



# Lexington-Fayette Urban County Government

200 E. Main St  
Lexington, KY 40507

## Legislation Details (With Text)

**File #:** 1078-23      **Version:** 2      **Name:** Request Council authorization to increase contract with Mackey Group, LLC. d/b/a Wiser Strategies for Media Placement from \$360,000 to \$380,000 to increase ads related to Safe Streets messaging. Cost not to exceed \$380,000.

**Type:** Resolution      **Status:** Approved

**File created:** 10/16/2023      **In control:** Urban County Council

**On agenda:** 11/16/2023      **Final action:** 11/16/2023

**Enactment date:** 11/16/2023      **Enactment #:** R-612-2023

**Title:** A Resolution authorizing and directing the Mayor, on behalf of the Urban County Government, to execute the first Amendment to the first Renewal Agreement with Mackey Group, LLC., d/b/a Wiser Strategies, increasing the Contract price by an amount not to exceed \$20,000, for an increase in advertising related to Safe Streets messaging, for the Dept. of Environmental Quality and Public Works, raising the total Contract price from \$360,000 to \$380,000. [Div. of Environmental Services, Carey]

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 24-Blue Sheet Memo Wiser Strategies Contract Increase, 2. Wiser -- First Amendment to Renewal Agreement (00798721xAFB4D), 3. Agreement Renewal Signature Form Wiser Strategies - Fully Executed, 4. Wiser Strategies Agreement - Fully Executed, 5. Resolution 323-2022, 6. Resolution 418-2023, 7. 00799177.pdf, 8. R-612-2023, 9. Contract #315-2023

Date	Ver.	Action By	Action	Result
11/16/2023	2	Urban County Council	Approved	Pass
11/2/2023	2	Urban County Council	Received First Reading	
10/31/2023	2	Urban County Council Work Session	Approved and Referred to Docket	Pass

A Resolution authorizing and directing the Mayor, on behalf of the Urban County Government, to execute the first Amendment to the first Renewal Agreement with Mackey Group, LLC., d/b/a Wiser Strategies, increasing the Contract price by an amount not to exceed \$20,000, for an increase in advertising related to Safe Streets messaging, for the Dept. of Environmental Quality and Public Works, raising the total Contract price from \$360,000 to \$380,000. [Div. of Environmental Services, Carey]

Authorization to increase the total cost of the Agreement with Mackey Group, LLC. d/b/a Wiser Strategies for media placement from \$360,000 to \$380,000 to increase ads related to Safe Streets messaging. Cost not to exceed \$380,000. Funds are Budgeted. (L1078-23) (Carey/Albright)

**Budgetary Implications:** Yes

**Advance Document Review:**

**Law:** N/A

**Risk Management:** N/A

Fully Budgeted: Yes

Account Number: 3160-160705-0001-71299

This Fiscal Year Impact: \$20,000

Annual Impact: \$0

Project: SLX\_UPWP\_2024

Activity: 5.0

Budget Reference: 2024

Current Balance: \$51,989.04

BE IT RESOLVED BY THE COUNCIL OF THE LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT:

Section 1 - That the Mayor, on behalf of the Lexington-Fayette Urban County Government, be and hereby is authorized and directed to execute the First Amendment to the First Renewal Agreement, which is attached hereto and incorporated herein by reference, with Mackey Group, LLC, d/b/a Wiser Strategies, increasing the Contract price by an amount not to exceed \$20,000.00, for an increase in advertising related to Safe Streets Messaging, for the Department of Environmental Quality and Public Works, raising the total Contract price from \$360,000.00 to \$380,000.00.

Section 2 - That an amount, not to exceed the additional sum of \$20,000.00 be and hereby is approved for payment in FY 2024 to the Mackey Group, LLC., d/b/a Wiser Strategies, from account #3160-160705-71299 pursuant to the terms of the First Amendment to the First Renewal Agreement.

Section 3 -That this Resolution shall become effective on the date of its passage.

PASSED URBAN COUNTY COUNCIL:

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MAYOR

ATTEST:

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CLERK OF URBAN COUNTY COUNCIL

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