

Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: May 25, 2017

AGENDA ITEM: **Contract Renewal/Modification – Advertising, Digital, Web & Social Media, and Research Services Contract (#2013-02)**

PRESENTER: Gina Smith, Deputy Director/CFO

ISSUE SUMMARY: This Contract is for three Functional Areas ("FA") with GKV Communications, Inc. (FA #I – Creative and FA #III - Digital/Web) and Media Works, Ltd. (FA #II – Media) for the original term 8/1/2013 to 7/31/2016 with two one-year renewal options. Renewal Option #1 was previously exercised and expires on 7/31/2017. For each of the Functional Areas I, II and III, the MLGCA intends to: (1) continue existing services by exercising the second one-year renewal option for each Contractor; and (2) increase the Not to Exceed amount for the renewal option period to correspond to the MLGCA's increased advertising budget for FY 2017, which is projected to continue in FY 2018. The term of the renewal option is 8/1/2017 to 7/31/2018, in the total Not to Exceed amount of \$18,988,592. The MLGCA anticipates that it will have a continuing need for these services and will therefore initiate the development of an RFP for a new replacement contract during this renewal option period.

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 June 21, 2017 BPW Agenda.