

RESOLUTION NO. 2019- R

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS APPROVING A RENEWAL OF THE ADVERTISING AGREEMENT WITH MEDIA POWERS FOR THE CREATION OF ADVERTISING CAMPAIGNS INCLUDING PRINT ADS IN USA TODAY AND OTHER PUBLICATIONS TO SUPPORT THE WORK OF THE SAN MARCOS CONVENTION AND VISITOR BUREAU IN THE ESTIMATED ANNUAL AMOUNT OF \$23,172 AND AUTHORIZING THREE ONE-YEAR ADDITIONAL RENEWALS AND RATIFYING PREVIOUS ANNUAL CONTRACTS FOR A TOTAL CONTRACT PRICE OF \$141,182; AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO EXECUTE THE APPROPRIATE DOCUMENTS RELATED TO THE RENEWAL OF THE AGREEMENT 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. The renewal agreement with Media Powers for the creation of advertising campaigns including print ads in USA Today and other publications to support the work of the San Marcos Convention and Visitor Bureau in the estimated annual amount of \$23,172 and authorizing three one-year additional renewals and ratifying previous annual contracts for a total contract price of \$141,182 is approved.

PART 2. The City Manager or his designee is authorized to execute the contract on behalf of the City.

PART 3. This resolution shall become effective immediately from and after its passage.

ADOPTED on December 3, 2019.

Jane Hughson
Mayor

Attest:

Jamie Lee Case
City Clerk