

EXHIBIT B
AUTHORIZATION OF CHANGE IN SERVICE

CONTRACT NUMBER / CONTRACT NAME:	220-144	Visit San Antonio COOP Advertising	
CITY REPRESENTATIVE/ DEPARTMENT:	Rebecca Ybarra / Destination Services		
CONTRACTOR:	Visit San Antonio		
CONTRACT EFFECTIVE DATE:	January 28, 2020	COUNCIL RES. NO:	2022-
THIS AUTHORIZATION DATE:	July 8, 2022	AUTHORIZATION NO.:	2

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

This agreement is hereby renewed pursuant to the terms of the contract for the period:
July 1, 2022 thru January 1, 2023 for Holiday Marketing \$15,000 and Summer Marketing for \$15,000.

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

Original Contract Amount:	\$35,000	
Previous Increases in Contract Amount:	0	
CURRENT CONTRACT AMOUNT:	\$35,000	
This Increase in Contract Amount:	\$30,000	
REVISED CONTRACT AMOUNT:	65,000	

CONTRACTOR:

Attached I/O's
Signature

Date

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

CITY:

Signature

Date

Stephanie Reyes, Interim City Manager
Print Name / Title

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

Account Number(s):	Amount	Date
#		
#	\$	
#	\$	



**Memorandum of Understanding
for Digital Co-op Marketing Campaign**

between
San Marcos Convention & Visitor Bureau
and
Visit San Antonio

For a Summer Marketing Co-op

June 1, 2022

This Memorandum of Understanding (MOU) for Digital Co-Op Marketing Campaign, sets forth the terms and understanding between **Visit San Antonio** and **San Marcos Convention & Visitor Bureau** with the sole purpose of promoting outer market visitation to the Hill Country area.

Background

Visit San Antonio is the official City of San Antonio Destination Marketing Organization. Visit San Antonio is primarily responsible for developing marketing and promotional efforts that give exposure and drive visitation to San Antonio and its partners from outer markets.

Co-Op Campaign Scope of Work

The objective of this co-op program is a three-way marketing partnership between Visit San Antonio, San Marcos Convention & Visitor Bureau, and Fredericksburg Convention & Visitor Bureau to increase awareness of and visitation to the Texas Hill Country area. The campaign will encourage outer market travel from Mexico City, Monterrey, Bajio Region/Queretaro & Guadalajara. The timeframe of the marketing campaign is from July 1, 2022 – August 31, 2022. Visit San Antonio, along with its Agency of Record, The Atkins Group, will produce and execute the actions listed below, including furnishing all materials to Rebecca Ybarra in advance for approval.

Visit San Antonio Responsibilities:

Action	Timing/Estimated Reach/Notes
Provide final paid media plan.	June 8
Create custom digital ad promoting the Texas Hill Country.	Week of June 20
Serve ads to the target audience	July 1 – August 31

across all digital platforms including mobile, laptop and desktop.	
Serve display ads to the target audience across Facebook and Instagram newsfeeds.	July 1 – August 31
Retarget people who visited the campaign landing page by serving ads to the same audience across Facebook and Instagram newsfeeds.	July 1 – August 31
Track visitation to San Marcos and Fredericksburg. After someone sees a display ad, we can track the visitor into selected points of interest in San Marcos and Fredericksburg. Note – this is not applicable to Social media ads as they cannot be associated with tracking; only cross-platform display ads can be tied to visitation/tracking.	The tracking of visitors occurs during the campaign from July 1 – August 31. We provide visitor data within the wrap report that will be supplied by September 30, 2022.
Provide Wrap-Report	By September 30

Partner Responsibilities:

Action	Notes/Due Dates
Be a Gold Member of Visit San Antonio	Current
Provide image and copy points	At earliest convenience
Review and approve materials	Within 5 days of receipt

Reporting

Visit San Antonio will report activity originated by paid media, web, digital, and online engagement through a co-op wrap up report.

Co-Op Fee

This agreement requires \$15,000 to be paid by San Marcos Convention & Visitors Bureau to Visit San Antonio within 30 days of receipt of invoice from Visit San Antonio. Failure to pay the co-op fee may result in partner being restricted from future opportunities with Visit San Antonio.

**Duration**

This MOU is at-will and may be modified by mutual consent of authorized officials from Visit San Antonio and San Marcos Convention & Visitors Bureau. This MOU shall become effective upon signature by the authorized officials from Visit San Antonio and San Marcos Convention & Visitors Bureau and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of mutual agreement by the authorized officials from Visit San Antonio and San Marcos Convention & Visitors Bureau, this MOU shall end on September 30, 2022.

Co-Op Contact Information**Visit San Antonio**

Sue DeLopez

Marketing Director

317 Alamo Plaza, San Antonio TX 78205

214.729.3141

Visit San Antonio

Andres Munoz

Vice President Marketing & Communications

203 S. St Mary's St, Suite 200

210.244.2005

Date:

Partner

Rebecca Ybarra

Director of Destination Services

San Marcos Convention & Visitor Bureau

617 IH 35 North, San Marcos, TX 78666

512.393.5937 | Mobile 512.757.0429

Date:



**Memorandum of Understanding
for Digital Co-op Marketing Campaign**

between
San Marcos Convention & Visitor Bureau
and
Visit San Antonio

For a Holiday Marketing Co-op

June 1, 2022

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Visit San Antonio Responsibilities:

Action	Timing/Estimated Reach/Notes
Provide final paid media plan.	September 1
Create custom digital ad promoting the Texas Hill Country.	Week of October 10

Serve ads to the target audience across all digital platforms including mobile, laptop and desktop.	November 1 – December 31
Serve display ads to the target audience across Facebook and Instagram newsfeeds.	November 1 – December 31
Retarget people who visited the campaign landing page by serving ads to the same audience across Facebook and Instagram newsfeeds.	November 1 – December 31
Track visitation to San Marcos and Fredericksburg. After someone sees a display ad, we can track the visitor to selected points of interest in San Marcos and Fredericksburg. Note – this is not applicable to Social media ads as they cannot be associated with tracking; only cross-platform display ads can be tied to visitation/tracking.	The tracking of visitors occurs during the campaign from November 1 – December 31. We provide visitor data within the wrap report that will be supplied by January 31, 2023.
Provide Wrap-Report	By January 31, 2023

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