



Legislation Details (With Text)

**File #:** Res. 2020-202R      **Version:** 1      **Name:**

**Type:** Resolution      **Status:** Individual Consideration

**File created:** 9/8/2020      **In control:** City Council

**On agenda:** 10/7/2020      **Final action:**

**Title:** Consider approval of Resolution 2020-202R, approving a renewal of the agreement with the Texas Department of Transportation for advertisement in the Texas Highway Magazine to promote tourism in the estimated annual amount of \$9,735.10 to include the authorization of three one-year additional renewals in the total contract amount of \$58,680.35; authorizing the City Manager or his designee to execute the agreement on behalf of the City; and declaring an effective date.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Resolution - Texas Highway Magazine.pdf, 2. 217-430R ACIS3 Texas Highway Magazine 2020-2021 All.pdf

Date	Ver.	Action By	Action	Result
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**AGENDA CAPTION:**

Consider approval of Resolution 2020-202R, approving a renewal of the agreement with the Texas Department of Transportation for advertisement in the Texas Highway Magazine to promote tourism in the estimated annual amount of \$9,735.10 to include the authorization of three one-year additional renewals in the total contract amount of \$58,680.35; authorizing the City Manager or his designee to execute the agreement on behalf of the City; and declaring an effective date.

**Meeting date:** October 7, 2020

**Department:** Convention and Visitor Bureau - Rebecca Ybarra-Ramirez, Director (By Lynda Williams, Purchasing Manager)

**Amount & Source of Funding**

**Funds Required:** \$9,735.10 Annually

**Account Number:** 12024224 53110

**Funds Available:** FY2021

**Account Name:** Advertising

**Fiscal Note:**

**Prior Council Action:** None

**City Council Strategic Initiative:** [Please select from the dropdown menu below]

Choose an item.

Choose an item.

Choose an item.

**Comprehensive Plan Element (s):** [Please select the Plan element(s) and Goal # from dropdown menu below]

- Economic Development - Choose an item.
- Environment & Resource Protection - Choose an item.
- Land Use - Choose an item.
- Neighborhoods & Housing - Choose an item.
- Parks, Public Spaces & Facilities - Choose an item.
- Transportation - Choose an item.
- Core Services
- Not Applicable

**Master Plan:** [Please select the corresponding Master Plan from the dropdown menu below (if applicable)]

Choose an item.

**Background Information:**

Contract 217-430 was awarded December 1, 2017 to Texas Department of Transportation (TxDOT) in the amount of \$15,196 for advertising in the Texas Highway Magazine. This advertising contract was renewed in 2018 and 2019. The total of the contract with the current requested renewal will be \$58,680.35.

This amendment is to renew the advertising for FY 2021. This contract will continue with three (3) annual renewal options for approximately \$9,735.10 per year. The renewals may be awarded administratively in the form of an Authorization of Change in Service.

**Council Committee, Board/Commission Action:**

Click or tap here to enter text.

**Alternatives:**

Click or tap here to enter text.

**Recommendation:**

Approve renewal of contract with TxDOT for advertising in the amount of approximately \$9,735.10 annually with three year renewal options.

