

**RESOLUTION NO. 2020-204R**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS, TEXAS APPROVING THE RENEWAL OF AN AGREEMENT WITH MADDEN REPRINT MEDIA, LLC (CONTRACT NO. 218-035) RELATING TO INTERNET SEARCH ENGINE MARKETING USED BY THE SAN MARCOS CONVENTION AND VISITOR BUREAU TO PROMOTE TOURISM IN THE ESTIMATED ANNUAL AMOUNT OF \$35,999.77 TO INCLUDE THE AUTHORIZATION OF THREE ADDITIONAL ONE-YEAR RENEWALS FOR A TOTAL CONTRACT AMOUNT OF \$146,984.53; AUTHORIZING THE CITY MANAGER OR HIS DESIGNEE TO EXECUTE 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 of the agreement with Madden Reprint Media, LLC (Contract No. 218-035) relating to internet search engine marketing used by the San Marcos Convention and Visitor Bureau to promote tourism in the estimated annual amount of \$35,999.77 to include the authorization of three additional one-year renewals for a total contract amount of \$146,984.53 is approved.

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

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

**ADOPTED** on October 7, 2020.

Jane Hughson  
Mayor

Attest:

Tammy K. Cook  
Interim City Clerk