



TO: Mayor Linda Gorton
Honorable Members, Urban County Council

FROM: 
Kacy Allen-Bryant, Commissioner of Social Services

DATE: March 6, 2023

SUBJECT: RFP #5-2023 It's Time Campaign

Request:

Request Council authorization to accept the proposal from Mahan Multimedia in response to RFP-5-2023 for a city-wide domestic violence prevention campaign not to exceed a cost of \$220,000.

Why Are You Requesting?

To complete phases 2 and 3 of the It's Time campaign launched in November 2022 at the Mayor's request. Will include content production and message distribution.

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

\$220,000 for FY23. No future costs expected.

Are the funds budgeted?

Yes, in 1101-606101-6001-71299

File Number: 0288-23

Director/Commissioner: Stephanie Theakston / Kacy Allen-Bryant

