

**RESOLUTION NO. 2023-140R**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS APPROVING AN AGREEMENT WITH AJR MEDIA GROUP FOR THE 2023-24 DIGITAL CAMPAIGN BRAND AWARENESS PROJECT FOR THE SAN MARCOS CONVENTION AND VISITOR BUREAU TO PROMOTE TOURISM IN THE ANNUAL AMOUNT OF \$146,152.00; AUTHORIZING THE CITY MANAGER, OR HER DESIGNEE, TO EXECUTE THE AGREEMENT, PLUS THREE ANNUAL 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.** An Agreement with AJR Media Group for the 2023-24 Digital Campaign Brand Awareness Project (Contract No. 218-054R) for the San Marcos Convention and Visitor Bureau to promote tourism in the annual amount of \$146,152.00 is approved.

**PART 2.** The City Manager, or her designee, is authorized to execute the Agreement, plus three annual 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 September 5, 2023.

Jane Hughson  
Mayor

Attest:

Elizabeth Trevino  
City Clerk