to further engage the public with the cast of characters.



Pick up litter.  
Put trash in its place.



bus ads

LEXINGTON

Protect our creeks.

Litter here

Ends up here

Protect our creeks.

LEXINGTON

livegreenlex livegreenlex

reimagined Tad: We are in the process of updating Tad. This version is younger and a little more fun.



additional LFUCG projects

We managed public input for two LFUCG initiatives this year, both performed as a part of external design teams, serving as a subcontractor under Clark Dietz and Gresham Smith respectively.

**Open House & Celebration**

CAMPUS TO COMMONS TRAIL CONNECTIVITY STUDY

study website

JUNE 2024

**Protected Facilities**

Protected Bike Lanes

Protected Intersections

**HEY, NEIGHBOR! WILL YOU HELP PLAN LEXINGTON'S NEXT SHARED-USE TRAIL?**

We are exploring alignment options for a walkable, bike-friendly route along Virginia Avenue, Red Mile Road, and Forbes Road – and you are invited to help!

Please consider sharing feedback via our survey [CamposToCommons.com](https://CamposToCommons.com)

To schedule a one-on-one chat to discuss the project further, contact:

Hannah Crepps  
 Lexington Area MPO  
[lexareampo@lexingtonky.gov](mailto:lexareampo@lexingtonky.gov)  
 (859) 258-3605

CAMPUS TO COMMONS TRAIL CONNECTIVITY STUDY

**Coldstream Park**

Contact  
 Parks & Recreation Planning and Design Office  
 489 All Parkways Drive  
 Lexington, KY 40504  
 Hours: Monday - Friday 9 a.m. - 5 p.m.  
 (859) 258-2982  
 Newsletter sign-up

Events  
 Coldstream Planting Party  
 Saturday, Oct. 26, 2024  
 9 a.m. - noon  
 More Events

poster

handout

**COLDSTREAM REGIONAL PARK**

**TODAY.** Coldstream Regional Park is a 224-acre park at Newtown Pike and Citation Boulevard. The park is home to a number of amenities including the Legacy Trail, a dog park, open fields for play, and significant trees and wildlife. The property is located along Cane Run Creek and was previously an iconic Central Kentucky farm.

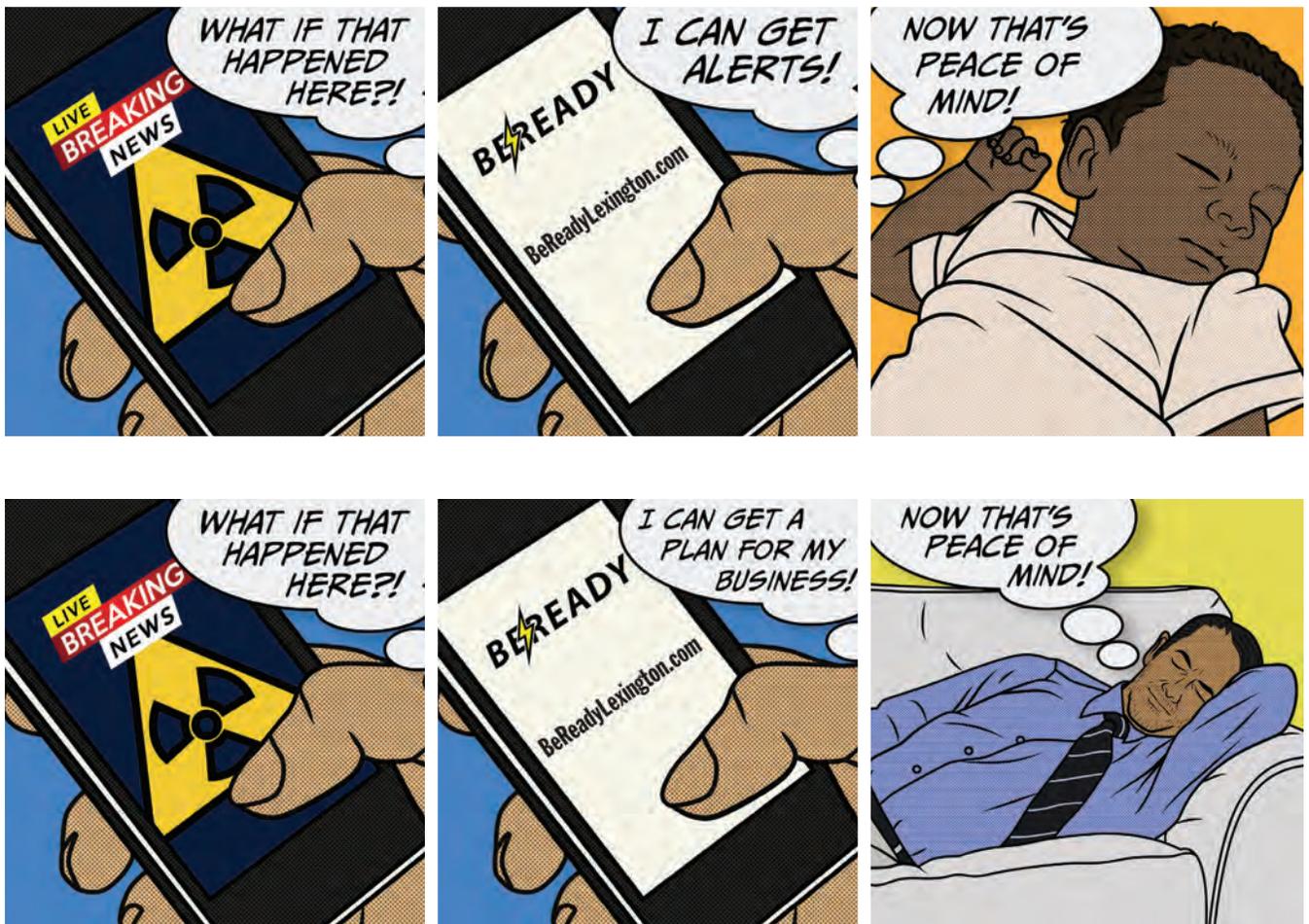
**WE NEED YOUR HELP.** What would you like to do at Coldstream Park that you can't now? What do you enjoy most about the park? What do you not want to see there?

**TAKE OUR SURVEY.** Scan this code or go to <https://www.surveymonkey.com/r/ColdstreamPark>

### Lexington Emergency Management Facebook Advertising

We provide creative and digital media buying for Lexington Emergency Management. With small budgets, we have managed to attract eyeballs and earn clicks in previous campaigns with two harder-to-reach audiences: Black and Spanish speaking residents.

A recent campaign for LEPC was designated as a high performer on Facebook. Using a graphic illustration format, the Facebook campaign quickly conveys the peace of mind that can be achieved through planning for emergencies through services provided to residents and business owners.





# City of Nicholasville

### **OBJECTIVE**

To assist elected and appointed leaders in communicating with constituents in order to build trust and confidence.

### **BACKGROUND**

Where does a quickly growing community turn to get support for evolving communication needs? The City of Nicholasville turns to Wisser Strategies. When we first were retained, the City had no formal communication channels, not even a contact list of employees. The City has grown significantly and strives to be in the forefront of responsible leadership. For example, they are highly engaged with the Kentucky League of Cities.

### **APPROACH**

Wisser Strategies meets with the mayor and other officials regularly to learn of important issues, make recommendations and plan communications and events. We have established ongoing programs such as the Report to the Community, City Notes weekly radio interviews, ongoing radio ads regarding programs, services and events, news releases, and special events. In addition, we are available for counsel and ideas for issues and opportunities that arise such as tax changes, announcements and media inquiries.

### **OUTCOMES**

The City of Nicholasville has relied on our team for more than 20 consecutive years under the leadership of five mayors. We have helped them manage the City's reputation through controversial issues and ongoing communications in addition to special projects such as Women in Leadership and Stormwater awareness campaigns. A new website was recently launched, the third we have written, designed and programmed, which features the third logo developed for the City as well. The annual Report to the Community has grown to 16 pages (from the original 12) and is now distributed directly to about 23,000 residents and businesses in the county.

