



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

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

DATE: JUNE 30, 2023

SUBJECT: Authorization to Execute First Renewal to Agreement with with Mackey Group, LLC. d/b/a Wisser Strategies for Media Placement

Request: Council authorization to execute first renewal agreement with Mackey Group, LLC. d/b/a Wisser Strategies for Media Placement effective July 1, 2023 through June 30, 2024 for continued services related to the placement of advertisements for media campaigns related to water quality, waste management, and safe streets. Cost not to exceed \$360,000.

Why are you requesting? On June 23, 2022 (Resolution 323-2022), Council authorized execution with Mackey Group, LLC. d/b/a Wisser Strategies. The renewal option with Mackey Group, LLC. d/b/a Wisser Strategies is for continued services related to the placement of advertisements for media campaigns related to water quality (stormwater), waste management, and safe streets. 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.

What is the cost in this budget year and future budget years? The cost for FY24 is \$360,000. There is an additional renewal available for FY25 and FY26.

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

1115-313201-3095-71299	\$150,000
4051-313201-3095-71299	\$150,000
3160-160705-0001-71299; SLX UPWP 2024	\$ 60,000
Total	\$360,000

File Number: 0720-23

Director / Commissioner: Carey/Albright

