

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

**BOARD OF DIRECTORS COMMUNICATION
AUGUST 5, 2025, AGENDA**

Subject:	Action Required:	Approved By:
<p>A resolution to amend Little Rock, Ark., Resolution No. 16,043 (August 6, 2024), to authorize the City Manager to renew the contract with Vines Media, LLC, to provide Media and Marketing Services for the Little Rock Zoo.</p> <p>Submitted By: Little Rock Zoo</p>	<p style="text-align: center;">Ordinance √ Resolution</p>	<p style="text-align: center;">Delphone Hubbard City Manager</p>
SYNOPSIS	A resolution to amend Little Rock, Ark., Resolution No. 16,043 (August 6, 2024), to authorize the City Manager to renew the contract with Vines Media, LLC, to provide Media and Marketing Services for the Little Rock Zoo.	
FISCAL IMPACT	The total cost of this purchase is not to exceed \$280,000.00, including applicable taxes/fees. Funds available in combination from 106560/63020 (Marketing/Public Relations), 106550/63211 (Special Events/Contracts), 106501/63211 (Administration/Contracts), and funding contributed by the Arkansas Zoological Foundation.	
RECOMMENDATION	Approval of the resolution.	
BACKGROUND	The Little Rock Zoo issued Request for Proposal No. 1903 for “Zoo Marketing & Public Relations Services” in 2023 and received 9 responses. Vines Media LLC provided the lowest responsible and responsive bid. This is a renewal of existing Contract #1822.	