

**RESOLUTION NO. 2019-**

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**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS, APPROVING A RENEWAL OF THE ADVERTISING AGREEMENT WITH TRIP ADVISOR FOR THE CREATION OF INTERNET ADVERTISING CAMPAIGNS TO SUPPORT THE WORK OF THE SAN MARCOS CONVENTION AND VISITOR'S BUREAU IN THE ESTIMATED ANNUAL AMOUNT OF \$55,000 AND AUTHORIZING THREE ONE-YEAR ADDITIONAL RENEWALS FOR A TOTAL CONTRACT PRICE OF \$165,000; AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO EXECUTE THE APPROPRIATE DOCUMENTS RELATED TO THE RENEWAL OF THE AGREEMENT; AND DECLARING AN EFFECTIVE DATE.**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS:**

**PART 1.** The renewal of the advertising agreement with Trip Advisor for the creation of internet advertising campaigns to support the work of the San Marcos Convention and Visitor's Bureau in the estimated annual amount of \$55,000 and authorizing three one-year additional renewals for a total contract price of \$165,000 is approved.

**PART 2.** The City Manager or his designee is authorized to execute the appropriate documents related to the renewal of this Agreement on behalf of the City.

**PART 3.** This Resolution shall be in full force and effect immediately from and after its passage.

**ADOPTED** on December 3, 2019.

Jane Hughson  
Mayor

Attest:

Jamie Lee Case  
City Clerk