1	RESOLUTION NO
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3	A RESOLUTION TO AUTHORIZE THE CITY MANAGER TO ENTER
4	INTO A SECOND CONTRACT AMENDMENT TO EXTEND THE
5	DOWNTOWN AMBASSADOR PROGRAM WITH MYDATT SERVICES,
6	INC., D/B/A BLOCK BY BLOCK, AND THE LITTLE ROCK
7	CONVENTION AND VISITORS BUREAU, IN AN AMOUNT NOT TO
8	EXCEED FIVE HUNDRED THOUSAND DOLLARS (\$500,000.00), FOR
9	THE FINAL ONE (1) YEAR TERM EXTENSION; AND FOR OTHER
10	PURPOSES.
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12	WHEREAS, in 2023, the City sought proposals under Bid No. 2134 to partner with a qualified vendor
13	for the Downtown Ambassadors Program; and
14	WHEREAS, the City received one (1) responsive bid from Mydatt Services, Inc., which the selection
15	committee approved; and
16	WHEREAS, upon formal adoption of Little Rock, Ark Resolution No. 16,041 (July 11, 2023), the City
17	executed a three party contract with Mydatt Services, Inc. and the Little Rock Convention and Visitors
18	Bureau on July 5, 2023, to fund the Downtown Ambassadors Program for an initial term of one (1) year
19	with the amount of Five Hundred Thousand Dollars (\$500,000.00), with the option for two (2) additional
20	one (1) year extensions by mutual agreement; and
21	WHEREAS, as authorized by the adoption of Little Rock, Ark Resolution No. 16,508 (November 19,
22	2024) the initial contract was extended for an additional one (1) year term.
23	WHEREAS, as a sign of its continued to commitment to making Downtown Little Rock a safe and
24	clean district for citizens and visitors alike, the City wishes to extend the contract for the Downtown
25	Ambassadors Program with Mydatt Services, Inc. and Little Rock Convention and Visitors Bureau for the
26	final one (1) year term in an amount not to exceed Five Hundred Thousand Dollars (\$500,000.00).
27	NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE CITY
28	OF LITTLE ROCK, ARKANSAS;
29	Section 1. The City Manager is authorized to enter into a second contract amendment for the final one
30	(1) year extension of the three party agreement, in the amount of Five Hundred Thousand Dollars
31	(\$500,000.00), to fund the continuation of the Downtown Ambassador Program with Mydatt Services, Inc.
32	and the Little Rock Convention and Visitors' Bureau.
33	Section 2. The cost of funding this program is to be evenly split between the City of Little Rock,

1 Ark, and Little Rock Convention and Visitors Bureau. The City's Two Hundred Fifty Thousand Dollar 2 (\$250,000.00) contribution to the Program is in Account No. 100000-6339. 3 Section 3. All payments are conditional upon execution of renewal of the contract for services, further, 4 nothing is this resolution limits the ability of the City, in its sole source discretion. To procure similar 5 services from other vendors during the terms of the above authorized contract. 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 8 adjudication shall not affect the remaining portions of the resolution which shall remain in full force and 9 effect as if the portion so declared or adjudged invalid or unconstitutional were not originally a part of the 10 resolution. 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: September 16, 2025 14 **ATTEST: APPROVED:** 15 16 17 Allison Segars, City Clerk Frank Scott, Jr., Mayor 18 APPROVED AS TO LEGAL FORM: 19 20 21 Thomas M. Carpenter, City Attorney 22 // 23 // 24 // 25 // 26 // 27 // 28 // 29 // 30 //31 //32 // 33 // 34 //