



TO: Mayor Linda Gorton
Members, Urban County Council

FROM: Ken Armstrong, Commissioner of Public Safety

DATE: February 27, 2026

SUBJECT: Public Safety Advertising with National CineMedia

Request

Authorization to:

Conduct an eight (8) week advertising campaign with NCM to show Lexington's Public Safety recruitment video in movie theaters in and around Lexington-Fayette County. From April 19 to May 15, 2026, the recruitment video will play in Hamburg Pavilions, Fayette Mall and XD, and Movie Tavern Brannon Crossing.

Either party may terminate this Agreement if the other party materially breaches the Agreement, and such breach remains uncured 30 days after the non-breaching party provides written notice to the breaching party. Unless otherwise specified in the Order, this Agreement is non-cancelable by Advertiser. NCM may cancel the Agreement on 5 days' prior notice to Advertiser.

Why are you requesting?

Department needs this action completed because:

This advertising campaign will increase awareness of the many career and life opportunities within the Department of Public Safety. Increased awareness of these opportunities will, hopefully, bring new employees to Public Safety and new resources to serve Lexington.

What is the cost in this budget year and future budget years?

The cost for this FY is: \$13,000.00

The cost for future FY is: N/A

Are the funds budgeted?

The funds are budgeted for FY 2026

Account number: 1101-505001-5011-75106



File Number: 0199-26

Director/Commissioner: Director Robert Larkin / Commissioner Ken Armstrong

