



STATE OF ARKANSAS
**Department of Finance
 and Administration**

OFFICE OF THE ARKANSAS LOTTERY

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June 2, 2015

The Honorable Jimmy Hickey, Co-Chair
 The Honorable Chris Richey, Co-Chair
 Arkansas Legislative Council Lottery Oversight Subcommittee
 One Capitol Mall, Room R-501
 Little Rock, AR 72201

RE: Request for Review of Major Procurement Contract Extensions

Dear Ms. Whorton:

The Department of Finance and Administration Office of the Arkansas Lottery requests review and approval of a one-year extension for its contracts for Supplemental Advertising, Marketing, and Media Services by the Arkansas Legislative Council Lottery Oversight Subcommittee (ALC LOS). I respectfully request that this matter be included on the June 11 agenda of the ALC LOS meeting. The following information provides background on this matter:

1. The OAL issued a Supplemental Advertising, Marketing, and Media Services Request for Qualifications (RFQ) on May 21, 2014 (Attachment A).
2. On June 25, 2014, the former Arkansas Lottery Commission passed a resolution to execute and award the contract to Mangan Holcomb Partners and Mitchell Communications Group (redacted bid proposals and 6-25-2014 ALC minutes, enclosed as Attachments B and C).
3. The former Arkansas Lottery Commission Legislative Oversight Committee reviewed the contracts and the Agreements were subsequently executed on July 8, 2014 (Attachment D).
4. The initial term of each contract was for one (1) year from date of award, with options for renewal up to two (2) additional times in one (1) year increments or a portion thereof. The projected total value of each contract is five percent (5%) of net media cost (cost schedules are enclosed as Attachment E).
5. The proposed First Amendment to the Agreement for each vendor (Attachment F) includes exercising the extension of the contract to July 8, 2016, with terms as set forth in the original agreement.

The enclosed documents will also be provided in the form of an electronic copy.

Respectfully submitted,

Bishop Woosley
 Director

Enclosures

cc: The Honorable Asa Hutchinson, Governor of Arkansas
 Larry Walther, Director, Arkansas Department of Finance and Administration