

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

**BOARD OF DIRECTORS COMMUNICATION
SEPTEMBER 15, 2026, AGENDA**

Subject:	Action Required:	Approved By:
A resolution to authorize the City Manager to enter into a contract with Mydatt Services, Inc., d/b/a Block by Block for the greater Little Rock Downtown Ambassador Program. Submitted By: Office of Executive Administration	Ordinance √ Resolution	Delphone Hubbard City Manager
SYNOPSIS	A resolution to authorize the City Manager to enter into a three (3)-year agreement with Mydatt Services, Inc. d/b/a Block by Block for the Downtown Ambassador Program.	
FISCAL IMPACT	The total amount payable under the agreement shall not exceed \$1,590,950.10, plus applicable fees and taxes. Funding in the amount of \$795,474.14 will come in part for three (3) months from the 2026 Budget with the remaining funds available from the City's 2027-2029 Budgets in Accounting Unit 100000-63390. The remaining \$795,474.14 will be provided by the Little Rock Convention & Visitors Bureau, subject to approval by the Little Rock Convention & Visitors Bureau Board on September 15, 2026. Any future renewal or extension shall be subject to the availability and appropriation of funds.	
RECOMMENDATION	Adopt the resolution	
BACKGROUND	Block by Block provides clean, safe, hospitality, and public-space services for downtown districts, business improvement districts, parks, and transit systems. The proposed Downtown Ambassador Program will provide services designed to enhance the appearance, safety,	

**BACKGROUND
CONTINUED**

accessibility, and overall experience of the downtown area. Services may include litter removal and cleaning; unarmed safety patrols; wayfinding and visitor assistance; tourist information; connections to social services; event staffing and public-space activation; and other hospitality and customer-service functions.

The proposed agreement will have an initial term of three (3) years. Upon mutual agreement of the parties, the agreement may be extended for up to two (2) additional one (1)-year terms or a portion thereof. The agreement will be subject to terms and conditions acceptable to the City Attorney as to legal form.