



**TO: LINDA GORTON, MAYOR  
URBAN COUNTY COUNCIL**

**FROM: THERESA REYNOLDS, DIRECTOR  
DIVISION OF GRANTS AND SPECIAL PROGRAMS**

**DATE: OCTOBER 13, 2023**

**SUBJECT: Authorization to Increase Contract with Mackey Group, LLC. d/b/a Wisner Strategies for Media Placement**

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**Request:** Council authorization to increase contract with Mackey Group, LLC. d/b/a Wisner Strategies for Media Placement from \$360,000 to \$380,000 to increase ads related to Safe Streets messaging. Cost not to exceed \$380,000.

**Why are you requesting?** On June 23, 2022 (Resolution 323-2022), Council authorized execution of a contract with Mackey Group, LLC. d/b/a Wisner Strategies. The RFP provided for up to three (3) additional 1-year renewal periods upon mutual agreement by all parties, following the conclusion of the original contract term. On July 13, 2023 (Resolution 418-2023), Council authorized to execute first renewal agreement with Mackey Group, LLC., d/b/a Wisner Strategies for Media Placement for \$360,000.

The current contract allows Wisner to place stormwater (Div. of Water Quality), waste management (Div. of Waste Management) and safe streets (Lexington Area MPO) ads. The contract increase will allow Wisner to place additional ads on behalf of the Lexington Area Metropolitan Planning Organization. These additional ads will promote safe driving, cycling and walking while advocating for safe streets and trails for all users. Wisner may also include ads promoting input opportunities.

**What is the cost in this budget year and future budget years?** The cost for FY24 is \$20,000. There is an additional renewal available for FY25 and FY26.

**Are the funds budgeted?** FY24 funds are budgeted as follows:

3160-160705-0001-71299; SLX\_UPWP\_2024      \$ 20,000

**File Number:** 1078-23

**Director / Commissioner:** Carey/Albright

