

RESOLUTION NO. 2024-176R

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS APPROVING A CONTRACT WITH CROWDRIFF INC. FOR THE CONVENTION AND VISITOR'S BUREAU TO PROMOTE TOURISM USING SHORT-FORM VIDEO CONTENT IN THE ESTIMATED ANNUAL AMOUNT OF \$46,400.00 WITH UP TO FIVE ONE-YEAR RENEWALS FOR A TOTAL CONTRACT PRICE OF \$232,000.00; 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 CrowdRiff Inc. for promoting tourism with Short-term Video Content in the estimated annual amount of \$46,400.00, with four one-year renewals for a total price of \$232,000.00, is approved.

PART 2. The City Manager or her designee is authorized to execute the agreement 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 September 17, 2024.

Jane Hughson
Mayor

Attest:

Elizabeth Trevino
City Clerk