

MEMORANDUM OF UNDERSTANDING

THIS MEMORANDUM OF UNDERSTANDING, made and entered into on the 24 day of April 2024, by and between the **LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT**, an urban county government of the COMMONWEALTH OF KENTUCKY created pursuant to KRS Chapter 67A (“LFUCG”), 200 East Main Street, Lexington, Kentucky 40507, and **THE LEXINGTON CONVENTION AND VISITORS BUREAU, A/K/A VISITLEX**, whose post office address is 215 W. Main St., Suite 75, Lexington, Kentucky 40507 (“VisitLex”).

I. PURPOSE & SCOPE

The purpose of this MOU is to clearly identify the roles and responsibilities of each party as they relate to the creation of a wayfinding sign conditions assessment (“the Assessment” or “the Project”). The Assessment will be done in the manner reflected in the attached Exhibit A.

II. BACKGROUND

LFUCG desires to assess the condition of wayfinding signs throughout Lexington-Fayette County (“the Assessment” or “the Project”). VisitLex agrees to partner with LFUCG on the Project. VisitLex agrees to share the cost of the Assessment equally with LFUCG.

III. FUNDING/BUDGET

This wayfinding sign assessment project is believed to cost approximately \$29,200. LFUCG and VisitLex shall share the cost and responsibilities of the Assessment in the manner described below.

IV. LFUCG’S RESPONSIBILITIES UNDER THIS MOU

LFUCG shall:

- i. contribute 50% of the cost of the Assessment;
- ii. select, hire, and manage a consultant to conduct the Assessment;
- iii. provide management of the Project, which includes providing consultant with supporting data (existing locations, ROW/utility maps, etc.); and
- iv. create and organize a steering committee to provide guidance regarding the creation and implementation of the Assessment, and determine its membership, including one member selected by VisitLex as provided below.

V. VISITLEX’S RESPONSIBILITIES UNDER THIS MOU

VisitLex shall:

- i. provide 50% of the cost of the Assessment to LFUCG;
- ii. cooperate with LFUCG in the management of the Project; and
- iii. provide one member for the steering committee referenced above.

VI. IT IS MUTUALLY UNDERSTOOD AND AGREED BY AND BETWEEN THE PARTIES THAT:

This agreement may be amended by mutual agreement of both parties.

Each party shall appoint a person to serve as the official contact and coordinate the activities of each organization in carrying out this MOU.

VII. EFFECTIVE DATE AND SIGNATURE

This MOU shall be effective upon the signature of the parties' authorized officials.

It shall be in force from the date of execution for a period of 1 year.

The parties indicate agreement with this MOU by their signatures.

IN WITNESS WHEREOF, the parties hereto have made and executed this Agreement as of the day and year first above written.

LEXINGTON-FAYETTE URBAN
GOVERNMENT

By: 
LINDA GORTON, MAYOR

THE LEXINGTON CONVENTION COUNTY
AND VISITORS BUREAU

BY: 

ATTEST:


URBAN COUNTY COUNCIL CLERK