

**OFFICE OF THE CITY MANAGER  
LITTLE ROCK, ARKANSAS**

**BOARD OF DIRECTORS COMMUNICATION  
NOVEMBER 7, 2017 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>Professional Services Agreement with Ghidotti Communications to provide Public Relations, Advertising and Marketing Services for the Little Rock Police Department.</p> <p><b>Submitted By:</b></p> <p>Little Rock Police Department</p>	<p style="text-align: center;">Ordinance √ <b>Resolution</b> Approval Information Report</p>	<p style="text-align: center;">Bruce T. Moore City Manager</p>
<p style="text-align: center;"><b>SYNOPSIS</b></p>	<p>To authorize the City Manager to enter into an Agreement with Ghidotti Communications to provide Public Relations, Advertising and Marketing Services for the Little Rock Police Department.</p>	
<p style="text-align: center;"><b>FISCAL IMPACT</b></p>	<p>The total amount of the Agreement, including all fees and expenses, shall not exceed \$150,000.00 annually, and are available from the General Fund.</p>	
<p style="text-align: center;"><b>RECOMMENDATION</b></p>	<p>Approval of the resolution.</p>	
<p style="text-align: center;"><b>BACKGROUND</b></p>	<p>The City's Purchasing Agent issued Request for Qualification, Bid No. 17161 to hire a firm to provide Public Relations, Advertising and Marketing Services for the Little Rock Police Department. On September 12, 2017, thirteen (13) proposals were opened, and a selection review committee appointed by the City Manager determined the proposal of Ghidotti Communications to be the most qualified and in the best interests of the City of Little Rock</p>	

**BACKGROUND  
CONTINUED**

The Agreement will provide for a one (1)-year term, and upon mutual written agreement of the parties, the Agreement may be extended, upon the same terms, covenants, agreements and conditions as set forth in the original Agreement, for up to two (2) additional one (1)-year terms, or a portion thereof.