



# Lexington-Fayette Urban County Government

200 E. Main St  
Lexington, KY 40507

## Legislation Details (With Text)

**File #:** 0723-24      **Version:** 2      **Name:** Request Council authorization to execute second renewal agreement with Mackey Group, LLC. d/b/a Wisser Strategies for Media Placement effective July 1, 2024 through June 30, 2025 for continued services related to the placement of advertisements for media c

**Type:** Agenda Item      **Status:** Agenda Ready

**File created:** 6/28/2024      **In control:** Grants and Special Programs

**On agenda:** 7/9/2024      **Final action:**

**Enactment date:**      **Enactment #:**

**Title:** Authorization to execute second renewal agreement with Mackey Group, LLC. d/b/a Wisser Strategies for media placement effective July 1, 2024, through June 30, 2025, 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 \$400,000. (L0723-24) (Carey/Albright)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 24-Blue sheet Wisser Strategies 2nd Renewal, 2. Wisser -- Second Amendment to Renewal Agreement Signed, 3. FY2025 Budget Amendment - TRANSPORTATION SLX\_UPWP\_2025

Date	Ver.	Action By	Action	Result
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Budgetary Implications: Yes

Advance Document Review:

**Law:** Yes, Completed by Evan Thompson, 6/27/2024

**Risk Management:** N/A

Fully Budgeted: Yes and FY25 BA is in process.

Account Number: 1115-313201-3095-71299 (\$150,000)

4051-313201-3095-71299 (\$150,000)

3160-160705-0001-71299 (\$100,000)

This Fiscal Year Impact: \$400,000.

Annual Impact: \$0

Project: SLX\_UPWP\_2025

Activity: FED\_GRANT

Budget Reference: 2025

Current Balance: fully budgeted

{COUNCIL CLERK'S OFFICE WILL COMPLETE - Body of resolution or ordinance}