## 2. Campaign Examples City of Nicholasville





# LEXPARK

Wiser Strategies expanded LEXPARK'S presence in the Lexington area using social media, Google ads, public relations, and events to inform residents and visitors about LEXPARK and what they have to offer.

Wiser Strategies won both a Diamond Award and the Award of Excellence for this campaign from the Public Relations East Central District Awards, which included entries from Kentucky, Indiana, Ohio, Michigan, Pennsylvania, and West Virginia.

### BACKGROUND

The Lexington & Fayette County Parking Authority (LFCPA), known as LEXPARK, is on a mission to provide, maintain, and operate adequate, high-quality, customer-focused public parking and encourage economic growth for the benefit of the residents, businesses, and visitors of Lexington-Fayette County. However, most people knew little about what they do other than issue citations. Their advanced technologies, safety measures, cost effectiveness and community impact had not been effectively communicated. They came to Wiser Strategies for the purpose of identifying needs and relaying information to the public.

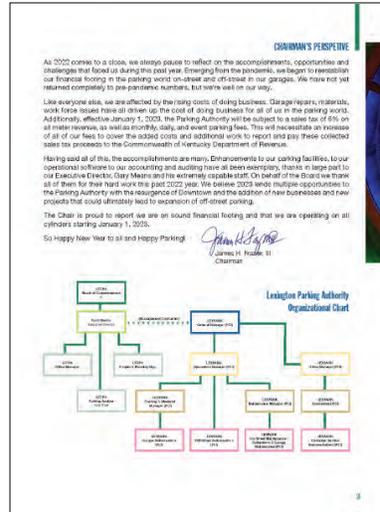
**Our services netted exceptional results that exceeded expectations many times over in several categories. For example, LEXPARK saw a 174% increase in the total average number of daily garage transactions from FY21 to FY22.**

### RESEARCH

We conducted primary, secondary and informal research beginning with staff interviews and an in-depth orientation of the organization. We used search engine research, SEO and Google keyword analysis, website and existing social media account analytics as methods to gather baseline data. We scoured annual reports from LEXPARK and Downtown Lexington Partnership to analyze downtown Lexington parking statistics from prior years, such as how many people were parking downtown, where they were parking, and how they were paying.

These numbers helped guide us in choosing topics for social media and advertising for the year(s) ahead. Through this, we also learned parking numbers downtown rise when there are events, which coincide with people coming from out of town. So, we compiled a calendar of all major events downtown to use as a guide to know when and what to post.

annual reports



website content



**ART, LIGHTING & BEAUTIFICATION**

Featured in the Lexington Mural Challenge, the Victorian Square Garage hosts pieces from artists and activists like PRHBTN, Hitnes, Lacy Hale, Ciara LeRoy/Pretty Strange and Belong Lex. We like to think of it as Lexington's unexpected art gallery.

The Helix Garage, named one of the Coolest Parking Spots in the U.S., illuminates Lexington's Main Street with state-of-the-art technology. The lighting system can be programmed to change colors for community events and holidays. Catch us showing support, celebrating, and welcoming visitors with our ever-changing display.

public information announcements & press releases

**FOR IMMEDIATE RELEASE**  
July 24, 2024

Contact: Edward Trammell  
edward@lexpark.org  
(502) 233-7275

**Helix Garage on Main Street Free to the Public During Construction Period**  
LEXPARK garage closures evening beginning July 17 & 18

LEXINGTON, Ky. (July 16, 2023) – The helix parking garage in downtown Lexington is undergoing infrastructure upgrades. Construction is scheduled to begin Monday, July 17, 2023, and end the evening of Tuesday, July 18. Be advised there is a possibility that the project could carry over to Wednesday, July 19.

Due to these updates, electricity will be off at the helix garage on Monday, July 17 and part of the day on Tuesday, July 18.

Visitors are not required to pay to park during this time, and monthly parkers do not need to scan their access cards for entry. All gates will be up for the duration of this project.

The garage parking decks will not have lighting, which will not affect daytime operations. However, the Helix garage will be closed to the public during overnight hours on Monday, July 17. Overnight hours begin at 7 PM.

LEXPARK has enhanced security measures for Monday night, and there will be a dedicated officer patrolling the garage. Additional LEX PARK staff will also be on site throughout the day to assist visitors with any issues they may have.

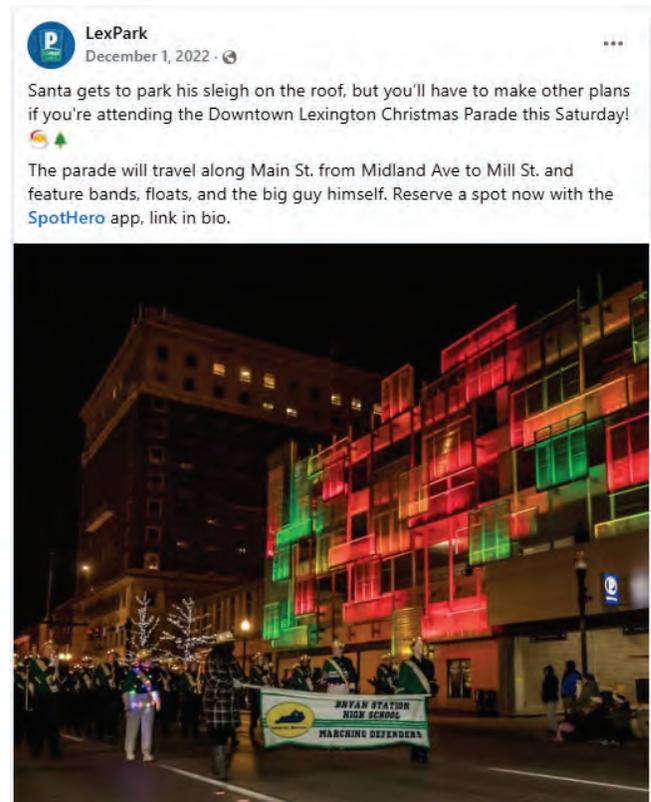
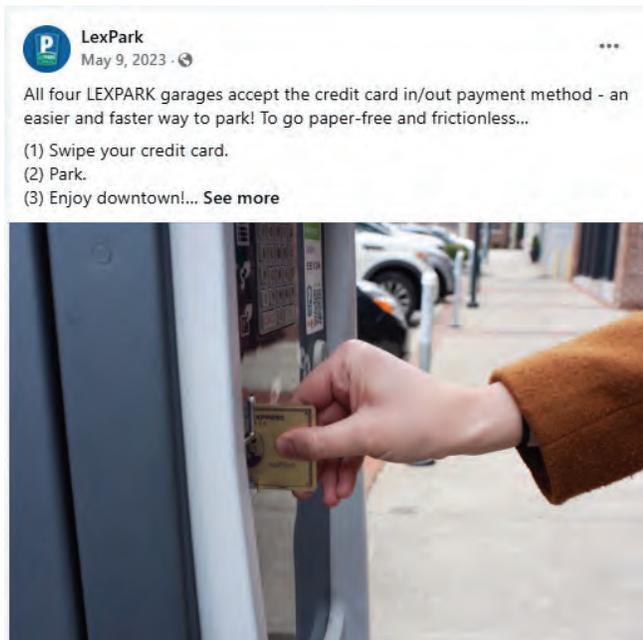
LEXPARK has an urgent for battery-powered, motion-activated, LED lights to be installed in the stair tower during construction. Temporary lighting will be installed along the sidewalk flanking from the first floor lobby to Main Street for the duration of the project. The elevator will also remain operational.

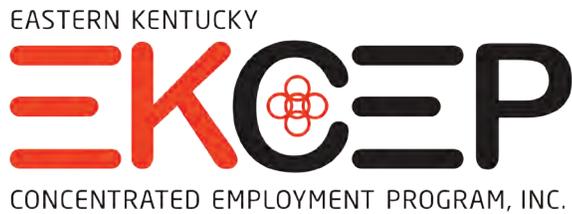


**google search ad (keywords)**  
*This ad was a top performer, earning a click through rate of 30%, far surpassing the average rate of 6% for the travel & tourism industry.*



social media content





# Eastern Kentucky Concentrated Employment Program

Wiser Strategies' most recent creative product for EKCEP is to align the organization's brand. Under the parent logo below are the updated division logos. We introduced gray as a complementary color and used a consistent font and color scheme across the brand family. Previously, each program's logo was created without regard to the parent brand.

