

RESOLUTION NO. 418 - 2023

A RESOLUTION AUTHORIZING AND DIRECTING THE MAYOR, ON BEHALF OF THE URBAN COUNTY GOVERNMENT, TO EXECUTE THE FIRST RENEWAL AGREEMENT WITH MACKEY GROUP, LLC., D/B/A WISER STRATEGIES, FOR CONTINUED SERVICES RELATED TO MASS MARKETING AND ADVERTISEMENT PLACEMENT SERVICES, FOR THE DEPARTMENT OF ENVIRONMENTAL QUALITY AND PUBLIC WORKS, AT A COST NOT TO EXCEED \$360,000.00 in FISCAL YEAR 2024, FOR THE PERIOD BEGINNING JULY 1, 2023 THROUGH JUNE 30, 2024.

BE IT RESOLVED BY THE COUNCIL OF THE LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT:

Section 1 - That the Mayor, on behalf of the Lexington-Fayette Urban County Government, be and hereby is authorized and directed to execute the First Renewal Agreement, which is attached hereto and incorporated herein by reference, with Mackey Group, LLC, d/b/a Wisser Strategies, for continued mass marketing and advertisement placement services, for the Department of Environmental Quality and Public Works, for the period beginning July 1, 2023 through June 30, 2024.

Section 2 – That an amount, not to exceed the sum of \$360,000.00 be and hereby is approved for payment in FY 2024 to the Mackey Group, LLC., d/b/a Wisser Strategies, from account #1115-313201-71299 (\$150,000.00), account #4051-313201-71299 (\$150,000.00), and account #3160-160705-71299 (\$60,000.00), pursuant to the terms of the First Renewal Agreement.

Section 3 – That this Resolution shall become effective on the date of its passage.

PASSED URBAN COUNTY COUNCIL: July 13, 2023



MAYOR

ATTEST:



CLERK OF URBAN COUNTY COUNCIL

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