RESOLUTION NO. 2025-201R

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS APPROVING A CONTRACT WITH AJR MEDIA GROUP FOR PROMOTING TOURISM WITH DIGITAL BRAND AWARENESS CAMPAIGNS IN THE ANNUAL AMOUNT OF \$200,565.00, AND UP TO FOUR ONE-YEAR RENEWALS WITH A TOTAL AMOUNT OF \$1,002,825.00; AUTHORIZING THE CITY MANAGER, OR HER DESIGNEE, TO EXECUTE THE CONTRACT AND ANY RENEWALS 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.** Awarding a contract with AJR Media Group (Contract No. 2026-004) for promoting tourism with Digital Brand Awareness Campaigns in the annual amount of \$200,565.00, with four one-year renewals for a total amount of \$1,002,825.00 is approved.
- **PART 2.** The City Manager, or her designee, is authorized to execute the contract and renewals on behalf of the city.
- **PART 3.** This resolution shall 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