

RESOLUTION NO. 2025-200R

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS APPROVING THE RENEWAL OF AN AGREEMENT WITH MADDEN MEDIA, LLC, TO PROMOTE TOURISM WITH SOCIAL MEDIA AND CTV DIGITAL MARKETING CAMPAIGNS IN THE ANNUAL AMOUNT OF \$89,000.00, AND UP TO THREE ONE-YEAR RENEWALS FOR A MAXIMUM OF FIVE YEARS IN THE AMOUNT OF \$356,000.00; AUTHORIZING THE CITY MANAGER, OR HER DESIGNEE, TO EXECUTE THE RENEWAL ON BEHALF OF THE CITY; AND DECLARING AN EFFECTIVE DATE.

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS:

PART 1. The Agreement with Madden Media LLC (Contract No. 2025-006), for Social Media and CTV Digital Marketing Campaigns, in the annual amount of \$89,000.00 and up to three one-year renewals for a total amount of \$356,000.00, is hereby approved.

PART 2. The City Manager, or her designee, is authorized to execute the renewal agreement and any additional renewals on behalf of the City.

PART 3. This resolution will be in full force and effect immediately from and after its passage.

ADOPTED on October 21, 2025.

Jane Hughson
Mayor

Attest:

Elizabeth Trevino
City Clerk