1	RESOLUTION NO		
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3	A RESOLUTION TO AMEND LITTLE ROCK, ARK., RESOLUTION NO.		
4	16,043 (AUGUST 6, 2024) TO AUTHORIZE THE CITY MANAGER TO RE-		
5	NEW THE CONTRACT WITH VINES MEDIA, LLC D/B/A		
6	VINES/BROOKSHIRE, IN AN AMOUNT NOT TO EXCEED TWO HUN-		
7	DRED EIGHTY THOUSAND DOLLARS (\$280,000.00) PLUS APPLICA-		
8	BLE TAXES AND FEES, TO PROVIDE MEDIA AND MARKETING SER-		
9	VICES FOR THE LITTLE ROCK ZOO; AND FOR OTHER PURPOSES.		
	VICES FOR THE LITTLE ROCK 200; AND FOR OTHER TURI OSES.		
10 11	WHEREAS, the Little Rock Zoo (the "Zoo") has need of media and marketing services to provide		
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13	assistance with creative design services, public relations services, social media services, and overall mar		
	keting strategy services; and,		
14	WHEREAS, the Zoo seeks these services in order to increase public awareness of the Zoo and to		
15	attract additional Zoo members, donors, volunteers, attendees to specific events, and private organization		
16	that will rent the Zoo for catered events; and,		
17	WHEREAS, Request for Proposal ("RFP") No. 1903 was issued on or about January 31, 2023, and it		
18	was determined that Vines Media, LLC, d/b/a Vines/Brookshire provided the lowest responsible and re		
19	sponsive bid; and,		
20	WHEREAS, Little Rock, Ark. Resolution No. 16,395 (August 6, 2024) authorized a contract with		
21	Vines Media, LLC, d/b/a Vines/Brookshire, for one (1) year with the potential of an additional one (1)-year		
22	term, and this extension represents year three (3) of a three (3)-year term; and,		
23	WHEREAS, the total costs of the contract will be Two Hundred Eighty Thousand Dollars		
24	(\$280,000.00), plus applicable fees and taxes.		
25	NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CITY		
26	OF LITTLE ROCK, ARKANSAS:		
27	Section 1. The City Manager is authorized to execute an agreement with Vines Media, LLC, d/b/a		
28	Vines/Brookshire in an amount of Two Hundred Eighty Thousand Dollars (\$280,000.00), plus applicable		
29	fees and taxes for media and marketing services for the Little Rock Zoo.		
30	Section 2. The term of the contract shall be for one (1) year, which is the third year of a three (3)-year		
31	agreement.		

1	tions), 106550/63211 (Special Events/Contracts), 160501/63211 (Administrative/Contracts) and funding contributed by the Arkansas Zoological Foundation.  Section 4. Severability. In the event any title, section, paragraph, item, sentence, clause, phrase, or word of this resolution is declared or adjudged to be invalid or unconstitutional, such declaration or adjudication shall not affect the remaining portions of the resolution which shall remain in full force and effect as if the portion so declared or adjudged invalid or unconstitutional were not originally a part of the resolution.		
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9	Section 5. Repealer. All laws, ordinances, resolutions, or parts of the same, that are inconsistent with		
10	the provisions of this resolution, are hereby repealed to the extent of such inconsistency.		
11	ADOPTED: August 5, 2025		
12	ATTEST:	APPROVED:	
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15	Allison Segars, City Clerk	Frank Scott, Jr., Mayor	
16	APPROVED AS TO LEGAL FORM:		
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19	Thomas M. Carpenter, City Attorney		
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