An additional division logo is in process as is the identity guide.





# Jessamine County Fiscal Court Website

## **OBJECTIVE**

To develop a modern, user-centric government website that supports County leaders in providing accessible, reliable digital services and public information for years to come.

## **BACKGROUND**

As digital technology evolves and public expectations for transparency and convenience grow, Jessamine County recognized the need for a more effective online presence—one capable of integrating with multiple modern applications.

The previous website, while regularly updated, had become outdated in design and functionality. It was difficult to navigate, relied heavily on links, lacked mobile responsiveness, and did not meet accessibility standards. Additionally, it offered no content management system, making updates burdensome for County staff.

Recognizing the opportunity to better serve both residents and internal departments, Jessamine County Fiscal Court selected Wisser Strategies to completely reimagine and rebuild the site. The goal: to reflect the professionalism of County government and the distinct character of the community it represents.

### APPROACH

Wiser Strategies worked in close partnership with County officials and department leaders to understand workflows, public service needs, and technical requirements. Our process included:

- Weekly planning and structural review meetings
- Comprehensive content audits
- Professional copywriting
- Custom design and branding
- Full web development
- Countywide photo shoots to capture facilities, departments, and notable local destinations and attractions

High-quality, authentic photography was a key component of the design strategy, used throughout the site to showcase the beauty and uniqueness of Jessamine County while reinforcing trust, transparency, and professionalism.

Emphasis was also placed on ensuring the site was ADA-compliant, mobile responsive, and supported by a robust backend system that empowers County staff to make updates independently. The homepage was designed to prioritize easy access to frequently requested services such as event calendars, news, elected official contacts, partner agencies, and photo galleries.

### OUTCOMES

Launched at [JessamineKY.gov](http://JessamineKY.gov), the new website delivers a significantly enhanced user experience for residents, business owners, and visitors alike. Key improvements include:

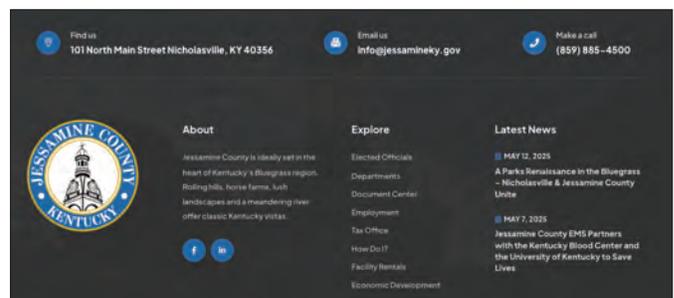
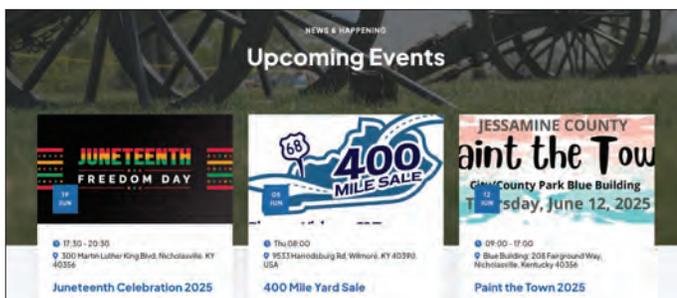
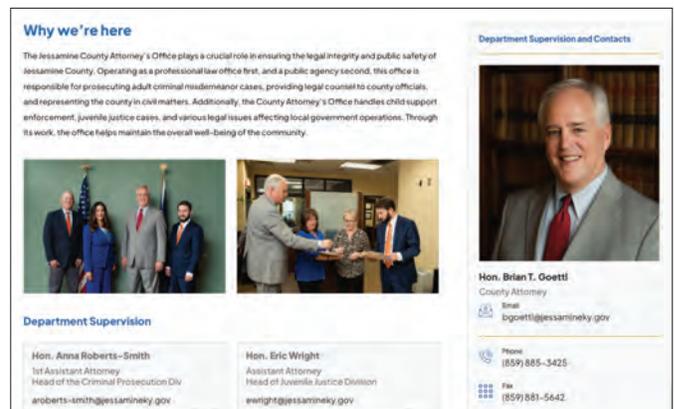
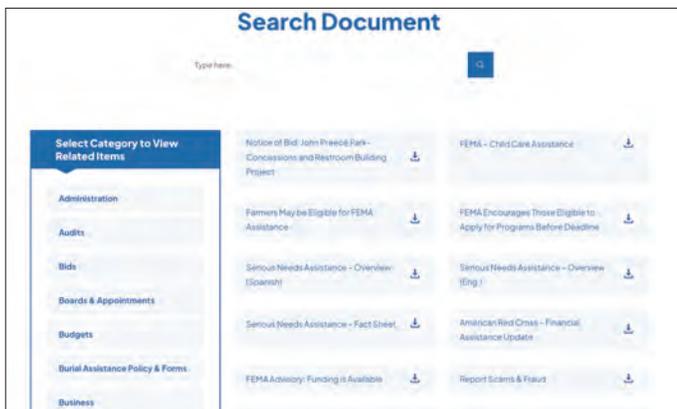
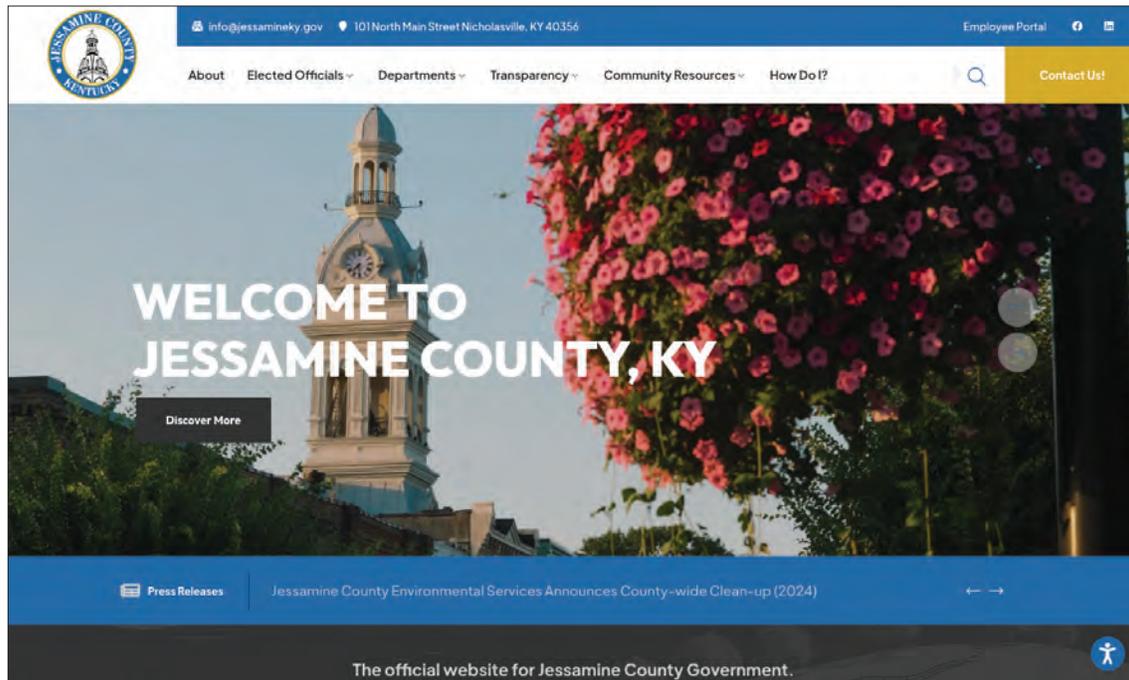
- Clear, intuitive navigation
- Updated and informative departmental pages
- A centralized document library
- Interactive tools and online service access
- A streamlined content management system for internal use
- Visually engaging photography of County sites and attractions

County staff can now manage content efficiently, keeping information current and minimizing confusion for users. Feedback since the launch has been overwhelmingly positive, with both residents and internal users praising the site's usability, professional design, and strong visual appeal.

