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WHEREAS, in 2023, the City sought proposals under Bid No. 2134 to partner with a qualified vendor for the Downtown Ambassadors Program; and

WHEREAS, upon formal adoption of Little Rock, Ark Resolution No. 16,041 (July 11, 2023), the City executed a three party contract with Mydatt Services, Inc. and the Little Rock Convention and Visitors Bureau on July 5, 2023, to fund the Downtown Ambassadors Program for an initial term of one (1) year with the amount of Five Hundred Thousand Dollars (\$500,000.00), with the option for two (2) additional one (1) year extensions by mutual agreement; and

WHEREAS, as a sign of its continued to commitment to making Downtown Little Rock a safe and clean district for citizens and visitors alike, the City wishes to extend the contract for the Downtown Ambassadors Program with Mydatt Services, Inc. and Little Rock Convention and Visitors Bureau for the final one (1) year term in an amount not to exceed Five Hundred Thousand Dollars (\$500,000.00).

Section 1. The City Manager is authorized to enter into a second contract amendment for the final one (1) year extension of the three party agreement, in the amount of Five Hundred Thousand Dollars (\$500,000.00), to fund the continuation of the Downtown Ambassador Program with Mydatt Services, Inc. and the Little Rock Convention and Visitors' Bureau.

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Ark, and Little Rock Convention and Visitors Bureau. The City's Two Hundred Fifty Thousand Dollar (\$250,000.00) contribution to the Program is in Account No. 100000-6339.

Section 3. All payments are conditional upon execution of renewal of the contract for services, further, nothing in this resolution limits the ability of the City, in its sole source discretion. To procure similar services from other vendors during the terms of the above authorized contract.

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.

Section 5. Repealer. All laws, ordinances, resolutions, or parts of the same, that are inconsistent with the provisions of this resolution, are hereby repealed to the extent of such inconsistency.

ADOPTED: September 16, 2025

ATTEST:

APPROVED:

Allison Segars, City Clerk

Frank Scott, Jr., Mayor

APPROVED AS TO LEGAL FORM:

Thomas M. Carpenter, City Attorney

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