

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

**BOARD OF DIRECTORS COMMUNICATION  
AUGUST 6, 2024 AGENDA**

<b>Subject:</b>	<b>Action Required:</b>	<b>Approved By:</b>
<p>Authorization to amend Little Rock, Ark., Resolution No. 16,043 (July 11, 2023), to renew the existing contract with Vines Media, LLC, d/b/a Vines/Brookshire, for Marketing and Public Relations Services for the Little Rock Zoo.</p>	<p>Ordinance √ <b>Resolution</b></p>	<p>Emily Cox Acting City Manager</p>
<b>SYNOPSIS</b>	<p>A resolution to amend Little Rock, Ark., Resolution No. 16,043 (July 11, 2023), to authorize the City Manager to renew the existing contract with Vines Media, LLC, d/b/a Vines/Brookshire, for Marketing and Public Relations Services for the Little Rock Zoo.</p>	
<b>FISCAL IMPACT</b>	<p>The total cost is \$280,000.00, and funds are allocated in Zoo Marketing/Public Relations, Account No. 106560-63020, Zoo Special Events/Contracts, Account No. 106501-63211 and Glo Wild Special Project Funds, Account No. S65C469.</p>	
<b>RECOMMENDATION</b>	<p>Approval of the resolution.</p>	
<b>BACKGROUND</b>	<p>Bid No. 1903, for Zoo Marketing and Public Relations Services, 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**

Little Rock, Ark., Resolution No. 16,043 (July 11, 2023) authorized the contract for one (1)-year, and upon mutual agreement, with the potential of two (2) additional one (1)-year terms. This extension represents year two (2) of a potential three (3)-year term.