This project demonstrates Jessamine County's strong commitment to transparency, service, and long-term digital engagement—and positions the Fiscal Court for continued online innovation.

## 2. Campaign Examples

### Jessamine County Fiscal Court Website





# KYTC I-75 Connector

### **GOAL**

To obtain public input on a significant potential road project. Not only would the input give the public the say they deserve, but it would better protect the environment through identification of important natural resources for avoidance or mitigation.

### **APPROACH**

Create the brand identity for the specific project, giving it a stronger presence with the community instead of just relying on the state's larger website. Hold public input sessions that both educate people about the project as well as gather thoughts, concerns and ideas from the public.

### **PRODUCT**

A logo, website, social media and marketing materials that carry out the cohesive branding for the project. Multiple events that allow the public to gain information about the details of the project as well as provide a platform for their voices to be heard.

## 2. Campaign Examples KYTC I75 Connector

**I-75 connector**  
Improving Mobility for Central Kentucky

Home Meetings Resources Project Reports About News Gallery Contact

**Welcome**

Welcome The Kentucky Transportation Cabinet (KYTC) has undertaken the preliminary design and environmental study for a new link between Jessamine and Madison Counties, commonly referred to as the I-75 Connector. People who live or work in and around Jessamine and Madison Counties can provide valuable input that is important to creating the best possible project. For that reason, KYTC encourages the public to stay informed and engaged in the project as it moves forward. This phase of the design process is expected to take about two years with the completion scheduled in June 2014. [Learn more](#)

**Update**

4-2-15: The environmental and engineering studies are still underway. The next updates are now planned for early summer. Meeting schedules will be posted here in advance.

Curious to know what happens at Public Information Meetings? These gatherings are a prime opportunity for people to learn about recent developments and share feedback about the I-75 Connector Project. [Watch a video.](#)

Here is the most current [Project Fact Sheet](#), updated Oct. 2014.

Click [here](#) to see an estimated timeline for building a road.

**Study Area Corridor**

[View Project Alignments](#)

**4 Alignments**

The highlighted areas in this map are the four Alignments US 27 to I-75 connector pathways that will be studied in greater detail during the next year and compared with the 'No-Build Option'. This studies include traffic projections, possible road alignments, costs, and environmental impacts, and are compliant with state and federal guidelines, including the National Environmental Policy Act (NEPA).



**I-75 Connector**

the I-75 Connector team's goal is to identify a high-quality, affordable and environmentally sound road alternative to improve the region's mobility and safety.

1-75connector.com

Joined February 2012

[Follow us on Facebook](#)

**Tweets**

Did you miss the #PublicInformationMeetings held in August? Watch this video for a brief overview of what happened. [I-75connector.com/index.php?option=com\\_content&view=article&id=107](http://I-75connector.com/index.php?option=com_content&view=article&id=107)

Preliminary alignments will be available for review and comment at Public Information Meetings to be held this summer. Details coming soon.

The Citizen's Advisory Committee met in





# Blue Grass Community Foundation Legacy Trail

## **GOAL**

To position Lexington as a more walkable and bike-able city through the development of a walking/biking path that begins in the East End and travels to the Kentucky Horse Park. Prior to the completion of the Legacy Trail and others that have followed, Lexington had been named one of the most sedentary communities in the nation.

## **APPROACH**

Engage the community through a public branding initiative and launch it publicly during a widely attended event and through announcements.

## **PRODUCT**

The logo options were narrowed to the top three. These were promoted through bus ads, print ads and digital promotions. People could vote via text and email. The results were announced during Thursday Night Live and through ads. Sponsors were very pleased with the visibility and level of engagement the branding selection process and launch achieved.



**¡Los votos han sido contados! Gracias a las tantas personas que participaron escogiendo nuestro logo!**

Para lo último acerca del desarrollo del sendero Legacy Trail síguenos en Facebook y en nuestra página Web.

[mylegacytrail.com](http://mylegacytrail.com)

BLUE GRASS COMMUNITY FOUNDATION  
LEGACY CENTER

**Choose a logo for Legacy Trail!**



LegacyTrail | legacytrail | legacytrail

**"fam" | "hills" | "zig"**

**Vote at [mylegacytrail.com](http://mylegacytrail.com)**  
or text the name of your favorite to **859.797.4900**  
**Register for Prizes!**





# Kentucky Office of Highway Safety

## **GOAL**

The Kentucky Office of Highway Safety sought to gain more in-depth information regarding the effectiveness of messaging and advertising about seat belt use across the state.

## **APPROACH**

Wiser Strategies planned and executed a statewide public opinion study on the use of seat belts in the Commonwealth's most at-risk communities. Using data provided through the National Highway Traffic Safety Administration and related reports, we created a heat-map of the counties with the highest levels of seat belt noncompliance and deaths. Using a mixed strategy of social media, traditional media, and word-of-mouth promotion, we recruited diverse participants for nine focus groups representing each district and obtained qualitative and quantitative data.

## **PRODUCT**

The state gained a wealth of first-hand information regarding drivers' opinions and behaviors on the use of seat belts and promotional materials. State officials were able to observe focus groups and watch videos of those they could not attend. The public's input reinforced some media placements and messages and made it clear when tactics were not valued. Most of all, KOHS gained new approaches that they were able to immediately incorporate to help messages resonate.

2. Campaign Examples  
Kentucky Office of Highway Safety

**Wiser Strategies Research** Sponsored · 🌱 ...

Earn \$85 for participating in a 1.5 hour paid focused group discussion in Jackson County about driving habits. See if you qualify by taking this survey and we'll donate \$2 to a local organization at no cost to you.



<https://www.surveymonkey.com/r/...>  
**Take Our Kentucky Driving Survey** LEARN MORE

👍 4 3 Shares

👍 Like    💬 Comment    ➦ Share

**Wiser Strategies Research** Published by Mackenzie Davis 191 · May 16, 2018 · 🌐 ...

Earn \$85 for participating in a 1.5 hour paid focused group discussion in Muhlenburg County about driving habits. See if you qualify by taking this survey and we'll donate \$2 to a local organization at no cost to you. Click here to take the survey:  
<https://www.surveymonkey.com/r/WXFLPKK>

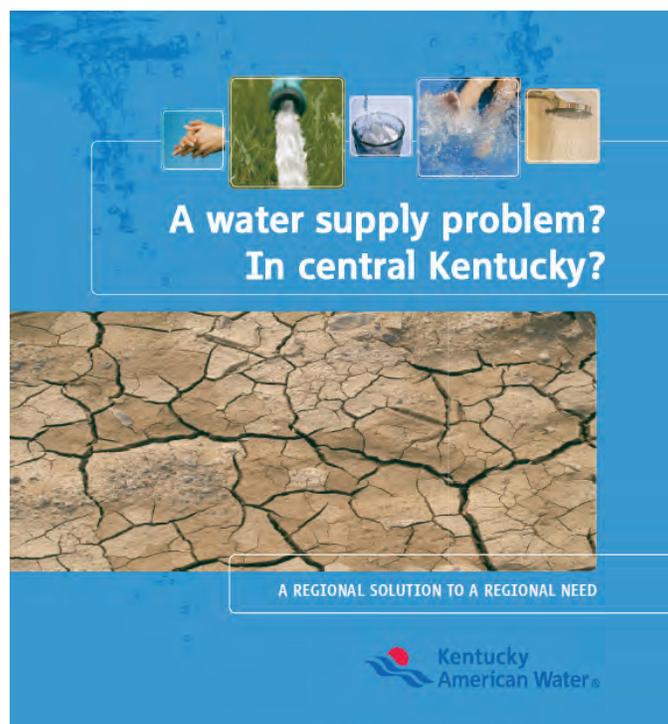




# Kentucky American Water

Wiser Strategies has supported Kentucky American Water's communication efforts in many ways during our team's long relationship with the company. We have conducted focus groups, facilitated meetings, and produced educational videos.

