

Maryland State Lottery Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: February 26, 2013

AGENDA ITEM: Advertising, Digital, Web & Social Media, and Research Services (#2013-02)

PRESENTER: Gina M. Smith, Deputy Director & CFO

ISSUE SUMMARY: The current Contract expires on July 31, 2013 and no further renewal options are available. Draft RFP #2013-02 for a new replacement contract is attached.

COMMISSION ACTION REQUIRED/REQUESTED: Commission approval upon review and discussion.

STAFF RECOMMENDATIONS: Staff recommends approval