

EXHIBIT B
AUTHORIZATION OF CHANGE IN SERVICE

| | | | |
|-------------------------------------|-------------------------------|-----------------------------------|------------------------|
| CONTRACT NUMBER / CONTRACT NAME: | 218-035 | Search Engine Marketing Agreement | |
| CITY REPRESENTATIVE/ DEPARTMENT: | Rebecca Ybarra, Director, CVB | | |
| CONTRACTOR: | Madden Reprint Media, LLC | | |
| CONTRACT EFFECTIVE DATE: | October 1, 2017 | COUNCIL RES. NO: | 2018-191R 2020-204R |
| THIS AUTHORIZATION DATE: | September 7, 2021 | AUTHORIZATION NO.: | 4 |

DESCRIPTION OF WORK TO BE ADDED TO OR DELETED FROM SCOPE OF SERVICES:

This contract is hereby renewed pursuant to the terms of the contract for the period **October 1, 2021 through September 30, 2022** for the revised annual amount of \$65,000. The revised annual amount includes additional services for Data Daily Visitation Intelligence Dashboard for the amount of \$35,000. The revised annual amount of \$65,000 will be for the remaining term of the Agreement or through September 30, 2023.

The attached Insertion Orders describe the existing and added services to be provided.

Resolution 2020-204, City Council authorized a total contract amount for the full additional three-year renewals or until September 30, 2023.

Parties agree to be bound by the Standard Terms and Conditions found: sanmarcostx.gov/StandardTermsandConditions

| | | | |
|---|-------------------|---------------|---------------------|
| ACIS1 Contract Amount Amended: | Res. 2018-191R | | 74,100.00 |
| ACIS2 Add services & Annual Renewal 10/1/19 to 09/30/2020 | Res. 2020-204R | Annual | 36,884.76 |
| ACIS3 Annual Renewal 10/1/20 to 09/30/2021 | | Annual | 35,999.77 |
| This ACIS4 Add services and Annual Renewal 10/1/21 to 09/30/2022 for a Revised Annual Amount | Res. 2021- | Annual | 65,000.00 |
| REVISED CONTRACT AMOUNT: | | | \$211,984.53 |

CONTRACTOR:

Signature

Date

Print Full Name / Title (if not in individual capacity)

CITY:

Signature

Date

Bert Lumbreras, City Manager

Print Name / Title

City Department Use Only Below This Line (PM, POC, etc.).

| | | |
|---------------------------|---------------|-------------|
| Account Number(s): | Amount | Date |
| #12024224 53110 | \$ 65,000 | |



345 E. Toole Ave.
Tucson, AZ 85701
Office: 520.322.0895
Fax: 520.322.9438
mmcontracts@maddenmedia.com

Quote Number Q-01885
Expiration Date 8/18/2021
Program Title

| | | | |
|-----------------|--|----------------------|--|
| Account Name | San Marcos Convention & Visitor Bureau | Billing Instructions | |
| Contact Name | Charlotte Wattigny | Bill To Account | San Marcos Convention & Visitor Bureau |
| Email | cwattigny@sanmarcostx.gov | Billing Address | 617 IH-35 N San Marcos, TX 78666 United States |
| Bill To Contact | Charlotte Wattigny | | |

| Product | Line Total |
|--|---------------|
| Google SEM - General Leisure (CPC) | USD 30,000.00 |
| Google SEM + RLSA - 37,975 est. clicks | |

Subtotal: USD 30,000.00
Tax: USD 0.00
Grand Total: USD 30,000.00

Opportunity Owner Holly Russell

Quote PDF (Created Date) 7/20/2021

Terms & Conditions

[Madden Media Standard Terms & Conditions for Digital Marketing Services](https://maddenmedia.com/mm_digital_terms)

https://maddenmedia.com/mm_digital_terms

[Madden Media Standard Terms & Conditions for Print Production and Advertising Services](https://maddenmedia.com/mm_print_terms)

https://maddenmedia.com/mm_print_terms

[Madden Media Standard Terms & Conditions for Madden Voyage and Voyage+ Services](https://maddenmedia.com/mm_voyage_terms)

https://maddenmedia.com/mm_voyage_terms

By signing and accepting below you are acknowledging that you have read and agree to the specific terms outlined in this document and wish to proceed with the implementation of the aforementioned products and services.

Authorized signature:

Print Name:

Date:



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Office: 520.322.0895
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| Product | Line Total |
|--|---------------|
| Voyage w/ Daily Visitation Intelligence (Up to 500k population) | USD 35,000.00 |
| Voyage+ Includes: Daily Visitation Intelligence 2 Years of Historical Visitation Intelligence AirDNA 50 Points of Interest Competitive Analysis Paid Media, Earned Media, Social, Website Performance & Insights San Marcos CVB's STR Data to be Imported San Marcos's Civic, Government, & Economic Data to be Imported Invoice in full on 10/1/2021 | |

Subtotal: USD 35,000.00
Tax: USD 0.00

Opportunity Owner Holly Russell

Quote PDF (Created Date) 7/20/2021

Grand Total: USD 35,000.00

Opportunity Owner

Holly Russell

Quote PDF (Created Date) 7/20/2021

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