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WHEREAS, the City of Little Rock, Arkansas (the “City”), through the Little Rock Zoo (the “Zoo”), has determined that professional marketing and public relations services are necessary to promote the Zoo, increase public awareness and visitation, support special events and programs, enhance communications and community engagement, and advance the Zoo’s public-facing mission; and,

WHEREAS, Section 2-243 of the Little Rock Code of Ordinances provides that professional services shall be competitively selected based upon qualifications and other relevant evaluation criteria other than price or cost, with contracts negotiated on the basis of demonstrated competence and qualifications and at compensation determined to be fair and reasonable to the City; and,

WHEREAS, the Little Rock Zoo issued a formal solicitation through the City's Bonfire procurement platform, identified as **Project ID 239281**, seeking qualified firms to provide professional Marketing and Public Relations services; and,

[Page 1 of 4]

1 **WHEREAS**, the Selection Committee independently reviewed and scored the proposals, and
2 thereafter, conducted a consensus meeting to discuss the evaluations and scores, and developed its
3 determination concerning the firms capable of providing the required services; and,

4 **WHEREAS**, following the evaluation and ranking of the technical proposals, the City commenced
5 negotiations with the firm determined to be the most qualified proposer, including negotiations concerning
6 the scope of services, deliverables, compensation, and other contractual terms; however, the City and the
7 most qualified proposer were unable to reach suitable terms for a contract; and,

8 **WHEREAS**, pursuant to Section 2-243(h) of the Little Rock Code of Ordinances, upon the City's
9 inability to negotiate a satisfactory contract with the firm determined to be the most qualified, the City
10 proceeded to negotiate with the firm determined to be the *second* most qualified proposer,
11 Vines/Brookshire; and,

12 **WHEREAS**, the City and Vines/Brookshire thereafter successfully negotiated suitable terms
13 concerning the scope of services, deliverables, compensation, and other contractual terms, and the City has
14 determined that the resulting agreement with Vines/Brookshire is fair and reasonable and in the best interest
15 of the City and the Little Rock Zoo; and,

16 **WHEREAS**, although Vines/Brookshire was not the initial highest-ranked proposer; however,
17 consistent with the qualifications-based selection process and Section 2-243(h) of the Little Rock Code of
18 Ordinances, Vines/Brookshire became the proposer with whom the City proceeded to negotiate after the
19 City was unable to reach suitable terms with the most qualified proposer, and the successful negotiations
20 with Vines/Brookshire resulted in a proposed agreement that meets the City's requirements and provides
21 for compensation determined to be fair and reasonable to the City; and,

22 **WHEREAS**, the City desires to ensure that the selection and contracting process provides the Zoo
23 with high-quality professional marketing and public relations services while protecting the public interest,
24 maintaining fiscal responsibility, and obtaining services at compensation that is fair and reasonable to the
25 City; and,

26 **WHEREAS**, the total amount authorized for the contract shall not exceed Three Hundred
27 Thousand Dollars (\$300,000.00), including applicable taxes and fees; and,

28 **WHEREAS**, the Board of Directors finds that authorizing the City Manager to execute the contract
29 described herein is necessary and appropriate to carry out the public purposes of the City and the operational
30 and promotional objectives of the Little Rock Zoo.

31 **NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE**
32 **CITY OF LITTLE ROCK, ARKANSAS:**

33 **Section 1.** The Board of Directors hereby approves and authorizes the City Manager to enter into
34 a professional services contract with Vines/Brookshire for professional Marketing and Public Relations

1 services for the Little Rock Zoo, in an amount not to exceed Three Hundred Thousand Dollars
2 (\$300,000.00), including applicable taxes and fees, subject to the terms and conditions approved by the
3 City Attorney and consistent with the solicitation and negotiated scope of services.

4 **Section 2.** The Board of Directors hereby finds and determines that the procurement was conducted
5 through a formal competitive professional-services selection process, identified as **Bonfire Project ID**
6 **239281**, in accordance with applicable City procurement requirements. The Board further acknowledges
7 that ten (10) proposals were received and reviewed by an approved Selection Committee, which evaluated
8 and scored the proposals and subsequently conducted a consensus review before negotiations were
9 undertaken.

10 **Section 3.** The Board of Directors further finds and determines that, notwithstanding the initial
11 qualifications ranking of the proposers, the subsequent negotiation and evaluation of the proposed scope of
12 work, deliverables, compensation, and contractual terms resulted in Vines/Brookshire being determined to
13 be a responsible and capable contractor whose negotiated proposal is fair and reasonable and is in the best
14 interest of the City and the Little Rock Zoo, subject to the City's applicable procurement requirements and
15 the final contract terms.

16 **Section 4.** The City Manager is hereby authorized to execute the contract, together with such related
17 documents, exhibits, amendments, purchase orders, and other instruments as may be necessary to carry out
18 the purposes of this Resolution, provided that any amendment increasing the total authorized compensation
19 beyond Three Hundred Thousand and 00/100 Dollars (\$300,000.00), including applicable taxes and fees,
20 shall require additional authorization as required by law and City policy.

21 **Section 5.** Funds for the contract authorized herein shall be provided from the following Little
22 Rock Zoo accounts and special project funds, as applicable and subject to the availability and appropriation
23 of funds:

- 24 • **106560 – Marketing;**
- 25 • **106501 – Administration;**
- 26 • **106550 – Special Events;**
- 27 • **S65C501 – Zoo Marketing/Public Relations; and**
- 28 • **S71B492 – Special Events.**

29 **Section 6.** The City Manager, the Director of Finance, the Director of the Little Rock Zoo, and
30 other appropriate City officials are hereby authorized to take all actions reasonably necessary to implement
31 this Resolution and administer the resulting contract in accordance with applicable law, City ordinances,
32 procurement policies, and the terms of the executed agreement.

33 **Section 7. Severability.** In the event any title, section, paragraph, item, sentence, clause, phrase,
34 or word of this resolution is declared or adjudged to be invalid or unconstitutional, such declaration or

1 adjudication shall not affect the remaining portions of the resolution which shall remain in full force and
2 effect as if the portion so declared or adjudged invalid or unconstitutional was not originally a part of the
3 resolution.

4 **Section 8. *Repealer.*** All laws, ordinances, resolutions, or parts of the same, that are inconsistent
5 with the provisions of this resolution, are hereby repealed to the extent of such inconsistency.

6 **ADOPTED: October 5, 2026**

7 **ATTEST:**

APPROVED:

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9 _____
10 **Allison Segars, City Clerk**

Frank Scott, Jr., Mayor

11 **APPROVED AS TO LEGAL FORM:**

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13 _____
14 **Thomas M. Carpenter, City Attorney**

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