

1 **RESOLUTION NO. _____**
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3 **A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO ENTER**
4 **INTO A CONTRACT WITH VINES MEDIA, LLC, D/B/A**
5 **VINES/BROOKSHIRE, IN AN AMOUNT NOT TO EXCEED THREE**
6 **HUNDRED TWO THOUSAND, FOUR HUNDRED DOLLARS**
7 **(\$302,400.00), PLUS APPLICABLE TAXES AND FEES, TO PROVIDE**
8 **MEDIA AND MARKETING SERVICES FOR THE LITTLE ROCK ZOO;**
9 **AND FOR OTHER PURPOSES.**

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11 **WHEREAS**, the Little Rock Zoo has need of Media and Marketing Services to provide assistance
12 with Creative Design Services, Public Relations Services, Social Media Services and overall Marketing
13 Strategy Services; and,

14 **WHEREAS**, the Little Rock Zoo seeks these services in order to increase public awareness of the Zoo
15 and to attract additional Zoo members, donors, volunteers, attendees to specific events, and private
16 organizations that will rent the Zoo for catered events; and,

17 **WHEREAS**, Request for Proposal (“RFP”), Bid Event No. 1903 was issued on or about January 31,
18 2023, for Zoo Marketing and Public Relations Services, and it was determined that of the nine (9) bids
19 received, Vines Media, LLC, d/b/a Vines/Brookshire was the most responsive, responsible bid meeting the
20 specifications of the RFP; and

21 **WHEREAS**, the total costs of the contract will not exceed Three Hundred Two Thousand, Four
22 Hundred Dollars (\$302,400.00), plus and applicable taxes and fees, which is the base amount of Two
23 Hundred Fifty-Two Thousand Dollars (\$252,000.00), plus a 20% contingency; and,

24 **WHEREAS**, funds for this project are available from Zoo Marketing Contracts, Account No. 106560-
25 63020; and,

26 **WHEREAS**, the term of the contract shall be for one (1)-year, and upon mutual agreement, the
27 contract may be extended for up to two (2) additional one (1)-year terms, or a portion thereof based on
28 satisfactory performance and the availability of funds.

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

31 **Section 1.** The City Manager is authorized to execute an agreement with Vines Media, LLC, d/b/a
32 Vines/Brookshire in an amount of Three Hundred Two Thousand, Four Hundred Dollars (\$302,400.00),
33 plus and applicable taxes and fees, which is the base amount of Two Hundred Fifty-Two Thousand Dollars
34 (\$252,000.00), plus a 20% contingency, for Media and Marketing Services for the Little Rock Zoo.

1 **Section 2.** The term of the contract shall be for one (1)-year, and upon mutual agreement, the contract
2 may be extended for up to two (2) additional one (1)-year terms, or a portion thereof based on satisfactory
3 performance and the availability of funds

4 **Section 3.** Funds for this project are available from Zoo Marketing Contracts, Account No. 106560-
5 63020.

6 **Section 4. Severability.** In the event any title, section, paragraph, item, sentence, clause, phrase, or
7 word of this resolution is declared or adjudged to be invalid or unconstitutional, such declaration or adju-
8 dication shall not affect the remaining portions of the resolution which shall remain in full force and effect
9 as if the portion so declared or adjudged invalid or unconstitutional were not originally a part of the reso-
10 lution.

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

13 **ADOPTED: July 11, 2023**

14 **ATTEST:**

APPROVED:

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16 _____
17 **Susan Langley, City Clerk**

_____ **Frank Scott, Jr., Mayor**

18 **APPROVED AS TO LEGAL FORM:**

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21 **Thomas M. Carpenter, City Attorney**

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