MAYOR LINDA GORTON

LEXINGTON

THERESA REYNOLDS
DIRECTOR
GRANTS & SPECIAL PROGRAMS

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

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

DATE: **August 4, 2026**

SUBJECT: **Contract for Services with Wiser Strategies for Marketing Placement**

Request: The purpose of this memorandum is to request Council authorization for the mayor to execute a Contract for Services, awarded pursuant to RFP 38-2026, with Mackey Group LLC dba Wiser Strategies to place mass marketing ads for FY27 with an option for two (2) 1-year renewals, contingent upon funding. The amount of this contract is not to exceed $350,000 in FY27.

Purpose of Request: Mass marketing ad placement is a component of the information and engagement strategies employed by DES to support the goals of the Department of Environmental Quality and Public Works and the Metropolitan Planning Organization (MPO). The messaging covered in the mass marketing ads includes water quality, recycling rights, proper disposal of waste, and safe streets and trails. Wiser Strategies was one of four respondents to RFP #38-2026 Stormwater, Waste Management and Safe Streets Marketing Placement, and they received the highest score from the selection committee.

What is the cost in this budget year and future budget years? The cost for FY27 is $350,000.00. The costs for FY28 and FY29 are projected to be $350,000.00 per year, contingent upon funding.

Are the funds budgeted?
Yes, funds are budgeted and available in the following account lines:
4051-313201-3095-71299 - $100,000
1115-313201-3095-71299 - $100,000
1115-303501-0001-71299 - $50,000
3160-160705-0001-71299 SLX-UPWP-2027 - $100,000

File Number: 0794-26

Director/Commissioner: Carey / Martin