We also led their public affairs communication efforts when seeking the Public Service Commission's (PSC) approval to build a new water plant.



## 2. Campaign Examples Kentucky American Water




**Kentucky American Water one of first to receive EPA award**

Kentucky American Water is a member of the national Partnership for Safe Water, which was developed jointly by the U.S. Environmental Protection Agency (EPA), American Water Works Association, and other national drinking water organizations. The Partnership's members make voluntary commitments to continued improvement that is designed to help utilities provide safe water to millions of Americans by implementing prevention programs more stringent than those required by law. These preventive measures focus on optimizing treatment plant performance, thereby increasing protection against microbial contamination.

Kentucky American Water began participating in the Partnership for Safe Water in 2006, and by 2008 became one of the first utilities in the country to receive the U.S. EPA's Director's Award. This award is given to facilities that successfully complete the Phase III Self-Assessment requirements of this program. In 2003 both Kentucky American Water treatment facilities in Lexington were awarded the prestigious "Three-Year Director's Award," recognizing the company's continued participation and overall excellence in treatment optimization.

Although many other facilities have now obtained the Director's Award, Kentucky American Water is proud that it remains one of only three water systems in Kentucky to have this distinguished honor. The company also is very proud that through diligence and commitment to excellence by the operational and technical support staff, along with advances in technology application, Kentucky American Water continues to provide excellent filtered water quality and remains in good standing with the Partnership for Safe Water. Kentucky American Water continues to participate in the Partnership for Safe Water and is committed to providing its customers with safe water 100% of the time.



Kentucky American Water was an exhibit at the Exposition that today allows you to see the community's drinking water resources.



**Solving the water supply shortage**

**Where will the treatment plant and water line be located?**  
The proposed water treatment plant will be located near Monterey, in Owen County, and the water transmission line will run from the water treatment plant site through Franklin and Scott counties, then be into Kentucky American Water's existing distribution system in Fayette County.  
The treatment plant will draw water from pool 3 of the Kentucky River.

**Why is this project important?**  
More than 20 years of substantial research by multiple organizations clearly indicates that a sufficient supply of water is not currently available to meet the needs of Kentucky American Water's customers during a drought of record. In fact, the company is currently under mandate by the PSC to address the problem. PSC Order No. 93-434, dated August 21, 1993, states: "Kentucky American shall take the necessary and appropriate measures to obtain sources of supply so that the quantity and quality of water delivered to its distribution system shall be sufficient to adequately, dependably, and safely supply the total reasonable requirements of its customers under maximum consumption through the year 2020."  
The new water treatment plant and underground water transmission line will address this need through 2030, which is Kentucky American's current planning horizon, and can be connected with additional water sources if needed. This project is not being built for a future need. It is being constructed for an existing need.

**Why will this project happen if this project doesn't occur?**  
Many Kentuckians depend on the Central Kentucky region for jobs, health care, education and other services. If a lack of sufficient water supply occurs, businesses and organizations may be required to curtail services, reduce operations, or even shut down temporarily – all of which could have long-term effects.

**When will construction begin?**  
Construction will begin as soon as the PSC approves it. Kentucky American Water would like to begin construction in January of 2008, which would allow completion by early summer 2010, several months before the Alltech FEI World Equestrian Games.

**Won't the new water line impact private property or natural areas?**  
Kentucky American Water reviewed several potential routes for the 30-mile underground water transmission line, and then selected a route after reviewing a variety of factors including environmental and cultural concerns, feasibility of construction and operation, and cost. The company also solicited feedback from property owners in the area.  
There will be some short-term disruption during construction. However, the impact to the area will be minimized as much as possible by laying the line in existing roadways wherever possible, diverting the route around sensitive areas, etc. Kentucky American will work to quickly restore disrupted areas so there will be little evidence of the construction. The company has been communicating with property owners along the route since December, and will continue to remain in close contact with them to answer questions and address their concerns.  
Kentucky American Water is sensitive to property owners' concerns and is an environmentally friendly company.

**Is this a project to benefit Lexington/Fayette County only?**  
The water supply problem is a regional issue, not a "Lexington" issue. Kentucky American Water serves customers in portions of 10 counties, and this project will initially help meet the needs of customers in seven of those counties, including Fayette, Bourbon, Clark, Harrison, Jessamine, Scott and Woodford.  
An agreement with the Bluegrass Water Supply Commission means several other communities also will depend on this water treatment plant and water line, including Berea, Mount Sterling, Nicholasville, Paris and Winchester.

**Why not add a pipeline from the Ohio River to the plant as well?**  
At this time, there is no need to construct a pipeline to the Ohio River, and it would not be appropriate to ask customers to pay for this additional cost.





Visit <https://wiserstrategies.com/video-portfolio/> to see the Kentucky American Water Plant Tour video.

# Our Values

1. Think deeply and creatively
2. Respect each other
3. Create change
4. Dream large
5. Communicate clearly

# 3. hourly rates

a) Project Management	\$100
b) Art Direction	\$125
c) Copywriting	\$125
d) Creative Development - Base Design/Production	\$125
e) Creative Development - Complex Design/Production	\$150
f) Editorial Analysis	\$150
g) Graphic Design	\$125
h) Photography	\$125
i) Videography	\$125
j) Animation (included with flat fee video production)	flat project rate upon request

# 4. references

**Alex Carter**

*Mayor*

City of Nicholasville

Alex.carter@nicholasville.org

859.230.6459

**Cris Ritchie**

*Communications Director*

EKCEP

Critchie@ekcep.org

606.438.3329

**Susan Lancho**

*Senior Manager*

External and Government Affairs

Kentucky American Water

susan.lancho@amwater.com

(859) 537-0736

# 5. proposed modifications

We do not anticipate a need for modifications to the scope.

# 6. additional notes: rubric points not fully addressed elsewhere

specialized experience  
& technical competence  
of the firm

Wiser Strategies' senior-level team members have many decades of experience in creative services and have worked with municipal and state government, and quasi-governmental organizations. Most of us have spent most of our lives in the community. Wiser Strategies has been a member of the Kentucky Stormwater Association.

past performance on contracts

Based on feedback we have received from LFUCG and other clients, we have a strong track record of serving them at the highest level. We strive to respond in a timely fashion and with expected quality or higher, always within the agreed upon budgets

performance record

As a subcontractor, then a prime contractor for LFUCG EQPW, Wiser Strategies has hands-on experience with the Urban County Government. Feedback indicates our client has been highly satisfied with the quality of the creative, collateral delivered and that we conformed to the budget and submitted appropriate invoices and paperwork.

degree of local employment to be provided by the firm

Wiser Strategies is based in Lexington and is a member of Downtown Lexington Partnership. We use a hybrid approach to staffing that includes full-time employees supplemented by contract specialists. All of our full-time employees live in Central Kentucky and most of our contract associates do as well. Please see our listing of personnel for more in-depth team member information

"Our firm is focused on creating results through creativity. We value innovation, so we are not afraid of exploring fresh ways to achieve our clients' goals."

**NANCY WISER, PRESIDENT, WISER STRATEGIES**

**Wiser Strategies**

108 Esplanade, Suite 240

Lexington, KY 40507

859-269-0123

[www.wiserstrategies.com](http://www.wiserstrategies.com)



**WISER STRATEGIES**  
communicate well.

AFFIDAVIT

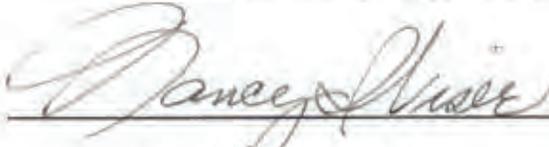
Comes the Affiant, Nancy Wiser, and after being first duly sworn, states under penalty of perjury as follows:

1. His/her name is Nancy Wiser and he/she is the individual submitting the proposal or is the authorized representative of Mackey Group LLC dba Wiser Strategies, the entity submitting the proposal (hereinafter referred to as "Proposer").
2. Proposer will pay all taxes and fees, which are owed to the Lexington-Fayette Urban County Government at the time the proposal is submitted, prior to award of the contract and will maintain a "current" status in regard to those taxes and fees during the life of the contract.
3. Proposer will obtain a Lexington-Fayette Urban County Government business license, if applicable, prior to award of the contract.
4. Proposer has authorized the Division of Central Purchasing to verify the above-mentioned information with the Division of Revenue and to disclose to the Urban County Council that taxes and/or fees are delinquent or that a business license has not been obtained.
5. Proposer has not knowingly violated any provision of the campaign finance laws of the Commonwealth of Kentucky within the past five (5) years and the award of a contract to the Proposer will not violate any provision of the campaign finance laws of the Commonwealth.
6. Proposer has not knowingly violated any provision of Chapter 25 of the Lexington-Fayette Urban County Government Code of Ordinances, known as "Ethics Act."

