



# Lexington-Fayette Urban County Government

200 E. Main St  
Lexington, KY 40507

## Legislation Details

**File #:** 0723-24      **Version:** 2      **Name:** Request Council authorization to execute second renewal agreement with Mackey Group, LLC. d/b/a Wiser 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 Wiser 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 Wiser Strategies 2nd Renewal, 2. Wiser -- Second Amendment to Renewal Agreement Signed, 3. FY2025 Budget Amendment - TRANSPORTATION SLX\_UPWP\_2025

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------