



# Lexington-Fayette Urban County Government

200 E. Main St  
Lexington, KY 40507

## Legislation Text

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**File #:** 0900-15, **Version:** 1

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A Resolution authorizing the Mayor, on behalf of the Urban County Government, to execute a Service Agreement with Bullhorn, LLC, for marketing for police recruitment, at a cost not to exceed \$19,500. [Div. of Police, Barnard]

Authorization to execute a Service Agreement between the LFUCG and Bullhorn, LLC. Bullhorn will provide services to design strategic messaging and marketing materials, including social media and promotional materials, for the Lexington Police Department (LPD) recruitment initiative. These new materials, or "brand collateral," will be ready for use in all existing brand applications, including, but not limited to, social media, websites, advertisements, marketing collateral, press releases, recruiting fairs, and presentations. Bullhorn will undergo a thorough identity design process, to create specific, poignant, and targeted materials that will service LPD's immediate recruitment needs. The cost of this agreement and the annual budgetary impact is \$19,500 (to be paid in three monthly installments of \$6,500). Funds are budgeted. (L0900-15)(Barnard/Bastin)

Budgetary Implications [select]: Yes

Advance Document Review:

**Law:** Yes, Michael Sanner, June 15, 2015

**Risk Management:** No

Fully Budgeted [select]: Yes

Account Number: 1142-505501-5511-71299

This Fiscal Year Impact: \$19,500 (3 Installments - \$6,500 each)

Annual Impact: \$19,500

Project:

Activity:

Budget Reference:

Current Balance: \$150,000

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 to execute the Service Agreement, which is attached hereto and incorporated herein by reference, with Bullhorn, LLC, for marketing police recruitment.

Section 2 - That an amount, not to exceed the sum of \$19,500.00, be and hereby is approved for payment to Bullhorn, LLC, from account # 1142-505501-71299, pursuant to the terms of the 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