Continued on next page

7. Proposer acknowledges that "knowingly" for purposes of this Affidavit means, with respect to conduct or to circumstances described by a statute or ordinance defining an offense, that a person is aware or should have been aware that his conduct is of that nature or that the circumstance exists.

Further, Affiant sayeth naught.

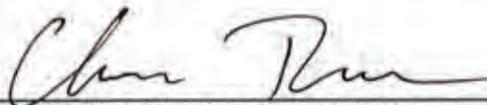
  
\_\_\_\_\_

STATE OF Kentucky \_\_\_\_\_

COUNTY OF Fayette \_\_\_\_\_

The foregoing instrument was subscribed, sworn to and acknowledged before me  
by NANCY WISER on this the 28<sup>th</sup> day  
of May, 2025

My Commission expires: MARCH 26, 2028

  
\_\_\_\_\_  
NOTARY PUBLIC, STATE AT LARGE

KYNP86729

## EQUAL OPPORTUNITY AGREEMENT

### Standard Title VI Assurance

The Lexington Fayette-Urban County Government, (hereinafter referred to as the "Recipient") hereby agrees that as a condition to receiving any Federal financial assistance from the U.S. Department of Transportation, it will comply with Title VI of the Civil Rights Act of 1964, 78Stat.252, 42 U.S.C. 2000d-4 (hereinafter referred to as the "Act"), and all requirements imposed by or pursuant to Title 49, Code of Federal Regulations, U.S. Department of Transportation, Subtitle A, Office of the Secretary, (49 CFR, Part 21) Nondiscrimination in Federally Assisted Program of the Department of Transportation – Effectuation of Title VI of the Civil Rights Act of 1964 (hereinafter referred to as the "Regulations") and other pertinent directives, no person in the United States shall, on the grounds of race, color, national origin, sex, age (over 40), religion, sexual orientation, gender identity, veteran status, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the Recipient receives Federal financial assistance from the U.S. Department of Transportation, including the Federal Highway Administration, and hereby gives assurance that will promptly take any necessary measures to effectuate this agreement. This assurance is required by subsection 21.7(a) (1) of the Regulations.

### The Law

- Title VII of the Civil Rights Act of 1964 (amended 1972) states that it is unlawful for an employer to discriminate in employment because of race, color, religion, sex, age (40-70 years) or national origin.
- Executive Order No. 11246 on Nondiscrimination under Federal contract prohibits employment discrimination by contractor and sub-contractor doing business with the Federal Government or recipients of Federal funds. This order was later amended by Executive Order No. 11375 to prohibit discrimination on the basis of sex.
- Section 503 of the Rehabilitation Act of 1973 states:

*The Contractor will not discriminate against any employee or applicant for employment because of physical or mental handicap.*

- Section 2012 of the Vietnam Era Veterans Readjustment Act of 1973 requires Affirmative Action on behalf of disabled veterans and veterans of the Vietnam Era by contractors having Federal contracts.
- Section 206(A) of Executive Order 12086, Consolidation of Contract Compliance Functions for Equal Employment Opportunity, states:

*The Secretary of Labor may investigate the employment practices of any Government contractor or sub-contractor to determine whether or not the contractual provisions specified in Section 202 of this order have been violated.*

\*\*\*\*\*

The Lexington-Fayette Urban County Government practices Equal Opportunity in recruiting, hiring and promoting. It is the Government's intent to affirmatively provide employment opportunities for those individuals who have previously not been allowed to enter into the mainstream of society. Because of its importance to the local Government, this policy carries the full endorsement of the Mayor, Commissioners, Directors and all supervisory personnel. In following this commitment to Equal Employment Opportunity and because the Government is the benefactor of the Federal funds, it is both against the Urban County Government policy and illegal for the Government to let contracts to companies which knowingly or unknowingly practice discrimination

in their employment practices. Violation of the above mentioned ordinances may cause a contract to be canceled and the contractors may be declared ineligible for future consideration.

Please sign this statement in the appropriate space acknowledging that you have read and understand the provisions contained herein. Return this document as part of your application packet.

Bidders

*I/We agree to comply with the Civil Rights Laws listed above that govern employment rights of minorities, women, Vietnam veterans, handicapped and aged persons.*



\_\_\_\_\_  
*Signature*

MACKEY GROUP DBA WISER STRATEGIES

\_\_\_\_\_  
*Name of Business*

**WORKFORCE ANALYSIS FORM**

Name of Organization: MACKEY GROUP DBA WISER STRATEGIES

Categories	Total	White (Not Hispanic or Latino)		Hispanic or Latino		Black or African- American (Not Hispanic or Latino)		Native Hawaiian and Other Pacific Islander (Not Hispanic or Latino)		Asian (Not Hispanic or Latino)		American Indian or Alaskan Native (not Hispanic or Latino)		Two or more races (Not Hispanic or Latino)		Total		
		M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	
Administrators	1			1													1	
Professionals	6	2	4														2	4
Superintendents																		
Supervisors																		
Foremen																		
Technicians																		
Protective Service																		
Para-Professionals																		
Office/Clerical																		
Skilled Craft																		
Service/Maintenance																		
<b>Total:</b>	7	2	4	1													3	4

Prepared by: CHRIS RINCON, OPERATIONS MANAGER Date: 05 / 28 / 2025

*(Name and Title)*

*Revised 2015-Dec-15*

Firm Submitting Proposal: MACKEY GROUP DBA WISER STRATEGIES

Complete Address: 2250 MACKEY PIKE NICHOLASVILLE 40356  
Street City Zip

Contact Name: NANCY WISER Title: PRESIDENT

Telephone Number: 859.269.0123 Fax Number: N/A

Email address: nancy@wiserstrategies.com



# LEXINGTON

## LFUCG MWDBE PARTICIPATION FORM

Bid/RFP/Quote Reference # RFP #17-2025

The MWDBE and/or veteran subcontractors listed have agreed to participate on this Bid/RFP/Quote. If any substitution is made or the total value of the work is changed prior to or after the job is in progress, it is understood that those substitutions must be submitted to the Division of Procurement for approval immediately. **Failure to submit a completed form may cause rejection of the bid.**

MWBE Company, Name, Address, Phone, Email	DBE/MBE WBE/VOSB/SDVOSB	Work to be Performed	Total Dollar Value of the Work	% Value of Total Contract
1. MACKEY GROUP DBA WISER STRATEGIES, NANCY WISER, 2250 MACKEY PIKE NICHOLASVILLE, KY 40356, 859.227.8850, nancy@wiserstrategies.com	WBE DBE	DEVELOPMENT OF MARKETING COLLATERAL	\$60,000	100%
2.				
3.				
4.				

The undersigned company representative submits the above list of MDWBE and veteran firms to be used in accomplishing the work contained in this Bid/RFP/Quote. Any misrepresentation may result in the termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and false claims.

