

Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: June 27, 2013

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

PRESENTER: Gina Smith, Deputy Director/CFO

ISSUE SUMMARY: RFP for a new replacement contract was issued on February 28. Proposals were received by the due date of April 26, and evaluated by the Evaluation Committee. Four Functional Areas: Functional Area I Creative Services; Functional Area II Media Services; Functional Area III Digital, Web and Social Engagement Design, Delivery and Hosting Services; and Functional Area IV Research Services.

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

STAFF RECOMMENDATIONS: Staff recommends approval. Subject to the Commission's approval, the Contract will be submitted to DBM for inclusion on the July 3 BPW Agenda.