RESOLUTION NO. _____

A RESOLUTION TO AMEND LITTLE ROCK, ARK., RESOLUTION NO. 16,043 (JULY 11, 2023), TO AUTHORIZE THE CITY MANAGER TO RENEW THE CONTRACT WITH VINES MEDIA, LLC, D/B/A VINES/BROOKSHIRE, IN AN AMOUNT NOT TO EXCEED TWO HUNDRED EIGHTY THOUSAND DOLLARS ($280,000.00), PLUS APPLICABLE TAXES AND FEES, TO PROVIDE MEDIA AND MARKETING SERVICES FOR THE LITTLE ROCK ZOO; AND FOR OTHER PURPOSES.

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

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

WHEREAS, the City issued Bid No. 1903, for Zoo Marketing and Public Relations Services, and it was determined that of the nine (9) bids received, Vines Media, LLC, d/b/a Vines/Brookshire was the most responsive, responsible bid meeting the specifications; and,

WHEREAS, Little Rock, Ark., Resolution No. 16,403 (July 11, 2023) authorized a contract with Vines Media, LLC, d/b/a Vines/Brookshire, for one (1)-year with the potential of two (2) additional one (1)-year terms, and this extension represents year two (2) of a potential three (3)-year term; and,

WHEREAS, the total cost of year two (2) of the contract shall not exceed Two Hundred Eighty Thousand Dollars ($280,000.00), plus applicable taxes and fees.

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

Section 1. The Board of Directors authorizes the City Manager to renew the contract with Vines Media, LLC, d/b/a Vines/Brookshire, in an amount of Two Hundred Eighty Thousand Dollars ($280,000.00), plus and applicable taxes and fees, for Media and Marketing Services for the Little Rock Zoo.

Section 2. Funds for this project are allocated in Zoo Marketing/Public Relations, Account No. 106560-63020, Zoo Special Events/Contracts, Account No. 106501-63211 and Glo Wild Special Project Funds, Account No. S65C469.

Section 3. ***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.

Section 5. ***Repealer.*** All laws, ordinances, resolutions, or parts of the same, that are inconsistent with the provisions of Little Rock, Ark., Resolution No. 16,043 (July 11, 2023), are hereby repealed to the extent of such inconsistency.

ADOPTED: August 6, 2024

ATTEST:	**APPROVED:**
_____	_____
Susan Langley, City Clerk	**Frank Scott, Jr., Mayor**

APPROVED AS TO LEGAL FORM:

_____

Thomas M. Carpenter, City Attorney

//
//
//
//
//
//
//
//
//
//
//
//
//
//
//
//
//
//
//
//