MACKEY GROUP DBA WISER STRATEGIES

**Company**

05/28/2025

**Date**

CHRIS RINCON

**Company Representative**

OPERATIONS MANAGER

**Title**



# LEXINGTON

## LFUCG MWDBE SUBSTITUTION FORM

Bid/RFP/Quote Reference # RFP #17-2025

The substituted MWDBE and/or veteran subcontractors listed below have agreed to participate on this Bid/RFP/Quote. These substitutions were made prior to or after the job was in progress. These substitutions were made for reasons stated below and are now being submitted to the Division of Procurement for approval. By the authorized signature of a representative of our company, we understand that this information will be entered into our file for this project. **Note: Form required if a subcontractor is being substituted on a contract.**

SUBSTITUTED DBE/MBE/WBE/VOSB Company Name, Address, Phone, Email	DBE/MBE/WBE/VOSB/SDVOSB Formally Contracted/ Name, Address, Phone, Email	Work to Be Performed	Reason for the Substitution	Total Dollar Value of the Work	% Value of Total Contract
1.					
2.					
3.					
4.					

The undersigned acknowledges that any misrepresentation may result in termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and false claims.

MACKEY GROUP DBA WISER STRATEGIES

**Company**

05/28/2025

**Date**

CHRIS RINCON

**Company Representative**

OPERATIONS MANAGER

**Title**

## ATTACHMENT A – SMALL AND DISADVANTAGED, MINORITY-, WOMEN-, AND VETERAN-OWNED BUSINESS OUTREACH PLAN

<b>Proposer Name:</b> <u>Wiser Strategies</u>	<b>Date:</b> <u>June 4, 2025</u>
<b>Project Name:</b> <u>LFUCG Collateral Development</u>	<b>Project Number:</b> <u>17-2025</u>
<b>Contact Name:</b> <u>Nancy Wiser</u>	<b>Telephone:</b> <u>859-2278850</u>
<b>Email:</b> _____	

The mission of the Minority Business Enterprise Program is to facilitate the full participation of disadvantaged businesses, minority-, women-, veteran-, and service-disabled veteran-owned businesses in the procurement process and to promote economic inclusion as a business imperative essential to the long-term economic viability of Lexington-Fayette Urban County Government.

To that end, small and disadvantaged businesses, including minority-, woman-, veteran-, and service-disabled veteran-owned businesses, must have an equal opportunity to be utilized in the performance of contracts with public funds spent from certain discretionary agreements. By submitting its offer, Bidder/Proposer certifies that it has taken, and if there are further opportunities will take, reasonable steps to ensure that small and disadvantaged businesses, including minority-, woman-, veteran-, and service-disabled veteran-owned businesses, are provided an equal opportunity to compete for and participate in the performance of any subcontracts resulting from this procurement.

The information submitted in response to this clause will not be considered in any scored evaluation. Failure to submit this form may cause the bid or proposal to be rejected.

**Is the Bidder/ Proposer a certified firm?**    Yes     No

If yes, indicate all certification type(s):

DBE                       MBE                       WBE                       SBE                       VOSB/SDVOS

and supply a copy of the certificate and/or certification letter if not currently listed on the city’s Minority Business Enterprise Program’s (MBEP) certified list.

**1. Include a list of firms that Bidder/ Proposer has had a contractual relationship with within the last two years that are minority-owned, woman-owned, veteran-owned or small businesses, regardless of their certification status.**

Many  of our vendors are women-owned,  as are many of our partners.

Click or tap here to enter text.

**2. Does Bidder/Proposer foresee any subcontracting opportunities for this procurement?**

If no, please explain why in the field below. Do not complete the rest of this form and submit this first page with your bid and/or proposal.  (Click or tap here to enter text.)

If yes, please complete the following pages and submit all pages with your bid and/or proposal.

**Describe the steps Bidder/Proposer took to solicit small and disadvantaged businesses, including MBEs, WBEs, VOSBs, and SDVOSBs, for subcontracting opportunities for this procurement.**

**3. Check the good faith and outreach efforts the Bidder/Proposer used to encourage the participation of small and disadvantaged businesses including, MBEs, WBEs, VOSBs and SDVOSBs:**

- Bidder placed advertisements in search of prospective small businesses, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs for the solicitation.
- Bidder attended LFUCG Procurement Economic Inclusion Outreach event(s) within the past year. Yes, we attended the Lexington Minority Business Expo
- Bidder attended pre-bid and/or pre-proposal meetings for this solicitation.
- Bidder sponsored an Economic Inclusion Outreach event.
- Bidder requested a list of certified small, DBE, MBE, WBE, VOSB and/or SDVOSB subcontractors or suppliers from LFUCG.
- Bidder contacted organizations that work with small, DBE, MBE, WBE, VOSB and/or SDVOSB companies.
- Bidder sent written notices to certified small, DBE, MBE, WBE, VOSB and SDVOSB businesses.
- Bidder followed up to initial solicitations with interested small, DBE, MBE, WBE, VOSB and/or SDVOSB.
- Bidder provided small, DBE, MBE, WBE, VOSB and/or SDVOSB businesses interested in performing the solicited work with prompt access to the plans, specifications, scope of work, and requirements of the solicitation.
- Bidder made efforts to segment portions of the work to be performed by small businesses, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs, including dividing sub-bid/partnership opportunities into economically feasible units/parcels, to facilitate participation.

- Bidder negotiated in good faith with interested small, DBE, MBE, WBE, VOSB and/or SDVOSB businesses.
- Bidder provided adequate rationale for rejecting any small business', DBEs, MBEs, WBEs, VOSBs or SDVOSBs for lack of qualifications.
- Bidder offered assistance in obtaining bonding, insurance, financial, equipment, or other resources to small businesses, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs, in an effort to assist them in meeting project requirements.
- Bidder made efforts to expand the search for small businesses, DBEs MBEs, WBEs, VOSBs and/or SDVOSBs beyond the usual geographic boundaries.
- Bidder made other reasonable efforts to include small businesses, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs participation.

**4. Bidder/Proposer must include documentation, including the date each effort was made, the medium through which each effort was made, and the outcome of each effort with this form, regardless of the level of small, DBE, MBE, WBE, VOSB and/or SDVOSB participation. Examples of required documentation include copies of email communications, copies of newspaper advertisements, or copies of quotations received from interested small businesses, DBEs, MBEs, WBEs, VOSBs or SDVOSBs.**

 Click or tap here to enter text.

**For detailed information regarding outreach efforts that satisfy the MBE Program's requirements, please see "Documentation Required for Good Faith Efforts and Outreach Plans" page.**

**Note: The Bidder/Proposer must be willing to report the identity of each subcontractor and the value of each subcontract to MBEP if awarded a contract from this procurement.**

**Failure to submit the documentation requested may be cause for rejection of the bid. Bidders may include any other documentation deemed relevant to this requirement, which is subject to review by the MBE Liaison. Documentation of Good Faith and Outreach Efforts must be submitted with the bid, regardless of the proposed level of SBEs, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs participation in the procurement. If the Good Faith and Outreach Effort Form and associated documentation is not submitted with the bid response, the bid may be rejected.**

The undersigned acknowledges that all information is accurate. Any misrepresentations may result in termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and claims.

MACKY GROUP DBA WISER STRATEGIES

**Company**

05/28/2025

**Date**

CHRIS RINCON

**Company Representative**

OPERATIONS MANAGER

**Title**

4870-1925-6809, v. 1

**In addition to above information, we want to share our firm's commitment to equal opportunity and diversity. This serves as our guidance for affirmative action.**

#### Equal Opportunity

Wiser Strategies is committed to equal opportunity. We comply with state and federal laws and regulations and do not discriminate based on age, color, disability, gender identity or expression, marital status, national origin, race, religion, sex, sexual orientation, or veteran status in our policies, procedures, or practices.

#### Diversity

Wiser Strategies also embraces diversity among team members, suppliers, customers, and the communities in which we conduct business. We believe it's the right way to live and do business. We seek to form partnerships with other small businesses, and as part of our ongoing search for top talent, we engage with organizations that open doors to people of different backgrounds. We mentor others to help build the talent pool.

## GENERAL PROVISIONS

1. Each Respondent shall comply with all Federal, State & Local regulations concerning this type of service or good.

The Respondent agrees to comply with all statutes, rules, and regulations governing safe and healthful working conditions, including the Occupational Health and Safety Act of 1970, *29 U.S.C. 650 et. seq.*, as amended, and KRS Chapter 338. The Respondent also agrees to notify the LFUCG in writing immediately upon detection of any unsafe and/or unhealthful working conditions at the job site. The Respondent agrees to indemnify, defend and hold the LFUCG harmless from all penalties, fines or other expenses arising out of the alleged violation of said laws.

