

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

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**BOARD OF DIRECTORS COMMUNICATION  
JUNE 2, 2015 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>An ordinance to amend Little Rock, Ark., Rev. Code § 2-242(a) (1988) to permit the purchase of certain advertising without competitive bidding.</p> <p><b>Submitted By:</b></p> <p>Little Rock Zoo</p>	<p style="text-align: center;">√ <b>Ordinance</b> Resolution Approval Information Report</p>	<p style="text-align: center;">Bruce T. Moore City Manager</p>
<b>SYNOPSIS</b>	This ordinance exempts from competitive bidding the purchase of advertising for events sponsored by the City of Little Rock.	
<b>FISCAL IMPACT</b>	None.	
<b>RECOMMENDATION</b>	Approval of the ordinance.	
<b>CITIZEN PARTICIPATION</b>	N/A.	
<b>BACKGROUND</b>	<p>Advertising service is not required to be competitively bid under State Statutes which currently do not apply to the City. However, the City is permitted to set the amounts at which competitive bidding is required for City purchases. This ordinance merely eliminates a limited class of advertising purchases from competitive bids. It was discovered that some event and city promotion advertising was bid, and that some was not. To make the practice consistent, this amendment makes it clear that it is not required.</p>	