

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