2. Failure to submit ALL forms and information required in this RFP may be grounds for disqualification.
3. Addenda: All addenda and IonWave Q&A, if any, shall be considered in making the proposal, and such addenda shall be made a part of this RFP. Before submitting a proposal, it is incumbent upon each proposer to be informed as to whether any addenda have been issued, and the failure to cover in the bid any such addenda may result in disqualification of that proposal.
4. Proposal Reservations: LFUCG reserves the right to reject any or all proposals, to award in whole or part, and to waive minor immaterial defects in proposals. LFUCG may consider any alternative proposal that meets its basic needs.
5. Liability: LFUCG is not responsible for any cost incurred by a Respondent in the preparation of proposals.
6. Changes/Alterations: Respondent may change or withdraw a proposal at any time prior to the opening; however, no oral modifications will be allowed. Only letters, or other formal written requests for modifications or corrections of a previously submitted proposal which is addressed in the same manner as the proposal, and received by LFUCG prior to the scheduled closing time for receipt of proposals, will be accepted. The proposal, when opened, will then be corrected in accordance with such written request(s), provided that the written request is contained in a sealed envelope which is plainly marked "modifications of proposal".
7. Clarification of Submittal: LFUCG reserves the right to obtain clarification of any point in a bid or to obtain additional information from a Respondent.
8. Bribery Clause: By his/her signature on the bid, Respondent certifies that no employee of his/hers, any affiliate or Subcontractor, has bribed or attempted to bribe an officer or employee of the LFUCG.

9. Additional Information: While not necessary, the Respondent may include any product brochures, software documentation, sample reports, or other documentation that may assist LFUCG in better understanding and evaluating the Respondent's response. Additional documentation shall not serve as a substitute for other documentation which is required by this RFP to be submitted with the proposal,
10. Ambiguity, Conflict or other Errors in RFP: If a Respondent discovers any ambiguity, conflict, discrepancy, omission or other error in the RFP, it shall immediately notify LFUCG of such error in writing and request modification or clarification of the document if allowable by the LFUCG.
11. Agreement to Bid Terms: In submitting this proposal, the Respondent agrees that it has carefully examined the specifications and all provisions relating to the work to be done attached hereto and made part of this proposal. By acceptance of a Contract under this RFP, proposer states that it understands the meaning, intent and requirements of the RFP and agrees to the same. The successful Respondent shall warrant that it is familiar with and understands all provisions herein and shall warrant that it can comply with them. No additional compensation to Respondent shall be authorized for services or expenses reasonably covered under these provisions that the proposer omits from its Proposal.
12. Cancellation: If the services to be performed hereunder by the Respondent are not performed in an acceptable manner to the LFUCG, the LFUCG may cancel this contract for cause by providing written notice to the proposer, giving at least thirty (30) days notice of the proposed cancellation and the reasons for same. During that time period, the proposer may seek to bring the performance of services hereunder to a level that is acceptable to the LFUCG, and the LFUCG may rescind the cancellation if such action is in its best interest.

#### A. Termination for Cause

- (1) LFUCG may terminate a contract because of the contractor's failure to perform its contractual duties
- (2) If a contractor is determined to be in default, LFUCG shall notify the contractor of the determination in writing, and may include a specified date by which the contractor shall cure the identified deficiencies. LFUCG may proceed with termination if the contractor fails to cure the deficiencies within the specified time.
- (3) A default in performance by a contractor for which a contract may be terminated shall include, but shall not necessarily be limited to:
  - (a) Failure to perform the contract according to its terms, conditions and specifications;
  - (b) Failure to make delivery within the time specified or according

- to a delivery schedule fixed by the contract;
- (c) Late payment or nonpayment of bills for labor, materials, supplies, or equipment furnished in connection with a contract for construction services as evidenced by mechanics' liens filed pursuant to the provisions of KRS Chapter 376, or letters of indebtedness received from creditors by the purchasing agency;
  - (d) Failure to diligently advance the work under a contract for construction services;
  - (e) The filing of a bankruptcy petition by or against the contractor; or
  - (f) Actions that endanger the health, safety or welfare of the LFUCG or its citizens.

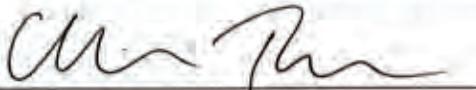
#### B. At Will Termination

Notwithstanding the above provisions, the LFUCG may terminate this contract at will in accordance with the law upon providing thirty (30) days written notice of that intent, Payment for services or goods received prior to termination shall be made by the LFUCG provided these goods or services were provided in a manner acceptable to the LFUCG. Payment for those goods and services shall not be unreasonably withheld.

13. **Assignment of Contract:** The contractor shall not assign or subcontract any portion of the Contract without the express written consent of LFUCG. Any purported assignment or subcontract in violation hereof shall be void. It is expressly acknowledged that LFUCG shall never be required or obligated to consent to any request for assignment or subcontract; and further that such refusal to consent can be for any or no reason, fully within the sole discretion of LFUCG.
14. **No Waiver:** No failure or delay by LFUCG in exercising any right, remedy, power or privilege hereunder, nor any single or partial exercise thereof, nor the exercise of any other right, remedy, power or privilege shall operate as a waiver hereof or thereof. No failure or delay by LFUCG in exercising any right, remedy, power or privilege under or in respect of this Contract shall affect the rights, remedies, powers or privileges of LFUCG hereunder or shall operate as a waiver thereof.
15. **Authority to do Business:** The Respondent must be a duly organized and authorized to do business under the laws of Kentucky. Respondent must be in good standing and have full legal capacity to provide the services specified under this Contract. The Respondent must have all necessary right and lawful authority to enter into this Contract for the full term hereof and that proper corporate or other action has been duly taken authorizing the Respondent to enter into this Contract. The Respondent will provide LFUCG with a copy of a corporate resolution authorizing this action and a letter from an attorney confirming that the proposer is authorized to do business in the State of Kentucky if requested. All proposals must

be signed by a duly authorized officer, agent or employee of the Respondent.

16. **Governing Law:** This Contract shall be governed by and construed in accordance with the laws of the Commonwealth of Kentucky. In the event of any proceedings regarding this Contract, the Parties agree that the venue shall be the Fayette County Circuit Court or the U.S. District Court for the Eastern District of Kentucky, Lexington Division. All parties expressly consent to personal jurisdiction and venue in such Court for the limited and sole purpose of proceedings relating to this Contract or any rights or obligations arising thereunder. Service of process may be accomplished by following the procedures prescribed by law.
17. **Ability to Meet Obligations:** Respondent affirmatively states that there are no actions, suits or proceedings of any kind pending against Respondent or, to the knowledge of the Respondent, threatened against the Respondent before or by any court, governmental body or agency or other tribunal or authority which would, if adversely determined, have a materially adverse effect on the authority or ability of Respondent to perform its obligations under this Contract, or which question the legality, validity or enforceability hereof or thereof.
18. Contractor understands and agrees that its employees, agents, or subcontractors are not employees of LFUCG for any purpose whatsoever. Contractor is an independent contractor at all times during the performance of the services specified.
19. If any term or provision of this Contract shall be found to be illegal or unenforceable, the remainder of the contract shall remain in full force and such term or provision shall be deemed stricken.
20. Contractor [or Vendor or Vendor's Employees] will not appropriate or make use of the Lexington-Fayette Urban County Government (LFUCG) name or any of its trade or service marks or property (including but not limited to any logo or seal), in any promotion, endorsement, advertisement, testimonial or similar use without the prior written consent of the government. If such consent is granted LFUCG reserves the unilateral right, in its sole discretion, to immediately terminate and revoke such use for any reason whatsoever. Contractor agrees that it shall cease and desist from any unauthorized use immediately upon being notified by LFUCG.

  
Signature

05/28/2025  
Date