

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

**BOARD OF DIRECTORS COMMUNICATION  
NOVEMBER 19, 2024 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>Authorization to extend a contract with Mydatt Services, Inc., d/b/a Block by Block, for the Downtown Ambassador Program.</p>	<p style="text-align: center;">Ordinance ✓ <b>Resolution</b></p>	<p style="text-align: center;">Emily Cox Acting City Manager</p>
<b>SYNOPSIS</b>	<p>A resolution to authorize the City Manager to extend a contract with Mydatt Services, Inc., d/b/a Block by Block, an SMS Holdings Company, for the Downtown Ambassador Program.</p>	
<b>FISCAL IMPACT</b>	<p>The total amount is not to exceed \$500,000.00. The City’s 2024 Budget includes \$250,000.00 for the Ambassador Program and the funds are available in Account No. 100000-63390. The remaining \$250,000.00 is to be provided by the Little Rock Convention &amp; Visitors Bureau, which was approved by their Board on August 20, 2024.</p>	
<b>RECOMMENDATION</b>	<p>Approval of the resolution.</p>	
<b>BACKGROUND</b>	<p>With Bid No. 2134, the City of Little Rock sought proposals from qualified vendors for a Downtown Ambassador Program to promote a cleaner and safer district that encourages people to shop, play, eat, and do business downtown. The City of Little Rock received one response from Block by Block and the Selection Committee approved the proposal. The term of the agreement shall be for one (1)-year, and upon mutual agreement, the contract may be extended for up to two (2) additional one (1)-year terms or a portion thereof.</p>	