

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

**BOARD OF DIRECTORS COMMUNICATION
OCTOBER 5, 2026 AGENDA**

Subject:	Action Required:	Approved By:
A resolution to authorize the City Manager to enter into a contract with Vines/Brookshire in the amount of \$300,000, including applicable taxes and fees, for professional Marketing and Public Relations services. Submitted By: Little Rock Zoo	Ordinance √ Resolution	Delphone Hubbard City Manager
SYNOPSIS	A resolution to authorize the City Manager to enter into a contract with Vines/Brookshire for professional Marketing and Public Relations services.	
FISCAL IMPACT	The total amount is not to exceed \$300,000, plus applicable taxes and fees, Funds for this purchase are allocated in Little Rock Zoo Accounts 106560 “Marketing”, 106501 “Administration”, 106550 “Special Events”, and Special Project Funds S65C501 “Zoo Marketing/Public Relations” and S71B492 “Special Events”.	
RECOMMENDATION	Adopt the Resolution	
BACKGROUND	The Little Rock Zoo issued a formal solicitation in the Bonfire platform, Project ID 239281. An approved Selection Committee reviewed all 10 vendor proposals, scored them, and held a consensus meeting. Thereafter, pricing was negotiated and the most responsible bidder was found to be Vines/Brookshire.	