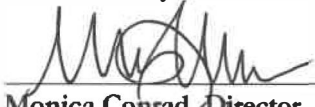




MEMORANDUM

TO: Linda Gorton, Mayor
Sally Hamilton, CAO
Urban County Council Members

FROM: 
Monica Conrad, Director
Parks and Recreation

RE: Top Trumps Monopoly Promotion Agreement

DATE: January 26, 2023

Request

This is a request for Council approval of a promotion agreement with Top Trumps USA, Inc. to design a Lexington Edition of Monopoly (the "Game"), which Top Trumps intends to launch and offer for sale on or around June 2023.

Why are you requesting?

Department needs this action completed because:

The promotion agreement with Top Trumps USA would allow them to utilize LFUCG parks locations in the game along with the blue horse logos and the trademarks "Horse Capital of the World" and "Lexington KY Horse Capital of the World." This promotional opportunity will be a great way to highlight the many wonderful amenities that Lexington has to offer to residents and visitors alike.

What is the cost in this budget year and future budget years?

The cost for this FY is: \$7,497.00

The cost for future FY is: N/A

Are the funds budgeted? Yes

The funds are budgeted or a budget amendment is in process: Budgeted

Account number: 1101-707101-0001-71299

File Number: 0106-23

Director/Commissioner: Monica Conrad

