

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

**BOARD OF DIRECTORS COMMUNICATION
JULY 11, 2023 AGENDA**

<p>Subject:</p> <p>Authorization of a contract with Vines Media, LLC, d/b/a Vines/Brookshire, for Marketing and Public Relations Services for the Little Rock Zoo.</p> <p>Submitted By:</p> <p>Little Rock Zoo</p>	<p>Action Required:</p> <p style="text-align: center;">Ordinance √ Resolution</p>	<p>Approved By:</p> <p style="text-align: right;">Bruce T. Moore City Manager</p>
<p>SYNOPSIS</p>	<p>A resolution to authorize the City Manager to enter into a contract with Vines Media, LLC, d/b/a Vines/Brookshire, for Marketing and Public Relations Services for the Little Rock Zoo.</p>	
<p>FISCAL IMPACT</p>	<p>Total cost of this purchase is \$302,400.00, which is the base amount of \$252,000.00, plus 20% for contingencies. Funds for this purchase are allocated in Zoo Marketing Contracts, Account No. 106560-63020.</p>	
<p>RECOMMENDATION</p>	<p>Approval of the resolution.</p>	
<p>BACKGROUND</p>	<p>The Little Rock Zoo seeks assistance for creative design services, public relations services, social media services and overall marketing strategy services. Bid No. 1903, Zoo Marketing and Public Relations Services, was advertised and of the nine (9) bids received, it was determined that Vines/Brookshire was the most responsive, responsible bid meeting the specifications.</p>	

**BACKGROUND
CONTINUED**

The term of the contract 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