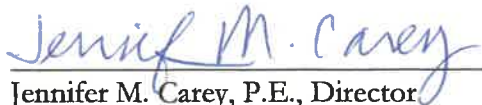




TO: Mayor Linda Gorton
Urban County Council

FROM: 
Jennifer M. Carey, P.E., Director
Division of Environmental Services

DATE: March 11, 2023

SUBJECT: Purchase of Service Agreement with Impressions Marketing & Events, Inc.

Request

The purpose of this memorandum is to request Council authorization for the Mayor to execute a Purchase of Service Agreement, awarded pursuant to RFP No. 6-2023, with Impressions Marketing & Events, Inc. to perform Marketing, Communication, and Project Management Services for the Tree Canopy Ad Hoc Committee at a cost of \$144,000.00.

Why are you requesting?

The services procured by this RFP are desired by the Tree Canopy Ad Hoc Committee to brand the tree canopy initiative, effectively communicate and report on the goals and objectives of the initiative, and provide project management support for the duration of the initiative. Impressions Marketing & Events, Inc. was one of five respondents to RFP No. 6-2023 Marketing, Communication, and Project Management Services for Lexington's Tree Canopy Ad Hoc Committee, and they were the unanimous choice of the selection committee.

The term of the agreement is two years. Either party may terminate the agreement by providing thirty days advance written notice.

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

The cost for FY23-FY25 is \$144,000.00.

Are the funds budgeted?

Yes, funds are budgeted in 1105-313201-3703-78112 2022 TREE CANOPY_2022 LAND_IMPRO.

File Number: 0319-23

Director / Commissioner: Carey / Albright

