

**AUTHORIZATION OF CHANGE IN SERVICE**

<b>AGREEMENT/ SERVICES NAME:</b>	<b>San Antonio and the Texas Hill Country Coop #218-198</b>	
<b>CITY REPRESENTATIVE:</b>	<b>Rebecca Ybarra-Ramirez, CVB</b>	
<b>CONTRACTOR:</b>	<b>Visit San Antonio</b>	
<b>CONTRACT EFFECTIVE DATE:</b>	<b>October, 01, 2017</b>	
<b>THIS AUTHORIZATION DATE:</b>	<b>November 19, 2018</b>	<b>AUTHORIZATION NO.: 1</b>

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

---

Renewal of memorandum of understanding for 2019 San Antonio and the Texas Hill Country Coop #218-198 in the amount of \$35,000.

No changes in services have been made to the contract. This change is only for extension of existing services from October 01, 2018 through September 30, 2019

---

Original Contract Amount:	NTE	\$35,000.00
Previous Increases/Decreases in Contact Amount:	NTE	\$0.00
This Increase/Decrease in Contract Amount:	NTE	\$35,000.00
Revised Contract Amount:	NTE	\$70,000.00

**CONTRACTOR:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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

**CITY:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Bert Lumbreras**  
\_\_\_\_\_  
Print Name

**City Manager**  
\_\_\_\_\_  
Title

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

Account Number(s):		
#	{Date}	{Amount}
#	{Date}	{Amount}
#	{Date}	{Amount}



**Memorandum of Understanding  
For:  
2019 San Antonio and the Texas Hill Country Co-op**

between  
**San Marcos CVB**  
and  
**Visit San Antonio**

**November 1, 2018**

This Memorandum of Understanding (MOU) sets forth the terms and understanding between **Visit San Antonio** and **San Marcos CVB** with the sole purpose of promoting international visitation to San Antonio and the Texas Hill Country.

**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 to increase awareness of and visitation to San Antonio and the surrounding Hill Country cities Fredericksburg and San Marcos from targeted international markets. The timeframe of the marketing campaign is October 2018-September 2019. 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 point-of-contact Rebecca Ybarra-Ramirez in advance for approval.

**Visit San Antonio Responsibilities:**

Action	Timing/Estimated Reach/Notes
Meet to review 2018 plan & research and to determine objectives and direction for 2019	Met October 4, 2018
Develop annual media plan (budget to include \$65,000 contribution from Visit San Antonio)	Media plan developed and reviewed October 4, 2018
Execute media plan	Ongoing as per annual plan
Provide quarterly updates	January, April, July, October

**Partner Responsibilities:**

Action	Notes/Due Dates
Provide insight & input for planning	October 4, 2018 and ongoing
Provide copy points and visual assets	Ongoing
Review and approve materials	Within 3 days of receipt
Inform Visit San Antonio regarding results generated	January, April, July, October 2019
Be a Gold Member of Visit San Antonio in order to participate in co-op programs	Will renew for 2019

**Co-Op Fee**

This agreement requires \$35,000 to be invoiced by Visit San Antonio to San Marcos CVB and paid to Visit San Antonio within 30 days of receipt of invoice. 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 CVB. This MOU shall become effective upon signature by the authorized officials from Visit San Antonio and San Marcos CVB 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 CVB this MOU shall end on September 30, 2019.

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

Katie Krampitz  
Marketing Manager, Leisure  
203 S. St Mary's St, Suite 200  
210.244.2027

**Visit San Antonio**

Andres Munoz  
Vice President Marketing & Communications  
203 S. St Mary's St, Suite 200  
San Antonio, TX 78205  
210.244.2005

---

Date:

**Partner**

Rebecca Ybarra-Ramirez  
Executive Director  
San Marcos CVB  
617 IH 35 North  
San Marcos, TX 78666

---

Date: