

Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: November 15, 2018

AGENDA ITEM: **Contract Extension - Advertising, Digital, Web & Social Media, and Research Services Contract (#2013-02) for three Functional Areas ("FA") with GKV Communications, Inc. (FA #I – Creative and FA #III - Digital/Web) and Media Works, Ltd. (FA #II – Media)**

PRESENTER: Gina Smith, Deputy Director/CFO

ISSUE SUMMARY: Advertising, Digital, Web & Social Media, and Research Services Contract (#2013-02) for three Functional Areas ("FA") with GKV Communications, Inc. (FA #I – Creative and FA #III - Digital/Web) and Media Works, Ltd. (FA #II – Media) which expires 1/31/2019. In consideration of the cancellation of RFP #2018-01 for a replacement contract and the re-issue of a revised RFP #2018-07, the MLGCA intends to extend the existing services by modifying the contracts for an additional 90-days for the term 2/1/2019 – 4/30/2019 for each Contractor in FAs I, II and III for a total NTE amount of \$4,747,148. Due to the number and nature of Proposals received, the time available before the expiration of the current contract is insufficient to allow for the time anticipated to be required for completion of the evaluation process, award of a new contract, and transition to a follow-on advertising contractor. Therefore, this 90 day extension is necessary.

COMMISSION ACTION REQUIRED/REQUESTED: Discussion, consideration, and possible action.

STAFF RECOMMENDATIONS: Staff recommends approval. Subject to Commission approval, this contract will be submitted to DBM for inclusion on the December 5, 2018 BPW Agenda.