

Amd. 1	165,000.00	60,054.50	To add funds due to the increased need for the contractor's services as a result of COVID. In addition, the UA System implemented a new ERP (Workday) in FY21 and Foundation funds now flow through the university's procurement processes. A portion of the increase is allocated to Foundation projects that were not anticipated at the initial contract.
	135,000.00		Contractor is a qualified and experienced marketing communications firm with experience in higher education and will assist the agency with a variety of services, including but not limited to: graphic design (print/digital); video and radio commercial production (storyboarding/filming/voice); copywriting; editing; media buying - broadcast, print, digital, outdoor, etc.; public and media relations planning, consulting, and execution; strategic marketing and communications planning (omni channel); market research and analysis; and web analytics and search optimization (SEO) consulting. Performance standards shall be as set forth in Request for Proposal FB-21-004. Specifically, contractor must adhere to university requirements and scope of services/specifications as referenced in the standard terms, conditions, and all articles of the RFP. Insufficient performance may be cause for termination of contract. This is year one initial term contract with up to six optional annual renewals of a competitively quoted bid, FB-21-004.

93. Agency: U of A - Little Rock

Contractor: MOSES TUCKER PARTNERS

Location: Little Rock

State: AR

Service Type: Professional Consultant Services (PCS)

Total Authorized: \$0.00 **Org. Term:** 03/18/2022 03/17/2023 **Procurement:** RFP

Total After Review: \$75,000.00 **Funding:** State - 100%

Total Projected: \$75,000.00 **MOF:** **Contract Number:** RA22145391

Org/Amt: Amount Paid To Date Objective: New Exp Date

75,000.00	Contractor will provide consulting services for the public-private partnership (P3) project to redevelop the 22-acre University Plaza Shopping Center located on the southern border of the University's campus pursuant to the requirements listed in FB-22-015. Expected consulting services shall include, but not be limited to: 1) Broker discussions with the tenants currently leasing space on the University Plaza site; 2) Review the RFP for the project and provide relevant suggestions; 3) Assist with the identification of, and communication with, developers that may be interested in bidding on the project; and 4) Provide general counsel and advice during the project to ensure the best outcome possible for the University, its students and staff, and the surrounding community. Services for this contract will be on an on-call basis and at the rates set forth in the Contractor's Official Bid Price Sheet, attached. The Contractor will not be eligible to bid on the P3 project itself.
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