

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

**BOARD OF DIRECTORS COMMUNICATION
SEPTEMBER 16, 2025 AGENDA**

Subject:	Action Required:	Approved By:
<p>A resolution to authorize the City Manager to extend the contract renewal with Mydatt Services d/b/a Block by Block, and the Little Rock Convention and Visitors Bureau for the final one (1)-year term extension.</p> <p>Submitted By: Office of Executive Administration</p>	<p style="text-align: center;">Ordinance √ Resolution</p>	<p style="text-align: center;">Delphone Hubbard City Manager</p>

SYNOPSIS

A resolution to authorize the City Manager to extend the contract for the Downtown Ambassador Program with Mydatt Services, Inc., d/b/a Block by Block.

FISCAL IMPACT

The total amount is not to exceed \$500,000.00. The City's 2024 Budget includes \$250,000.00 for the Ambassador Program and the funds are available in Account No. 100000-63390. The remaining \$250,000.00 is to be provided by the Little Rock Convention & Visitors Bureau, which was approved by their Board on August 20, 2024.

RECOMMENDATION

Approval of the resolution.

BACKGROUND

In 2023, with Bid No. 2134, the City of Little Rock sought proposals from qualified vendors for a Downtown Ambassador Program to promote a cleaner and safer district that encourages people to shop, play, eat, and do business downtown. The City of Little Rock received one response from Block by Block, and the Selection Committee approved the proposal. The term of the agreement was for one (1) year, and upon mutual agreement, the contract may be extended for up to two (2) additional one (1) year terms or a portion thereof. In 2024, the first one (1) year extension was executed, and the current contract expires on September 30, 2025. If approved, this would be the second of two extensions.